

# 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.

## WE ARE WRITING A NEW FUTURE. YOU BELONG. WELCOME HOME.



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 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.

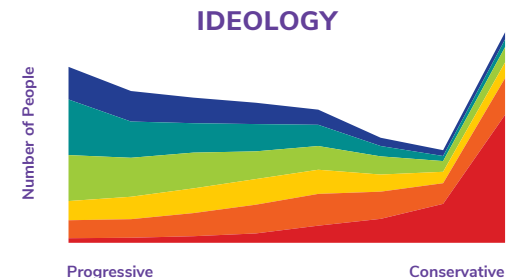
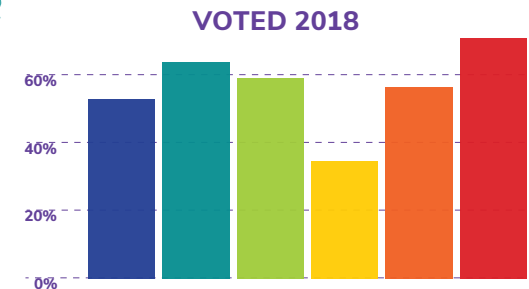
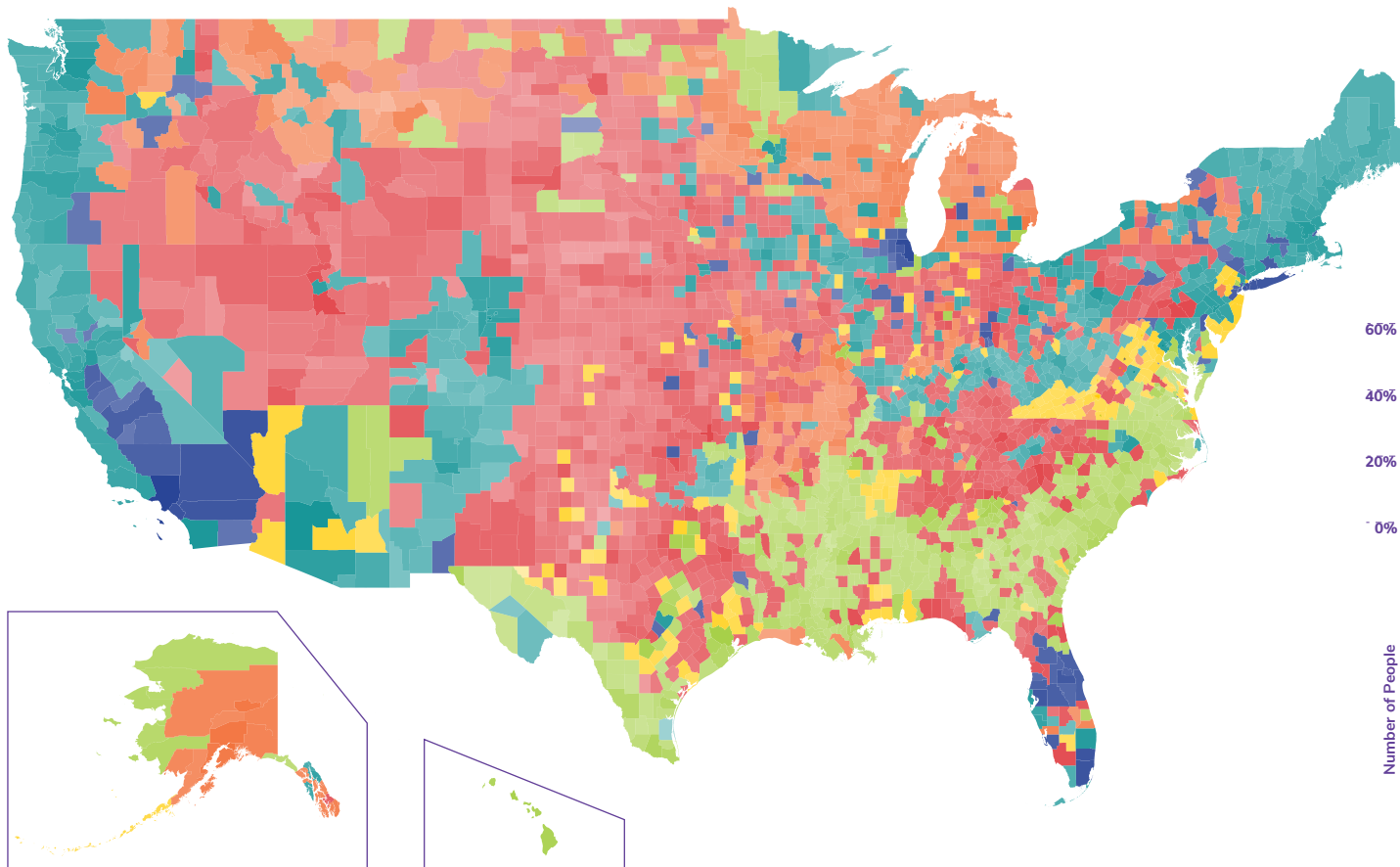
# 6 AUDIENCE SEGMENTS: AT-A-GLANCE

	 <b>14%</b> <b>Justice Rising</b>	 <b>19%</b> <b>Force for Good</b>	 <b>18%</b> <b>Kids First</b>	 <b>12%</b> <b>For the Win</b>	 <b>18%</b> <b>No Special Treatment</b>	 <b>19%</b> <b>Religious Traditionalists</b>	
	<b>Creative leftists who want safety and freedom</b>	<b>Thinking leftists who want progress and equality</b>	<b>Parents and grandparents who want their kids to grow up well</b>	<b>Leaders who want to have a good time and to win</b>	<b>Rule-followers who want recognition and achievement</b>	<b>Born again Christians who want security, conformity, and power</b>	
ON GENDER	<p>“ 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</p>	<p>“ 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. —a research participant</p>	<p>“ 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. —a research participant</p>	<p>“ 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. —a research participant</p>	<p>“ 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. —a research participant</p>	<p>“ 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</p>	ON GENDER

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

	Justice Rising	Force for Good	Kids First	For the Win	No Special Treatment	Religious Traditionalists
DEMOGRAPHICS	Diverse, mostly women, and very young	Mostly white and older	Mostly older, mostly women, almost 40% African American	Young and diverse	White and middle-aged	White and older
LIFESTYLE	Mostly single, mostly childless, and mostly secular	College educated and comfortable	Parents and people of faith	Parenting but not personally identified with parenthood	The American average	Born again Christians and parents
	BASE		PERSUADABLES			OPPOSITION



# CONNECTING THE STORY PLATFORM WITH THE AUDIENCE

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.

	 Justice Rising	 Force for Good	 Kids First	 For the Win	 No Special Treatment	 Religious Traditionalists
<b>STORY PLATFORM</b>						
YOU BELONG. WELCOME HOME.	★	★	★	★	★	
JOYFUL, PLEASURABLE, FUN				★		
ABUNDANT, NOT SCARCE	★			★	★	
<b>STORY PILLARS</b>						
SAFETY IN COMMUNITY	★		★			
DIFFERENT, EQUALLY VALUED		★				
SUSTAINING FOREVER		★			★	
CURIOSITY, KIDS, & THE FUTURE			★			

