

THE OPPORTUNITY AGENDA PRESENTS

FLIP THE SCRIPT

AN ACTIVITY & COLORING BOOK
FOR SOCIAL JUSTICE COMMUNICATORS



FEATURING
HELVETIKA BOLD



Flip The Script: An Activity and Coloring Book for Social Justice Communicators Featuring Helvetika Bold TM

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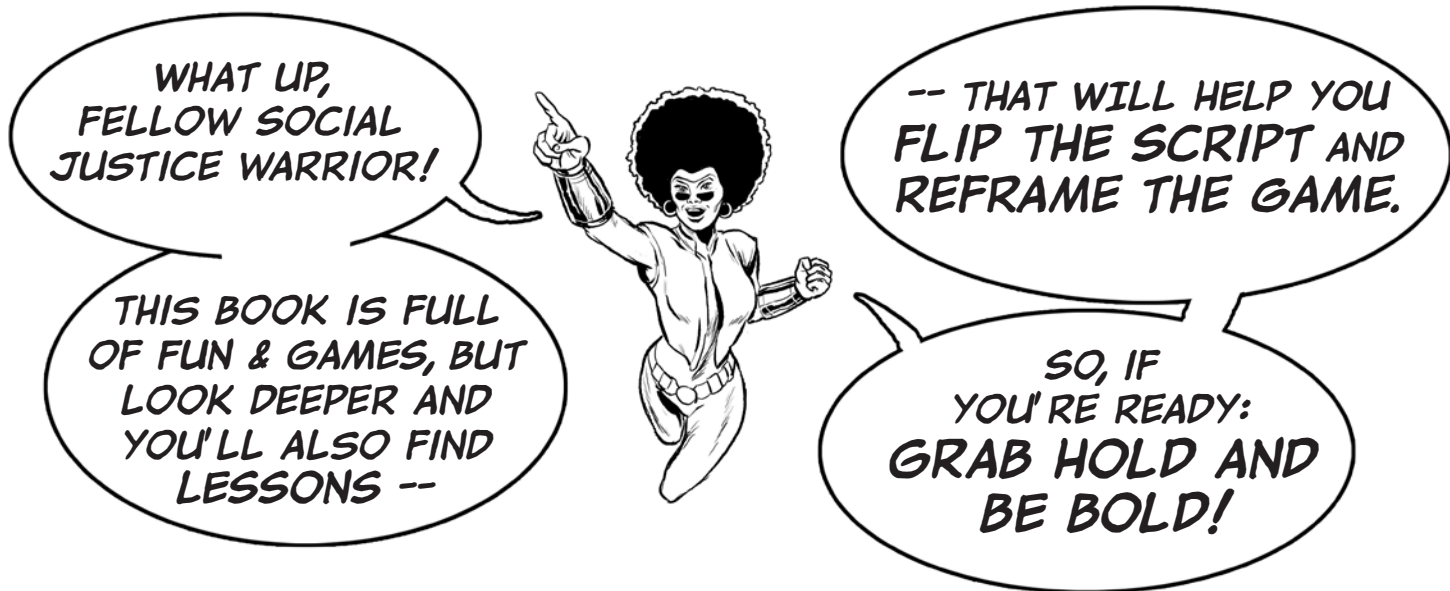
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The **Opportunity** Agenda

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YOU'RE GOING TO NEED THE FOLLOWING THINGS:

☐

A PENCIL

☐

CRAYONS, MARKERS OR COLORED PENCILS

☐

A CAN OF WHOOP ASS

For the answers to the puzzles, visit: opportunityagenda.org
and search for "Flip The Script"

Lead With Values!



SHARED VALUES ARE OUR GREATEST SUPERPOWER

They help audiences hear our messages more effectively than do DRY FACTS or OVERHEATED RHETORIC.



EQUALITY

OPPORTUNITY

VOICE

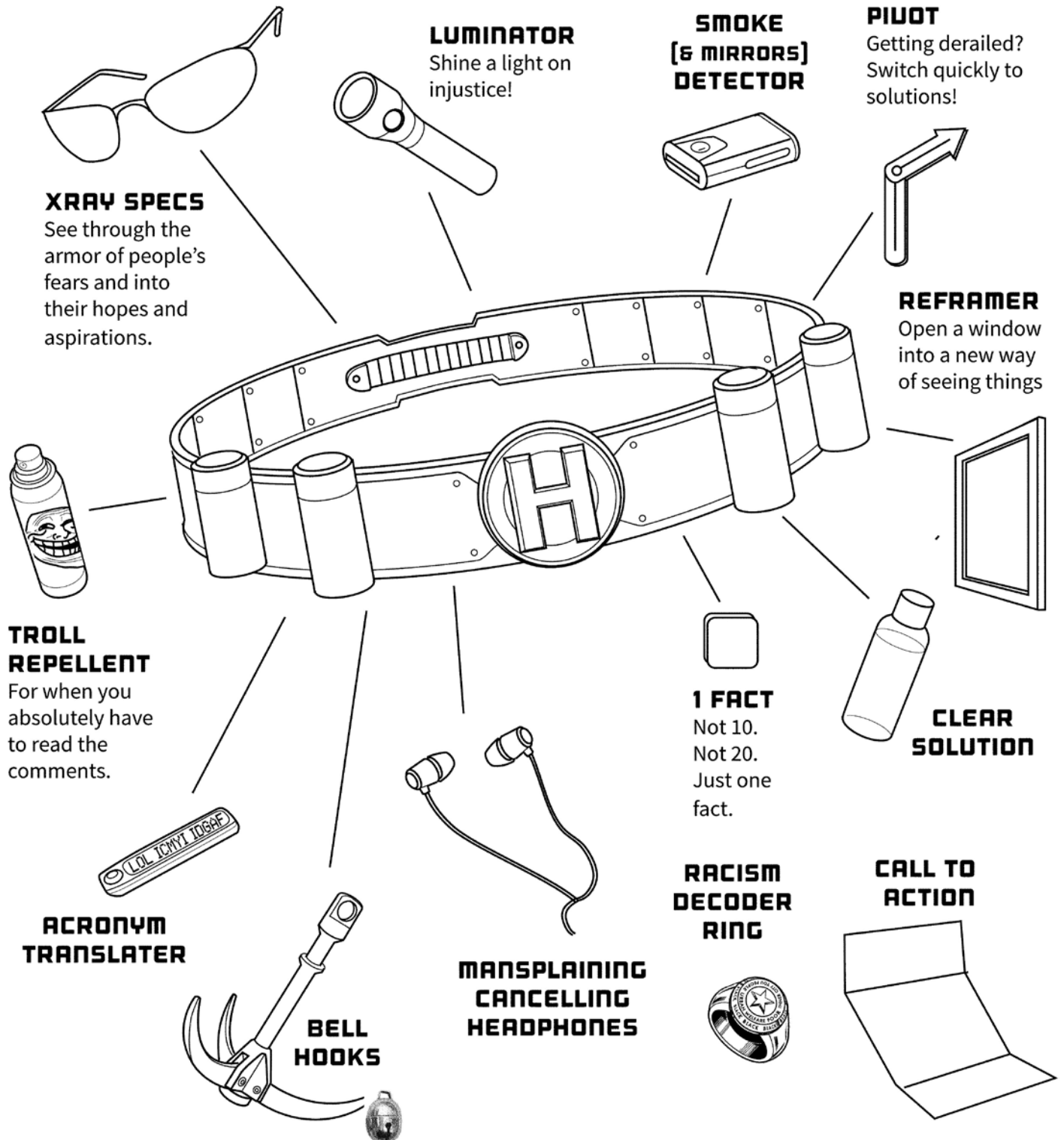
REDEMPTION

COMMUNITY

DIGNITY

SUIT YOUR SELF!

EVERY SUPERHERO NEEDS A UTILITY BELT.
HERE ARE MY TOOLS OF THE TRADE.



THE RACISM DECODER RING



REVEAL THE SECRET LANGUAGE
THAT POLITICIANS AND PUNDITS
USE TO **NOT SOUND** RACIST...

WHILE
BEING TOTALLY
RACIST!



G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	A	B	C	D	E	F
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

CHHYL WCNS SIONB

SIO JYIJFY

VUX BIGVLYM

MNUNYM LCABNM

NBOA

LYUF UGYLCWUHM

FUQ UHX ILXYL

HI, UFFFF FCPYM GUNNYL!

IHY IZ NBY AIIX IHYM



HOMOPHOBIA!



CLASSISM!

**COLLECT
THEM ALL!**



ISLAMOPHOBIA!

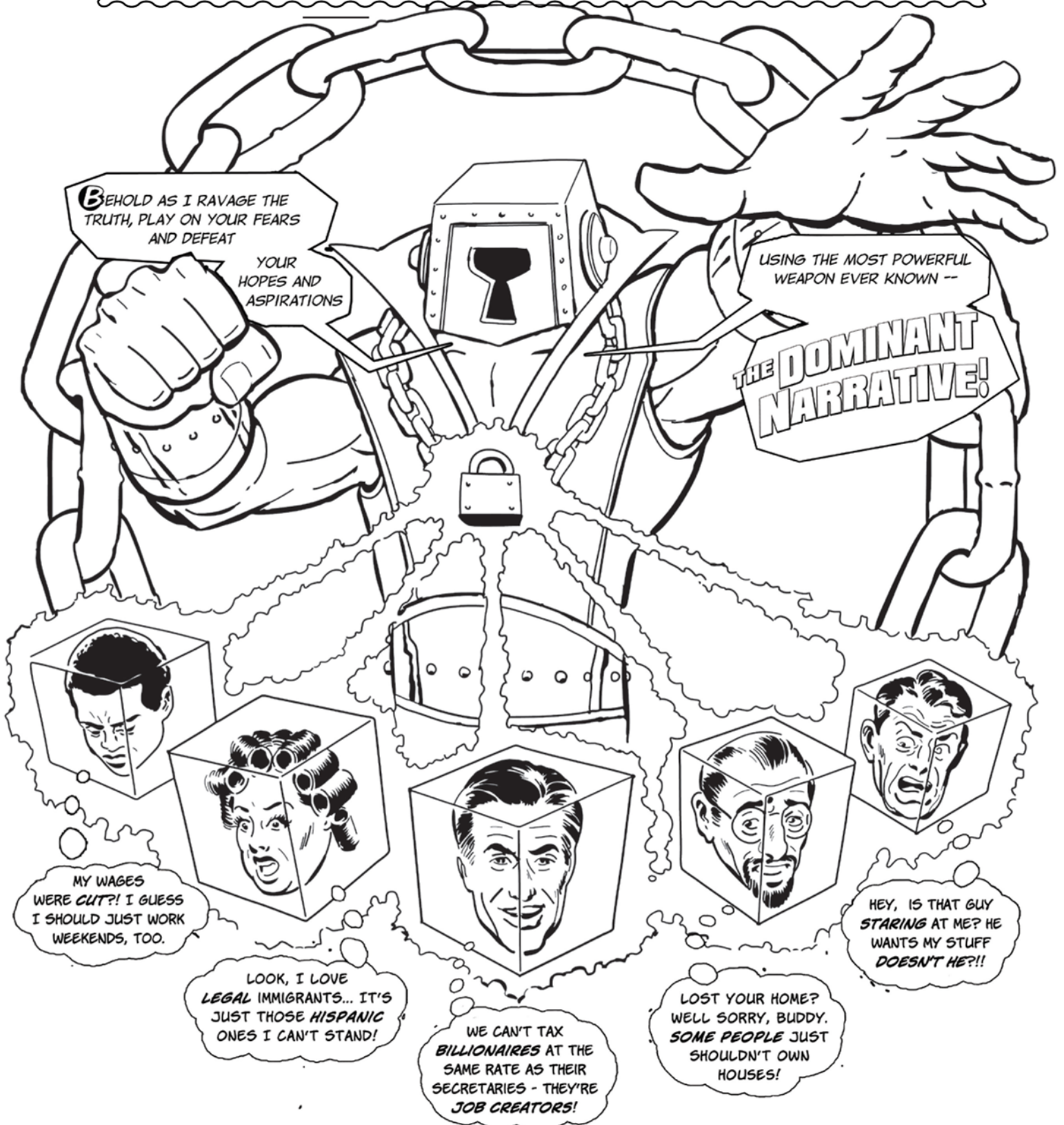


ANTI-IMMIGRANT!

SO WHO ARE WE *REALLY* FIGHTING?

THE MINDSET

THE SUPERVILLAIN WHO LOCKS PEOPLES' HEADS IN AN IRONCLAD BOX SO THAT EVEN FACTS CAN'T GET IN!



UNLOCK THE BOX!

CAN YOU FIND THE HIDDEN FORCES OF THE MINDSET?

W F N I D L V R F P J N E O L I B E R A L I S M H
H D H H I F E Z G A N O H E A L T H C A R E C R T
I E J N S P T F P O H O Z C Y K O C H B R O S U N
T N W F C P H A O Q D E R E G U L A T I O N N C Z
E I W F R E C K O Z T Y U P A K H M O R T L B M I
S A E T I P X E R T K W K H D X Q G D P W Z P P H
U L O H M E F N S N B A N N O N S H J I Q O Y W Y
P I K E I T W E C H J M U X W Q G L O Y C E R K Q
R S Z B N H E W H Q R A C I A L P R O F I L I N G
E M P O A E S S O U S F W M V M N C H V C H O F N
M U B R T F E Y O W E Y E F L O C V L L C A X O H
A N F D I R X U L C N B A V I X U N V A I C I O W
C D A E O O I X S O S I L T M P A M S B S T J D S
Y O L R N G S D G H A I A S P H S W O Y A S Y D N
Q L L W X H M X D N T Z I D N I O H K Z P T I E R
T E I A W R B Y W E I N U X C H P U I Y I W F S K
A Z N L T V I P P T O S C A S O P R T R D E A E M
N A G L D F A A I I N Y R V N M A Z E L F R G R L
N L W J C E S V S F A M A E D T B T D V Z D P T H
U G A N K A I I T K L E X N I S S W O J Y Y O S H
U C G O I R V H Y P I O A L G U G C G Y K F V W R
Z W E F P E V U L N S N I C A L T R I G H T E L E
R R S H R F V S Z A M M M Z R U U F X G C I R T Y
J O U R N O P H O B I A F O X N E W S K W S T K G
G L M E O G T S S K F S H A M E E F V U H Q Y L R

BIAS
FEAR
POVERTY
RACISM
SEXISM
SHAME
FAKE NEWS
DISCRIMINATION
JOURNAPHOBIA

NO HEALTHCARE
FALLING WAGES
SENSATIONALISM
WHITE SUPREMACY
DEREGULATION
PRIVATIZATION
AUSTERITY
XENOPHOBIA
DENIALISM

CLASSISM
RACIAL PROFILING
POOR SCHOOLS
FAILING INFRASTRUCTURE
LACK OF SOCIAL CAPITAL
DEINDUSTRIALIZATION
NEOLIBERALISM
THE WALL
ALTRIGHT

MILITARIZATION
VOTER SUPPRESSION
FOOD DESERTS
MEDIA CONSOLIDATION
COVFEFE
BANNON
KOCH BROS
FOX NEWS
PEPE THE FROG

AUDIENCE IS KEY! TO GARNER **NEW** SUPPORTERS,
WHO DO WE NEED TO TALK TO?

NOT THE CHOIR. NOT THE OPPOSITION. THEY ARE...

THE PERSUADABLES

Instructions: Circle the people who *do not* necessarily agree with you, but
who you *do* think you have a reasonable shot at convincing.

A.



B.



C.



D.



E.



F.



G.



H.



I.



J.



K.



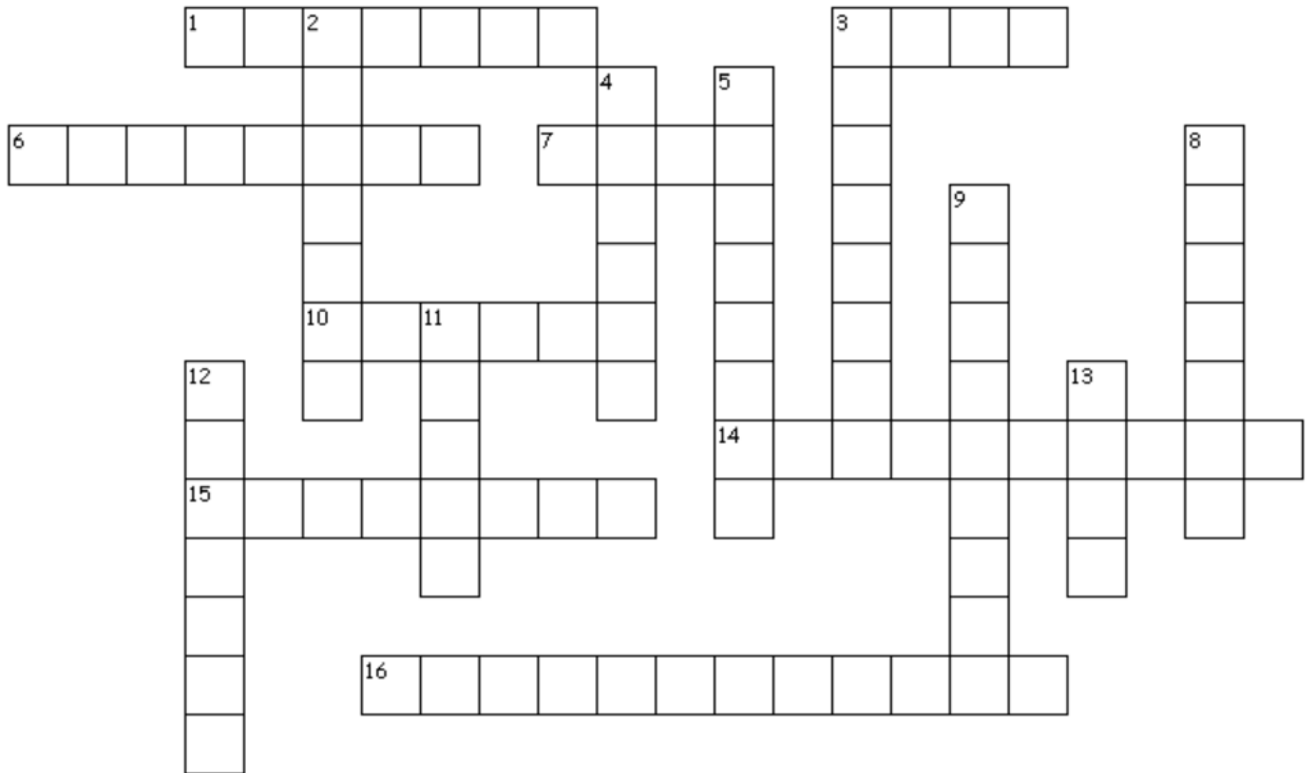
L.



NARRATIVE CHANGE TIP!
DONT FORGET TO ASSIGN AN ACTION!

WHAT'S THE WORD?

COMPLETE EACH SENTENCE TO SHIFT THE NARRATIVE



ACROSS

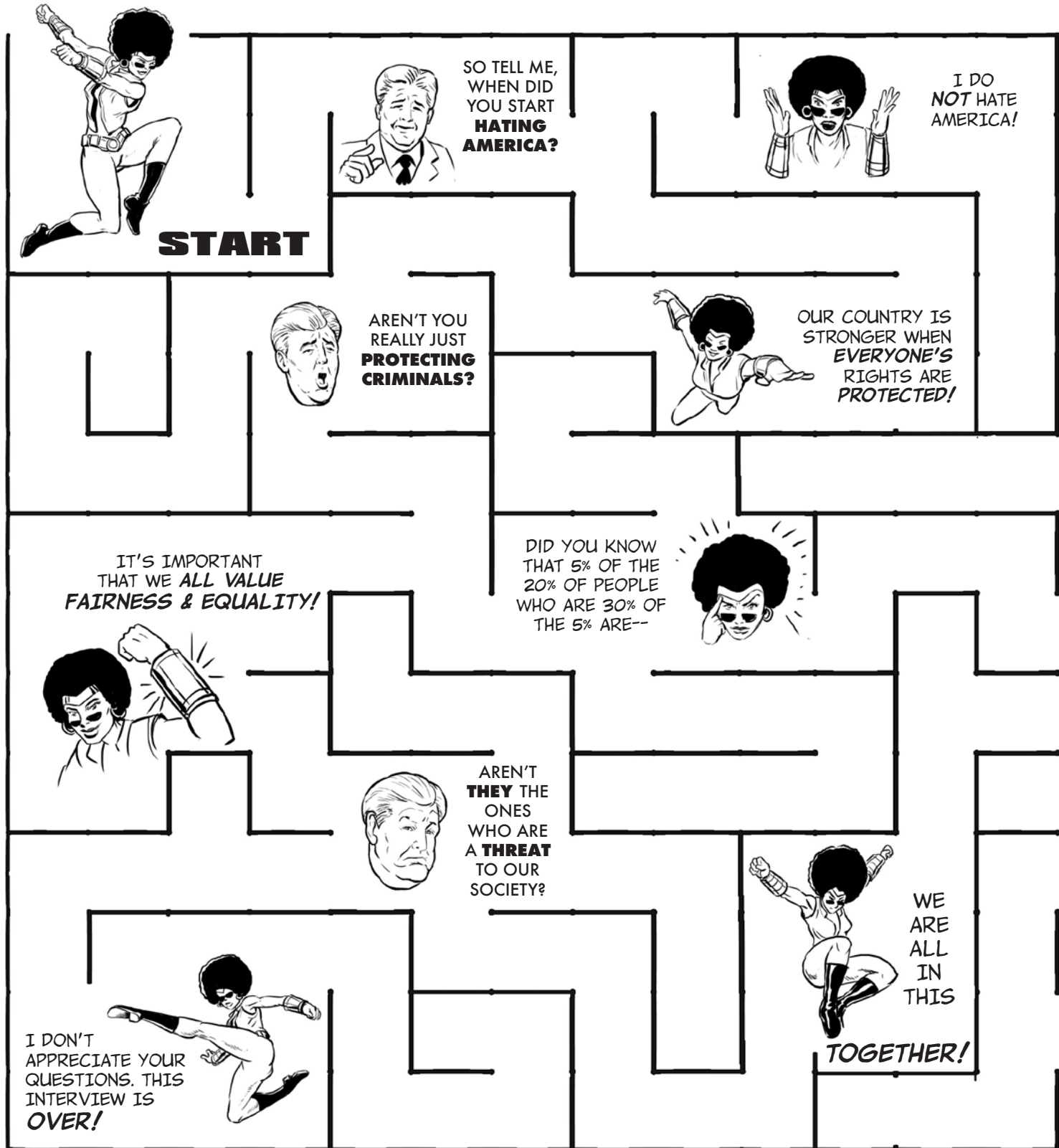
1. "The arc of the moral universe is long but it bends toward _____." – Martin Luther King Jr.
3. "Darkness cannot drive out darkness; only light can do that. Hate cannot drive out hate, only _____ can do that." – Martin Luther King Jr.
6. "Culture precedes _____." – Jeff Chang
7. "As we become aware of ourselves as storytellers we realize we can use our stories to _____ and make ourselves whole." – Susan Wittig Albert
10. "Humanity still has the ability to work together in building our _____ home." – Pope Francis
14. "Stories are _____. And they are not just about redistributing the goods. They are about figuring out what is good." – Marshall Ganz
15. "The practice of love is the most powerful _____ to the politics of domination." – bell hooks
16. "The purpose of the writer is to make revolution _____." – Toni Cade Bambara

DOWN

2. "Whenever we try to envision a world without war, without violence, without prisons, without capitalism, we are engaging in speculative fiction. All organizing is _____ fiction." – Walidah Imarisha
3. "Against the assault of _____; nothing stands." – Mark Twain
4. "Power yields nothing without a _____." – Frederick Douglass
5. "Don't think of an _____." – George Lakoff
8. "The Universe is made of _____, not atoms!" – Muriel Rukeyser
9. "The theatre itself is not revolutionary; it is _____ for the revolution" – Augusto Boal
11. "We have to talk about liberating _____ as well as liberating society." – Angela Davis
12. "Speaking isn't neutral or passive. Every time we speak, we bring forth a _____." – Freedman and Combs
13. "We tell ourselves stories in order to _____." – Joan Didion

A-MAZE-D BY FAKE NEWS?

NAVIGATE THE MEDIA INTERVIEW!



MEDIA INTERVIEWS ARE NOT ALWAYS FRIENDLY TERRITORY! AVOID THE PITFALLS AND NAVIGATE THE MINEFIELD SO YOU CAN TELL YOUR STORY!

LET'S STAY ON TRACK. THE *REAL* ISSUE HERE IS

AREN'T YOU JUST BEING **POLITICALLY CORRECT?**

TAKE *THIS!*

THE SYSTEM IS **RACIST** - AND SO ARE YOU!

WHAT WE NEED TO DO IS **KNOCK DOWN**

BARRIERS TO INCLUSION AND OPPORTUNITY

EITHER YOU ARE WITH US OR YOU ARE **WITH THE TERRORISTS!**

YOU **MADE IT!**

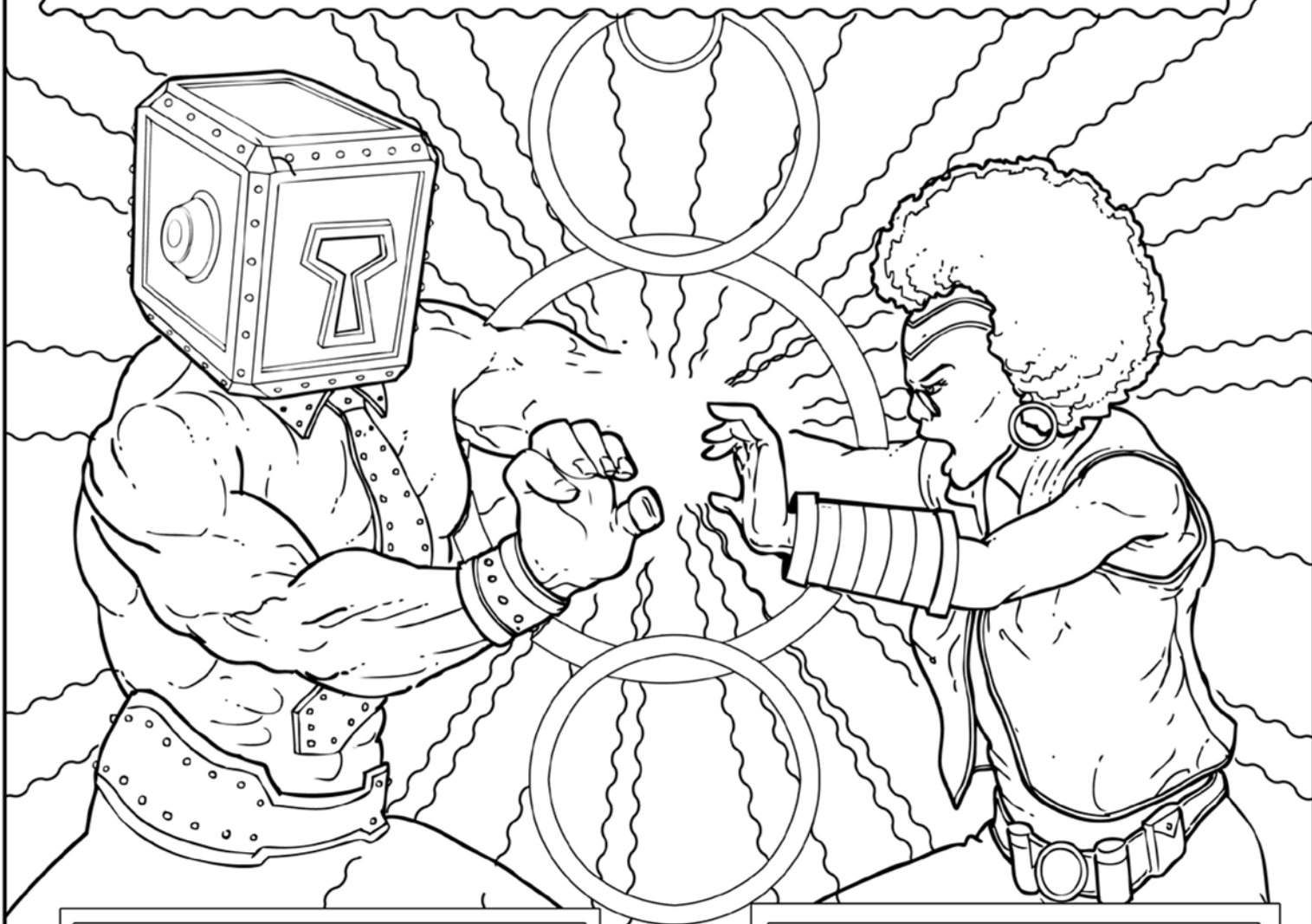
NOW YOU CAN READ THE TWEETS AND GET OUT YOUR TROLL REPELLENT.

LET'S KEEP **ALL** OUR COMMUNITIES SAFE AND **UPHOLD OUR VALUES!**

FINALLY.... RIGHT NOW WE NEED TO TAKE **ACTION!**

FINISH

BATTLE THE MINDSET!



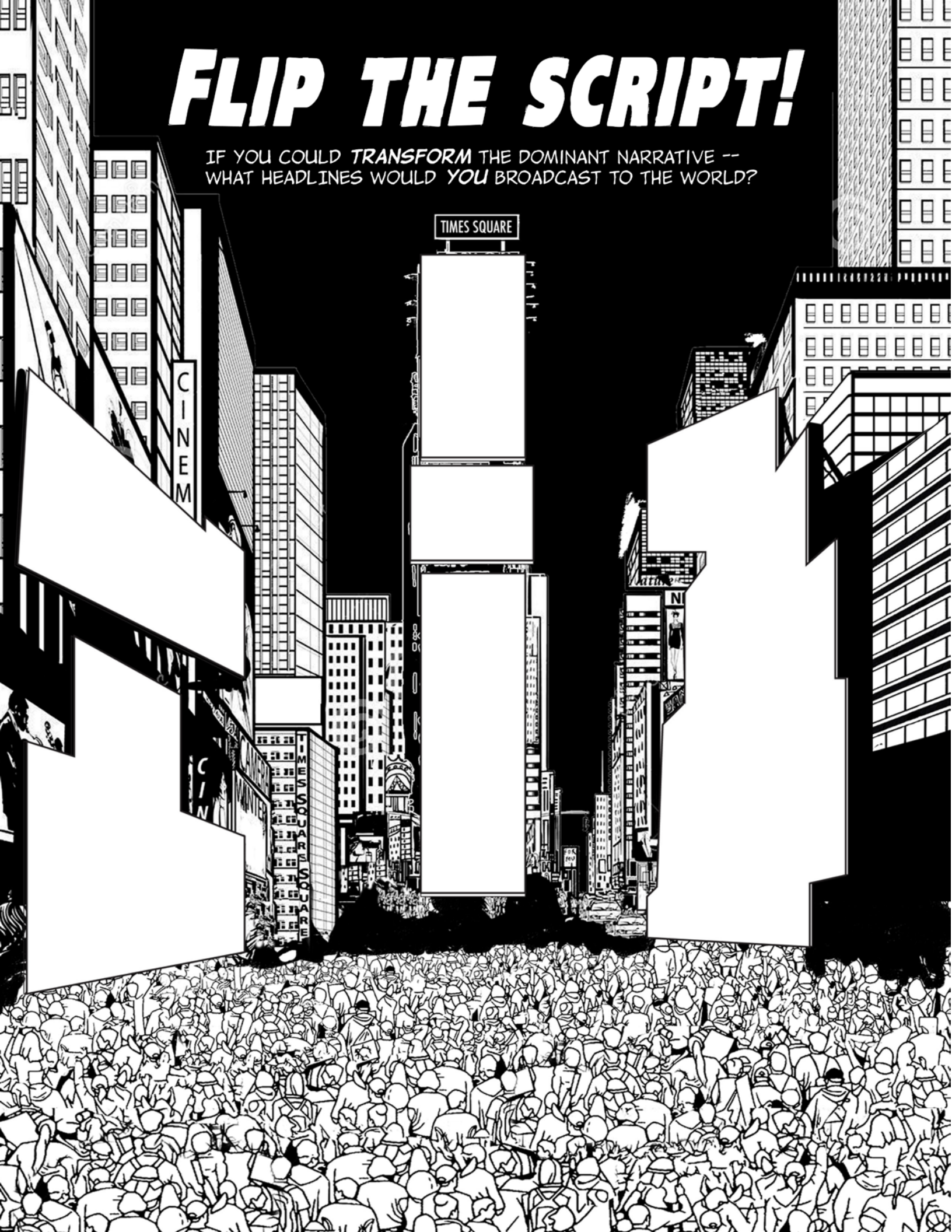
**EVERY
MAN
FOR
HIM
SELF!**

VS.

**WE ARE
ALL
IN THIS
TO-
GETHER**

FLIP THE SCRIPT!

IF YOU COULD *TRANSFORM* THE DOMINANT NARRATIVE --
WHAT HEADLINES WOULD *YOU* BROADCAST TO THE WORLD?



CONGRATULATIONS

YOU ARE READY TO FLIP THE SCRIPT

YOUR NAME HERE



TO TAKE THE NEXT STEP ON YOUR JOURNEY VISIT:

WWW.HELVETIKABOLD.NET



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