The Opportunity Agenda Presents

Helvetika BOLD

Issue No. 1
Just Our 2c

Featuring

Ariel Black

The Mindset

And Just About Everyone You Know!

Meet!
The Moxiest Maven of Media Messaging

Witness!
Her Challenge to the Forces of the Status Quo

Gasp!
At the Sheer Recognizability of It All!

The Origin of a New Hero Whose Word is Mightier Than the Sword!

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Most of us believe the thoughts inside our head to be our own. Little do we know --

Many are in fact locked into place by a sinister supervillain known as --

The Dominant Narrative!

Using the most powerful weapon ever known --

With the wave of a hand, the master of the mediaverse deploys an onslaught of fear that locks millions of people's minds into an ironclad box.

Hey, is that guy staring at me? He wants my stuff doesn't he?!

Doesn't he?!!

And so on...

In that night's media corpse, news broadcast, tag-team pundits known as the Shill and Ms. Information take turns attacking a newly chosen target: a little known community advocate who dares to speak counter to the mindset.

Her name: Ariel Black.

She says government must do more to help single mothers? Help them what -- have more kids? At our expense? C'mon!

Lady, do I need to remind you that Americans fought and died to end communism back in 1776!

And she also wants a 'paradigm shift'? Whoa! Big word alert!

And how 'bout this word for you: Eee-lee-tist!

What the?
BY THE NEXT MORNING, MEDIA CORPSE'S VAST ARSENAL OF INTERNET TROLLS HAVE HELPED THE STORY GO VIRAL.

I NEVER SAID THAT! THEY TWISTED MY FACTS AROUND TO MEAN THE EXACT OPPOSITE THEN MADE ME SOUND LIKE SOME SORT OF ACADEMIC SNOB!!!

UGH! WHY EVEN BOther TALKING TO THE PRESS ANYMORE?

TEN YEARS FIGHTING FOR CHANGE AND I'M NOT SURE I'M EVEN MAKING A DIFFERENCE.

AMIDST ALL THE SHOUTING AND DECEPTION, HOW CAN MY VOICE BE HEARD?

MEANWHILE, THE PROBLEMS ARE GETTING WORSE, AND YET THE MINDSET THAT'S REINFORCING THEM STAYS THE SAME - LIKE IT'S IMPENETRABLE!

ONCE PEOPLE'S MINDS GET LOCKED UP, EVEN FACTS CAN'T GET IN.

MAYBE WE'D REACH PEOPLE IF WE SPOKE TO THEIR HEARTS AS WELL AS THEIR MINDS. EH, WHO KNOWS!

AT LEAST IF I GET A RETRACTION FROM MEDIA CORPSE, THEN I'LL BE GETTING SOME SMALL PIECE OF MY MESSAGE OUT INTO THE WORLD.

TOP FLOOR. AND THERE'S A LONG WAIT.

OF COURSE THERE IS!

TIME TO KILL...HMM... WONDER WHERE THIS GOES?

WHOA!

INCREDIBLE! ALL THE GREAT UNDERGROUND NEWSPAPERS OF THE PAST, BURIED DOWN HERE SO THEY'D BE FORGOTTEN.

MAN, THEY WERE THE REAL DEAL.

IT'S LIKE I CAN FEEL THE SPIRIT OF THOSE COURAGEOUS EFFORTS STILL PULSATING THROUGH THESE OLD LETTERS... ALMOST AS IF THEY WERE ALIVE!

WHOOPS!

WHERE'S THAT LIGHT SWITCH?
After a long time, Ariel awakens confused and disoriented, but somehow still alive...

Ohhh man... W-what happened to me?

Feel... so... strange...

Got to... walk home... must... feed... cats.

Man, how did I get here? I must be more messed up than I thought.

Maybe I should just chill until I can get my head straight.

The Reflecting Pool.

Our greatest reservoir of stories. Some remembered. Others forgotten. All in need of being retold.

Millions before me have stared into these waters and seen the struggle for justice rippling through time.

How could I possibly add to this great chorus when so much has been done to silence their voices, let alone mine.
Ariel quickly realizes her newfound ability gives her the power to make words materialize out of thin air.

Soon after, in Times Square...

If I can illuminate truth, can I also transform lies? Could I transmute the fears they cause into something else?

Time to see what these new hands can really do!

Look! What happened to all the ads?

Really cuts to the heart of things, don’t it?

Although... it’s sort of a nice change.

Yeah, and makes me wonder why I am being paid less than my male co-workers?

And how today’s immigrants aren’t any different than my grandma.

And how I might be in massive debt, but dammit-- I am not a loan!

Maybe another world is possible?

One by one, people break free of the dominant narrative and begin to think... outside the box.
We spent a bazillion dollars to defeat the last remaining independent superheroes: The Fact Checker, Megahorn, and the Grass Root.

So can somebody tell me who the hell is this new Verbal Vigilante creating all these counter-memes?!

I mean, they're not even paying for ad space! That's just morally wrong!

I think it's time we sent her a clear message that her 15 seconds of fame is about to...

Sorry to interrupt your program, but I think it's time we changed the channel.

You mighta thought you had things locked up, but the fight for our common narrative is far from over.

It's time you got ready for —

**HELVETIKA BOLD**

To be continued...
Next Time: Our Hero faces off against New Villains!

The Villifire

GET A JOB, HIPPIE.

Y.O.Y.O. Master

SORRY, YER ON YOUR OWN!

The Dog Whistler

WHAT? ALL I SAID WAS ‘WELFARE QUEEN’?

The Silencer

SHHHHHH...

Who will win... The Battle of the Story? Stay tuned!

Acknowledgments:

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Visit the Opportunity Agenda’s online Communications Toolkit, starring Helvetica Bold:

HelvetikaBold.net

The Opportunity Agenda
X-RAY SPEX
See through The Superficial into people's Inner Being!

Want people to care about what you have to say? Then use X-Ray specs to see past your own preconceptions and peer into people's deepest desires, dreams, and aspirations! Learn what motivates them! Learn why they believe what they believe! What is the ideal world that they dream about? Then discover what you share in common, and start from there!

WARNING: Whatever you do, never let these X-Ray glasses be used for Evil. Doh! Too late. Turns out the advertising industry has been using them for decades. Oh well.

DETOX PROGRAM
Time to get THE SYSTEM... out of your system!

Do you feel sluggish, worn down, depressed? You might just have too much of The System in your system. It isn’t just bad for your health - it’s bad for kids! Our simple approach will help you clean yourself out quickly, with easy tips like: Launching your television out the window! Stop buying brand names that support Evil (No. Seriously. Just stop) - and more!

YES. THAT'S RIGHT! NOTHING TO BUY!

RACISM DECODER RING
Decipher RACIALLY CODLED Language!

Ever wonder why politicians and TV pundits keep repeating strange, made-up phrases like “Food Stamp President,” “Entitlement Society” and “Keep American American”? With this amazing device you’ll be able decipher what these bizarre codewords actually mean – and if they’re really just ways to conceal racism. (Spoiler Alert: Yes. Yes they are).

TIRED OF BEING STEPPED ON?

Our unique messaging system, V-P-S-A, will help you master the art - and science - of being heard!

V-P-S-A: VALUE, PROBLEM, SOLUTION, ACTION!

1 VALUE
Lead with shared values and vision, rather than dry facts or emotional rhetoric.

2 PROBLEM
Introduce the problem. Frame problems as a threat to our shared vision and values, like opportunity, equality and community. Include the cause of the problem, as well as who is responsible for fixing it!

3 SOLUTION
Pivot quickly to solutions. Positive solutions leave people with choices, ideas, and motivation. Assign responsibility. Who can enact this solution?

4 ACTION
Assign an action. Give people something concrete they can do, that they can even picture themselves doing!

USE THIS COUPON TO ORDER

Remember, kids!

POWER
CONCEDES
NOTHING
WITHOUT A DEMAND!

Name
Address
I dedicate my life to fighting for
The world I dream about looks like