

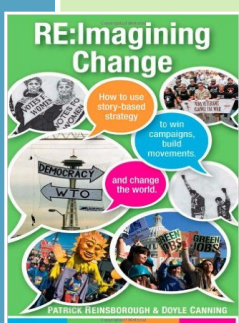


# STORY-BASED STRATEGY FOR THE PUBLIC

## WHY WE ALL NEED TO BE STORYTELLERS

### 1. RE:IMAGINING CHANGE

Authors Reinsborough and Doyle say the stories we tell each other can lead to social change. They present a “story-based strategy” that can “win campaigns, build movements and change the world.”



### 2. PUBLIC INTERESTS?

Many of us are passionate about changing something in our lives and our communities. Learning about the strategies that can help us become better storytellers can bring us one step closer to being part of the change we would like to see in the world.



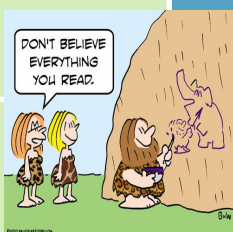
### 3. PUBLIC USES?

The text explains why we need to tell new stories, and how we can tell those stories so they influence and inspire. There are also several examples of successful change campaigns, and four in-depth case studies.



### 4. WHY USE STORIES?

“The universe is made up of stories, not atoms.” The authors quote activist Muriel Rukeyser to support the idea that humans have been telling stories since time began, to connect with each other, and understand our world better.



### 5. WHO TELLS THE STORIES?

- Whose stories dominate, and whose have been ignored?
- Thanksgiving is a celebration of peace. But on that day in 1637, 700 Pequot women and children were slaughtered. Why is this not part of the story?
- The Thanksgiving story is told by the Pilgrims, not Native Americans. “History is written by the winners.” (Churchill)
- Native American activists mark Thanksgiving as “The National Day of Mourning”, to honour the dead, and publicize the continuing struggle of Indigenous people in America.



### 6. POWER OF THE PEOPLE

We don't have to be powerful to have an impact. Rosa Parks was a black seamstress who refused to give up her seat to a white woman while seated in the “coloured” section of a bus in segregated Montgomery, Alabama in 1955. Her actions led to a bus boycott. One year later, the U.S. Supreme Court ruled that bus segregation was unconstitutional.

### 7. YOU ARE AFFECTED

We live in an information age, and know so much, but is what we know right? And are we getting all the facts? The authors point to a campaign educating the public about genetically modified products in Kraft Macaroni and Cheese. The brand was spoofed as Kraft “Macaroni and Genes” with the added slogans “Untested Genetics” and “40% More Manipulated”.



### 8. YOU HAVE POWER

One of the case studies tells the story of the Coalition of Immokalee Workers. In their “Boot the Bell” campaign, they demanded Taco Bell “pay a penny more per pound” for tomatoes, to improve wages for tomato pickers, many of whom were low-wage migrant workers. They won!



### 9. YOU HAVE SOCIAL TOOLS

If you have a social media account, you can express change messages through memes. A meme can be a symbol like a raised fist, or a slogan like “Hands Up. Don't Shoot.” This slogan went viral on the Internet after Michael Brown, a young black man from Ferguson, Missouri, was shot dead by a white police officer. The words refer to witness reports that Michael was running away with his hands up when he was shot and killed.



### 10. GET INVOLVED!

From Rosa Parks to tomato pickers, there is plenty of evidence that ordinary citizens have power to effect social, political and economic change. From wage disparities to racism, people banding together can make a difference. No matter what the powers that be say, it turns out you can fight City Hall!



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STORIES IN PLAY INITIATIVE

Read More at  
<https://storiesinplay.com/>

Annotated Bibliography Entry

<https://storiesinplay.com/2016/04/11/reimagining-change-story-based-strategy/>

Position Paper

<https://storiesinplay.com/2016/04/11/can-stories-change-the-world/>