

Form Worksheet

THIS WORKSHEET WILL HELP YOU GENERATE IDEAS for what form your project will take. Developing the shape of a narrative project is part strategy, part creativity. We will provide some exploratory questions below to help you reflect on both.

Almost anything can serve as a vehicle to advance a narrative. Your project could take the form of a photography exhibit or YouTube video, a mixtape or a Tik Tok challenge, a science fiction series or a holiday-themed event. Or it could take the form of more traditional movement tactics such as direct actions, lobbying days, rallies, or marches.

Whatever form you choose, we invite you to use this worksheet to lean into your own creativity and have some fun brainstorming with your team.

BRAINSTORMING QUESTIONS

Feel free to explore any question in any order.

- ❖ What do you know about your audience? What do they like to do? Who influences them? What entertainment and media platforms are they on? What type of content do they typically like to experience or consume? What does this knowledge suggest about which forms would be likely to reach and resonate with them?
- ❖ If you already know your narrative, what would it look like to embody it? What symbols or models might boldly illustrate your narrative?

Example: To change the dominant narrative about people with criminal records, the People's Paper Co-op worked with returning citizens to make recycled paper out of their old criminal records, put their photos on it, and write a caption describing what people don't see about them when they look at their criminal records. They created murals with the resulting papers and used them as an advocacy tool.

- * What does your desired future look and feel like? What values are central to the society you are trying to build? What are the shared holidays, rituals, and celebrations that grow from those values? How would your society's institutions function differently than they do now? Is there anything from that future that you could "bring back" and manifest now?

Example: To build power for a narrative opposing a \$19 billion bank bailout, a group of Austrian architecture students created a scale model of a sustainable city that could be built for the same price tag as the bailout. They displayed the model in a public square and gave tours of the city to audiences.

- * Are any of your opposition's narratives successful enough that it's worth challenging them? Can you think of ways to satirize them? Can you think of ways to illuminate the harmful underlying deep narratives that drive the opposition's narratives? Are there specific media platforms, channels, or in-person activations that are more likely to be effective in helping audiences divest from opposition narratives?

Example: The Greater than Fear campaign in Minnesota invited social media audiences to put photos of their dogs into a digital frame that made their dogs look like "dog-whistle-fighting" superheroes. People would then post the photos on social media to call out racist dog whistles from politicians.

- * Are there any significant symbols, locations, or dates that would help you illustrate the stories you want to highlight?

Example: Activist Bree Newsome scaled a 30-foot pole to take down the Confederate battle flag that was displayed on the grounds of the South Carolina State House in order to draw attention to institutionalized white supremacy symbolized by the flag at the seat of power.

- * What creative assets do you have access to? Do you know a local band? Are you a poet? Does your organization have a relationship with an artist? List out all the creative assets that come to mind. Knowing that you have those relationships, can you imagine a way to collaborate and integrate any of those assets into your project?
- * What kinds of activities and connections bring you joy? Can you think of project ideas that build on what you would have fun doing?