Narrative Analysis of
POWER
Story-based
STRATEGY
Elements of Story

- Conflict
- Characters
- Imagery / Show Don’t Tell
- Foreshadowing
- Underlying Assumptions
Winning the Battle of the Story
March 3, 2013
Stop the Frack Attack Summit

Training by Patrick Reinsborough and Christine Cordero
Dallas, TX.
Humans are the *Narrative Animal*.

The currency of narrative is *meaning*, NOT truth.
Narrative Power Analysis

- Filters = not what people *don’t* know, but what they *do* know
- Analyzing the *dominant stories* that affect understanding of our issue
- We have to reframe and *change the story*
Frame: operates as pre-existing narrative lens in our mind

• The larger story that shapes understanding of information, experiences, and messages;
• The structure and boundaries of a narrative that defines point-of-view and power
“Looting”  “Finding”
Meme: a unit of self replicating cultural material

A capsule for a story to spread.

Contagious ideas, stories, images, and rituals that spread from imagination to imagination, generation to generations, shaping and shifting human cultures...
Natural Gas Boom?

Natural Gas Signals a ‘Manufacturing Renaissance’

Saudi America
The U.S. will be the world’s leading energy producer, if we allow it.

FROM THE DIRECTOR OF ‘GOOD WILL HUNTING’
MATT DAMON  JOHN KRASINSKI  FRANCES McDORMAND
PROMISED LAND
What’s your price?

NOW PLAYING IN THEATRES NATIONWIDE
Or Natural Gas Bubble?
Energy Security / Independence from Foreign Oil
North American Energy

Canadian and U.S. Oil Pipelines
- Enbridge Pipelines, AB Clipper and connections to the U.S. Midwest
- Kinder Morgan Express
- Kinder Morgan Trans Mountain
- TransCanada Keystone
- Proposed pipelines to the West Coast
- Existing / Proposed pipelines to PADD II
- Expansion to existing pipeline
Elements of Story

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Winning the Battle of the Story

- **Frames the Conflict**
  Draws our attention to particular details of the story and avoids others outside the frame

- **Amplifies the Voices of Impacted Characters**
  Stories speak to us through relevant Spokespeople

- **Imagery/Show Don’t Tell -- Engage Peoples Values**
  A good story emphasizes values and imagery over data

- **Foreshadowing --Shows the Future/Offer Vision**
  People will only go someplace that they have first been to in their minds

- **Challenges Assumptions**
  Makes the invisible visible
  Changes the Story
Framing the Conflict

What is the core problem?
What is at stake?
Characters

Who speaks for the most impacted?

“Growing a better wheat crop that helps me conserve the soil, keep my land productive and help this farm support future generations of my family.”
—Rod Gugert, farmer

Biotechnology is helping Rod Gugert grow a type of wheat that requires less tilling of the soil. That helps him preserve precious topsoil and produce a crop with less impact on the land.

Preserving topsoil today means a sheltering farm for generations to come.

Biotechnology allows farmers to choose the best combination of ways to help grow their crops. It helps certain farmers use fewer chemicals to protect their crops against certain pests. And it’s helping provide ways for developing countries to better feed a growing population.

In the future, it can help farmers grow better quality, more nutritious food.

Biotechnology is also enhancing food in other ways, helping to create more effective treatments for diseases such as leishmaniasis and diabetes.

Biotechnology is helping create solutions that are improving lives today, and solutions that could improve our world tomorrow. If you’re interested in learning more, visit our Web site or call the number below for a free brochure about biotechnology and our future.
Imagery / Show Don’t Tell

Create a Powerful Image in your Audiences Mind.
Imagery / Show Don’t Tell

Using Popular Culture

Siskiyou County Invasive Plant Alert

Nestlé Spurge (Euphorbia esula)
Family: Euphorbiaceae
Genus: Euphorbia
Species: esula

Siskiyou County Invasive Plant

DON'T WAIT 100 YEARS TO ACT!

There is a new invasive plant that could threaten Siskiyou County's water resources for the next 100 years. Ranchers are especially concerned with the damage to their pastures and hay fields caused by just a small number of Nestlé spurge and other foreign invasive plants.

This new fungus invades the Nestlé water bottle plant, clogging up water pipes and blocking the flow of water to our homes and businesses. Nestlé is responsible for protecting our water resources and ensuring that the Nestlé water bottling plant does not harm the environment.

Take pride in our waters. Nestlé is here to help. We can decide now to keep control of our waters, and the future of our community. Visit our "Protect Our Waters" website and help us protect Siskiyou County's water resources.

Protect Our Waters in Siskiyou County for All Uses

www.ProtectOurWaters.org
Foreshadowing

I have a dream...

I have a dream....

That my four little children will one day live in a nation where they will not be judged by the color of their skin, but by the content of their character.
Foreshadowing
Framing with Vision

Save The **Salmon**
Our **Future**, and
Our **World**
Bring Down The **Dams**

**BRING THE SALMON HOME!**

Average height a salmon can jump: **6 feet**

Klamath River Inter-Tribal Fish and Water Commission
c/o Friends of the River
915 20th Street
Sacramento, CA 95814

Average height of a Klamath River dam: **84 feet**

Produced with funds from the California Redwoods Reform Coalition
Challenging Assumptions

War or Occupation?
The Dominant Story

BANK OF AMERICA OPPORTUNITY FOR LIFE.
Changing the Story
Mobilize

Organize

Reframe/Build Alliances

Amplify

Story
California Fiscal Crisis
California Calls
Framing the Conflict

Framing the issues as a clash of values
Audience

Who are we trying to talk to?
What do we want them to do?
What do they value?
What are their filters?
How do we reach them?