**THE GENDER JUSTICE STORY PLATFORM**

**Story at Scale** is a year-long collaboration of researchers, data scientists, artists, advocates, and organizers to develop and test a new cultural strategy to advance gender justice. Using big data and a collaborative, creative process, Story at Scale delivers audience research and a narrative foundation to guide artists and campaigners in telling stories that reflect the world we seek: a joy-filled life in a gender-just future. **Story at Scale’s tools** are designed for practical use by those working on issues ranging from reproductive justice to sex- and gender-based violence to LGBTQ+ rights and more. **Story at Scale** delivers these three tools for advancing gender justice:

1. **AUDIENCE RESEARCH**
   a new way to understand the principal values and beliefs around gender held by everyone in our culture;

2. **STORY PLATFORM**
   a narrative foundation to guide artists and campaigners in telling stories that reflect the world we seek: a joy-filled life in a gender-just future; and

3. **CREATIVE STRATEGY**
   a powerful, practical, tested narrative strategy that allows artists and campaigners to spread effective stories with impact that is cumulative and compelling.

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**WE ARE WRITING A NEW FUTURE.**

**YOU BELONG. WELCOME HOME.**

**JOYFUL, PLEASURABLE, FUN**
Stories that reflect the joys of life—being free to create your own identity, enjoy love with partners, belonging, creating, family-making, solitude, acceptance, giving, receiving, nature, beauty, and on and on.

**AROUND THE BEAR SCARCE**
Stories of economic equity & how to ensure all can make a good living and no one has to feel their gain must mean someone else’s loss, their survival must mean someone else’s starvation.

**SAFETY IN COMMUNITY**
Stories of belonging—building & organizing strong, safe communities, families, in-groups. How safe spaces make people freer to be themselves. How safety is created and increased in community. Stories of small & big victories.

**DIFFERENT, EQUALLY VALUED**
Personal stories to explore all kinds of human difference and how being human means being different from others, while all hold equal value. Stories of the right to privacy and respect for personal choices.

**SUSTAINING FOREVER**
Stories of the future people want & the world children will grow up in. How parents raise kids to be happy, healthy & unique, with strong values. How curiosity helps people create identity.

**WE ARE WRITING A NEW FUTURE.**

**YOU BELONG. WELCOME HOME.**

**JOY IN ABUNDANCE.**
Free to love and be loved, because difference is seen and safe when all life is equally valued and sustained.

**THIS IS OUR CO-CREATION.**
Welcome home.

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A **story platform** is a few words that encapsulate the unchanging, emotionally connecting narrative essence upon which all of a campaign’s or cause’s stories are built. It is not a tagline; not ad copy. Sometimes called a “meta-narrative,” it is usually is never seen by the audience. A story platform acts as a guideline for telling stories that, consistently and cumulatively, contribute to desired changes in a culture. The **story pillars** rise out of the story platform to connect the meta-narrative with concrete stories that speak to the audience.
# 6 Audience Segments: At-A-Glance

<table>
<thead>
<tr>
<th>Segment</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Justice Rising</td>
<td>Creative leftists who want safety and freedom</td>
</tr>
<tr>
<td>Force for Good</td>
<td>Thinking leftists who want progress and equality</td>
</tr>
<tr>
<td>Kids First</td>
<td>Parents and grandparents who want their kids to grow up well</td>
</tr>
<tr>
<td>For the Win</td>
<td>Leaders who want to have a good time and to win</td>
</tr>
<tr>
<td>No Special Treatment</td>
<td>Rule-followers who want recognition and achievement</td>
</tr>
<tr>
<td>Religious Traditionalists</td>
<td>Born again Christians who want security, conformity, and power</td>
</tr>
</tbody>
</table>

### The Sense of Being Out of Place

The sense of being out of place was always there... I feel like if I’m in a safe place, it’s like a super-privileged-unique-probably-won’t-last-very-long kind of moment. I’ve thought about this a lot... about a safe place—what does it look like? I’ve sort of come to the conclusion that I need to create a different kind of safe space.

—A movement leader

### It’s Our Job

It’s our job to make sure that we balance the equality within our society. And it really doesn’t make me feel powerful, it makes me feel dutiful. It’s weird, to be a person who doesn’t necessarily deserve something, but has it anyway. It makes me feel I have a duty to balance it out.

—Research participant

### We [Women] Are the Ones

We [women] are the ones that can bear children and that is something a man could never do. People underestimate women. We handle a lot because that’s what we have to do. A man could nurture but it’s innate in us. My children have their father but they always seem to come to Mommy for some reason. It’s that innate ability women have.

—Research participant

### It Doesn’t Mean We’re Not Equal

It doesn’t mean we’re not equal, it means we’re different. A man should be doing something... if you’re not doing anything you are not aiding the community. If you are sitting around all day, that is not a man. Women can be productive, too, but one of the most productive things a woman can do is be a good wife and a good mother.

—Research participant

### I’m Really Old Fashioned

I’m really old fashioned and I really should have been born before my time even, but I think our world has gotten so chaotic. It makes me sad that I see in my grandchildren’s future maybe a world where women have to be a breadwinner. I kind of like my world of how it was for me.

—Research participant

### So God Created Mankind

So God created mankind in his own image, in the image of God he created them; male and female he created them.

—Genesis 1:27

### These Six Audiences

These six audiences emerged from analysis of survey data about people’s lived gender experiences. We did not include questions about politics, issues, or voting. Instead, we used existing data from publicly available surveys and conducted a new survey with 6,000 respondents that profiled how people experienced gender in their everyday lives. We have created a statistical model representing these audiences on the voter file, a tool that allows us to create national and state-level communications strategies, target voters for messaging, and make really pretty maps.
6 AUDIENCE SEGMENTS: AT-A-GLANCE

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<tbody>
<tr>
<td>Diverse, mostly women, and very young</td>
<td>Mostly white and older</td>
<td>Mostly older, mostly women, almost 40% African American</td>
<td>Young and diverse</td>
<td>White and middle-aged</td>
<td>White and older</td>
</tr>
<tr>
<td>Mostly single, mostly childless, and mostly secular</td>
<td>College educated and comfortable</td>
<td>Parents and people of faith</td>
<td>Parenting but not personally identified with parenthood</td>
<td>The American average</td>
<td>Born again Christians and parents</td>
</tr>
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</table>

BASE

IDEOLOGY

Number of People

Progressive

Conservative

VOTED 2018

60%

40%

20%

0%
Stories that resonate with any of the five audience segments we’re addressing (everyone except the far right Religious Traditionalists) can be found in any of the six story pillars, so storytellers should feel free to mix and match. If you are looking for the broadest, most-accessible on-ramps to connect with each audience segment, the chart below identifies them with a ★. And, of course, the story platform applies across the board.

<table>
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<tr>
<td>YOU BELONG. WELCOME HOME.</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
<td>★</td>
</tr>
<tr>
<td>JOYFUL, PLEASURABLE, FUN</td>
<td></td>
<td></td>
<td>★</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>ABUNDANT, NOT SCARCE</td>
<td>★</td>
<td></td>
<td></td>
<td>★</td>
<td>★</td>
<td></td>
</tr>
<tr>
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<td>★</td>
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