

A WORLD FREE OF NUCLEAR WEAPONS

A Narrative Research Project for the Nuclear Threat Initiative

Full Public Report — September 2021

CONTACT INFORMATION + DISCLAIMERS

The research findings and this presentation were developed by the research team and intended to be shared. The research team and their contact information are as follows:

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NARRATIVE PROJECT OVERVIEW

Uncovering and Using the Deep Stories Americans Hold about the Future

- Introduction + Review of Existing Research (4-28)
- Section 1: Qualitative Audience Research (29-95)
- Section 2: Workshop + Story Platform (96-132)
- Section 3: Creative + Quantitative Testing (133-201)

PROJECT BACKGROUND

In 2021, the Nuclear Threat Initiative (NTI), pulled together an interdisciplinary team to help uncover how the larger public might be meaningfully engaged and activated around the existing nuclear threat.

The team assembled included an interdisciplinary team of researchers, narrative experts, and media makers to uncover deep insights about the American public, to validate those insights and to craft new stories about the nuclear threats in people's lives.

Leveraging a non-traditional approach perfected over the years in corporate America, the team asked a representative sample of Americans about their perceptions of the future for generations to come, considering the opportunities and barriers to that future, and uncovered a vivid picture of Americans today - their hopes, their dreams, and the things that kept them up at night.

What follows is a deep look into the minds of Americans and a path forward to creating a world free of nuclear threats.



The Story Platform Process: Audience as Co-Creators

Design Phase (Steps 1-3)

Implementation Phase (Steps 4-6)

Gather thousands of **isolated authentic stories** from our audience. Audit more from pop culture.



Synthesize shared stories into a **single, powerful core story – the “story platform”** – that motivates people to engage for greater power and participation.



Spread thousands of **connected stories** to help change culture. **Deliver** at all touchpoints: door knocks, phone calls, email, DM, digital, events, concerts, etc.

THE POWER OF STORIES



THE POWER OF STORIES

When it comes to stories, the research is overwhelmingly clear that stories are, in fact, the best and only way to persuade people to think and behave differently.

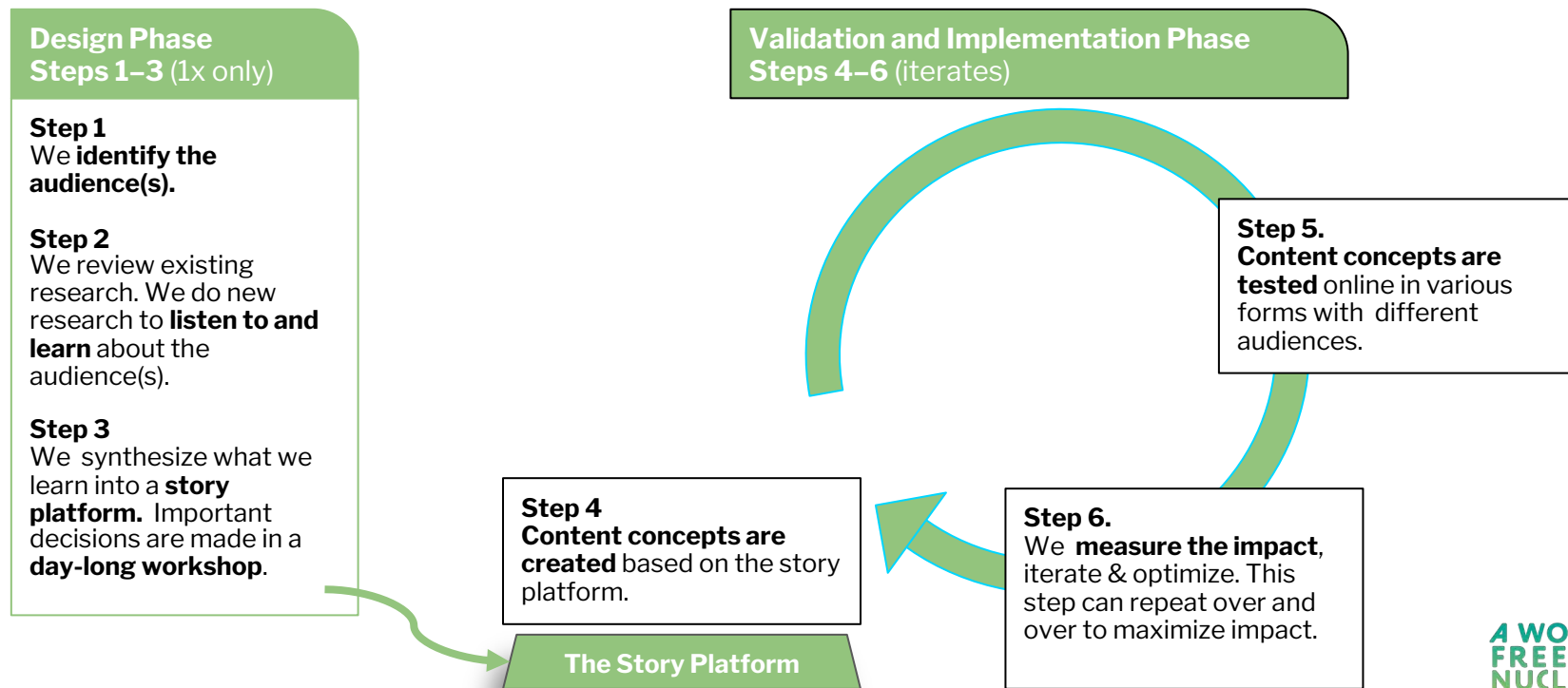
Because of this, our work centered around uncovering the stories in Americans' heads - the stories they told themselves about the future, about the nuclear threat, and about themselves, and their power to make a difference.

Aligning with these stories, we found it possible to connect deeply with our American audiences and persuade them to think and behave differently.



The Approach: The Story Platform Process

A tested 21st-century branding tool — audience-focused and research-driven





STORY PLATFORM

NATURAL GUARDIAN OF GROWING

“The Green Giant can be and should be the mentor, ally, and advocate for all who want to keep growing positively.”

PROTECTOR
OF NATURE,
FRIEND OF LIFE

KEEPER
OF THE
GARDEN

MENTOR,
ALLY &
ADVOCATE

WISDOM
FROM
NATURE

GUIDING
GROWTH
TO ENSURE
STRENGTH

PART OF
THE
AMERICAN
DREAM

Voting Case Study: “Go Vote” is part of the problem

The idea that voting, by itself, will create needed and wanted change is inconsistent with the experience of youth. A story approach that went beyond simple commands to vote and connected with young people’s deeper story made a big difference in youth voter turnout.



Midwest Culture Lab Story Platform & Story Pathways

The following story platform, combined with deep insights about the hopeful rebel inside every young voter, transformed political communications in the build-up to the 2020 election.

Co-created by us, truthful, real, with joy: the world we need.

We are the
creators — young
people of color —
collaborating to
re-make our
communities as
we determine.

Rooted in our
everyday lives,
our families &
friends, our
authentic stories,
our history, our
reality. No
bullshit.

Infused with love,
joy, art, pleasure,
optimism,
connection.

Inclusive,
liberated places,
where basic
needs are met &
we have
choices,
opportunities, and
are seen &
accepted for who
we are.

The Secret: Deep Listening to the Audience

The truth of the matter is that ideas in isolation, whether surfaced from or communicated to an audience, are ineffective for communications.

Human beings are emotional creatures, driven by emotions and the stories in their head. To truly understand and communicate with a given audience, one must understand how they see the world and find a way to connect with that world.

Deep listening to audiences, chosen not for their skin color or income or religion or any other socio demographic variable, but rather for their values, gives us a way to understand the spectrum of thoughts and feelings people hold, and to align with those thoughts and feelings through compelling communications.

Listen for feelings, not facts.

Internal stories
Emotional reactions
Values

Demographics have limited usefulness.

Age
Education
Income

Race/Ethnicity
Religion
Etc.....

Our Values-Based Segments



People Power

Community-minded, politically engaged, and ready to fight for system reform to solve social issues like poverty.



If You Say So

Independent realists who know the system is broken but are skeptical that there are real solutions to society's problems.



Tough Cookies

Family-first rule followers who believe that, while the system might be broken, hard work can create success.



Don't Tread on Me

Conservative, achievement-oriented, and strong believers that equal opportunity already exists.

(SOURCE) [Harmony Labs Narrative Observatory:
https://obiaudiences.org/audiences/](https://obiaudiences.org/audiences/)

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Review of Existing Research

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Eight+ major studies since 2000

- **Nucleus for N Square 2019**
- **Hart for NTI 2019 (And “Messaging Guide”)**
- **Public Opinion Strategies for NTI 2018**
- **Binder for ReThink 2017-18 (And ReThink’s “Policy Polling Summaries”)**
- **Moore & Assoc. Cultural Strategy 2014**
- **FrameWorks 2016**
- **Topos “Reframe” for Union of Concerned Scientists 2009**
- **WMD Awareness Program, Cultural Dynamics “Values Mode,” (UK) 2002-2009**

List of Material Conclusions/Findings

- **Hart, 2020:** Reducing nuclear threat is popular, but majority is unconcerned.
- **ReThink, 2019:** Lowering budgets & no first use are popular, but talking policy doesn't work. (Policy turns people off.) People believe they have no power to make change.
- **POS, 2018:** Nuclear weapons not top of mind. "Many" feel safer knowing we have nuclear bombs.
- **Nucleus, 2018:** People 18-35 may become more engaged if nuclear threat is linked to "everyday threats." No definition of "linked."
- **Nucleus, 2016:** Fear and "overwhelming facts" won't work. Certain "metaphors, messages and images" might. No specific examples.
- **Topos, 2009:** Shift perception of nuclear weapons "from asset to liability."

Key Problems to Solve

1. Public apathy, lack of concern, lack of agency
2. Policy talk is turn-off, yet most organizations talk policy.
3. Many people (but not a majority) believe the national security establishment's mantra: "Nuclear weapons keep us safe." Shift perception from "asset to liability."
4. This community believes linking "everyday threats" with nuclear threats will raise public concern. "Link" is not defined; strongest associations to nuclear power (radioactive waste).
5. Lack of rigorous content testing. (We really don't know what works.)

The Narrative to Counter

“NUCLEAR WEAPONS MAKE US SAFER.”

Many leaders in the community working to minimize nuclear threats believe this is the key narrative to overcome.

Q7a. Do you feel safer knowing that (your country) possesses nuclear weapons, or do you feel less safe knowing that (your country) possesses nuclear weapons?

Asked in Britain, France and the U.S.

The results of this question suggest that many respondents in Britain, France and the United States—although not a clear majority—seem comfortable with their country’s nuclear status quo. In the three countries, more than 46 per cent of respondents report feeling safer by knowing that their country possesses nuclear armament. Britain (37.1) boasts the highest number of people who feel less safe on account of the nuclear arsenal.

	 BRI	 FRA	 USA
Safer	46.3%	48.4%	47.0%
Less safe	37.1%	23.9%	31.5%
Not sure	16.6%	27.7%	21.5%

Q7b. Do you feel safer knowing that (your country) does not possess nuclear weapons, or do you feel less safe knowing that (your country) does not possess nuclear weapons?

Asked in Italy and Germany

In Italy and Germany—countries that do not possess nuclear weapons—the status quo is also the top choice, with 45.2 per cent of Italians and 59.8 per cent of Germans feeling safer knowing that their respective countries do not have nuclear arms. One-in-five respondents in Germany say the absence of nuclear weapons makes them feel less safe, and a third of Italians concur.

	 ITA	 GER
Safer	45.2%	59.8%
Less safe	33.9%	20.5%
Not sure	20.9%	19.7%

**Less than half
think we’re safer
with nuclear
bombs.**

**—Gallup Global Poll,
2007 Last poll to ask
the direct question**

Key ReThink Findings:

1. **Demographics don't matter.**
Support for reducing nuclear weapons is strong across generations, income levels, educational achievement, and political identification.
2. **Elites & people are the same.**
The same communications most effective with everyday people also work best on members of Congress and their staffs.

Keep in Mind

To engage people in reducing nuclear threats, understanding their beliefs and values — the stories in their heads — is far more important than any other factor.

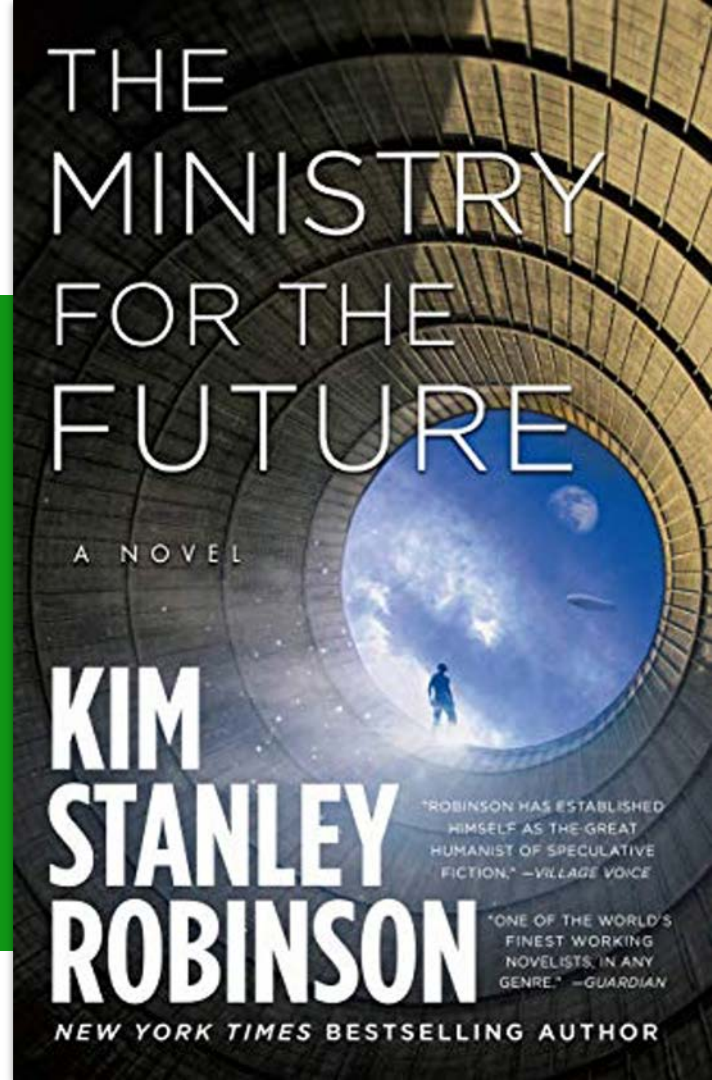
CULTURAL REPRESENTATION EXAMPLES, 1940-2021



2021's Solarpunk Hit

“And then the sun cracked the eastern horizon. It blazed like an atomic bomb, which of course it was.”

Chapter 1, Page 1
April 2021



March 1965 to NOW

A perennial favorite adapted
for new life as
nuclear condom wrappers
by Beyond the Bomb.

MAKE LOVE
NOT WAR

EVERY YEAR MILLIONS OF
PEOPLE ARE AT RISK FROM
UNSAFE NUCLEAR POLICY.
PROTECT YOURSELF AT



Threats of uncertain origin on *The Handmaid's Tale*

“Unwomen” dig up contaminated soil and shovel it into bags bearing the international warning symbol for radioactive hazard.



—April 2018
Season 4, Episode 22

Dumb mistakes: The world nearly ends on *Madame Secretary*

“A simulation! I almost ended the
world because of a simulation?”

—President Conrad Dalton (Keith Carradine)
Season 4, Ep. 22
May 2018



CHERNOBYL: NUCLEAR THREATS GET TANGLED



The Chernobyl disaster was a nuclear accident, not a nuclear bomb.

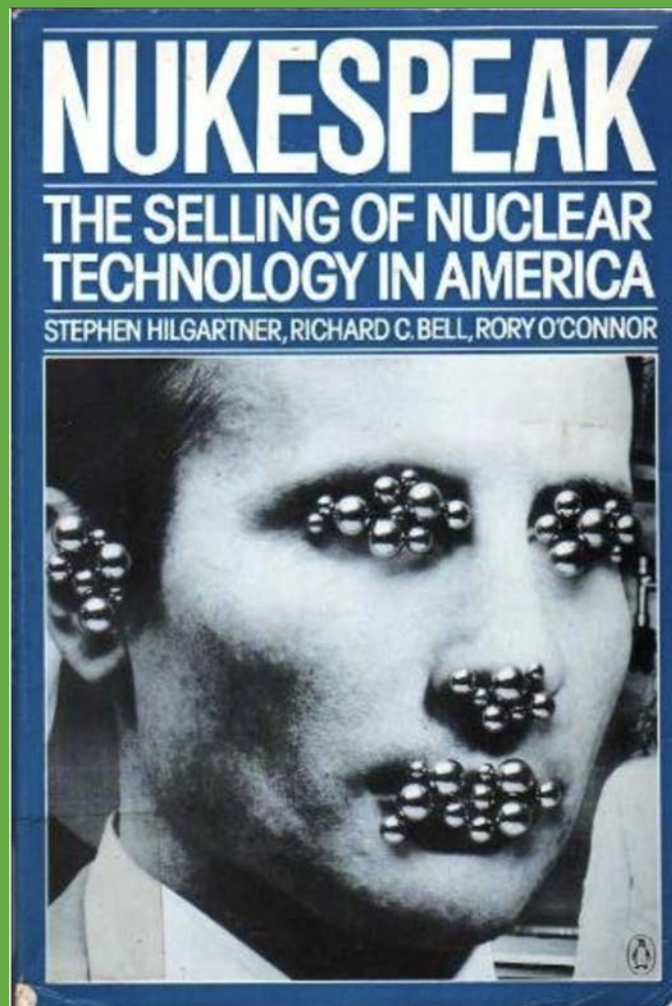
Yet the idea of nuclear threat - that of nuclear power and nuclear bombs - are often conflated in the minds of the public.

HBO

A 1983 book condemns “whitewashing” the threats

Nukespeak refers to the bureaucratic practice of (mis)using language to whitewash any discussion of items related to the Bomb.”

—Bulletin of the Atomic Scientists, 2018



1940s-1960s:100+ Pop Songs, Plus Movies, Books, Plays...

I will seek the desert's hush
where the scenery is lush
How I long to see the mush...
room clouds.

'Mid the yuccas
and the thistles,
I'll watch the guided missiles,
While the old FBI
watches me."

—Tom Lehrer, *"The Wild West is Where I Want to Be,"*
(November 1959 live concert at the Kresge Auditorium
on the MIT campus.)

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NUCLEAR
THREATS



PHASE 1

ORIGINAL QUALITATIVE RESEARCH

**Uncovering the Stories Americans Tell Themselves
about the Future For Generations to Come**

Gretchen Barton/Deep Qualitative Metaphor Elicitation Research for NTI
April 2021

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METAPHOR

ELICITATION

WHY THE DIFFERENCE: THE POWER OF DEEP LISTENING



In traditional focus groups, participants speak for an **average 3-10 mins total**, sharing whatever thoughts they feel comfortable sharing publicly and are aware of, consciously.

With **polls**, researchers get off-the-cuff responses to closed-ended questions **for at most 10 minutes**.

With **Metaphor Elicitation**, participants asked beforehand to spend **several hours** gathering images that resonate with them. Trained interviewers then met with them for **up to two hours** for an open-ended discussion on their thoughts and feelings, in what often feels like a therapy session. Then, **hundreds of hours** are spent analyzing what participants have shared.

What this process does is **unearth the raw, unvarnished truth** - what people truly think and feel.

“please collect 5-7 images that represent your thoughts and feelings about **the future for generations to come.**”

Participants were recruited for remote, one-on-one interviews for which they were asked to bring in a series of images that metaphorically represent their thoughts and feelings about the topic.

Trained interviewers spent 70 minutes discussing these images with participants, and then 20 minutes exploring two scenarios that tested the participant’s sense of agency and ability to imagine a future free of nuclear threats.



The Participants

Who: We spoke to **32 Americans** who represented the spectrum of values Americans hold on social issues (Four value segments named and abbreviated as “People Power”, “Don’t Tread on Me”, “If You Say So”, “Tough Cookies”. [Overview here](#)).

Where: Participants came from across America - and were a representative sample across measures of race, income, education, location, and gender, with an equal split of parents and non-parents represented.

THE MARGINS AND THE EDGES

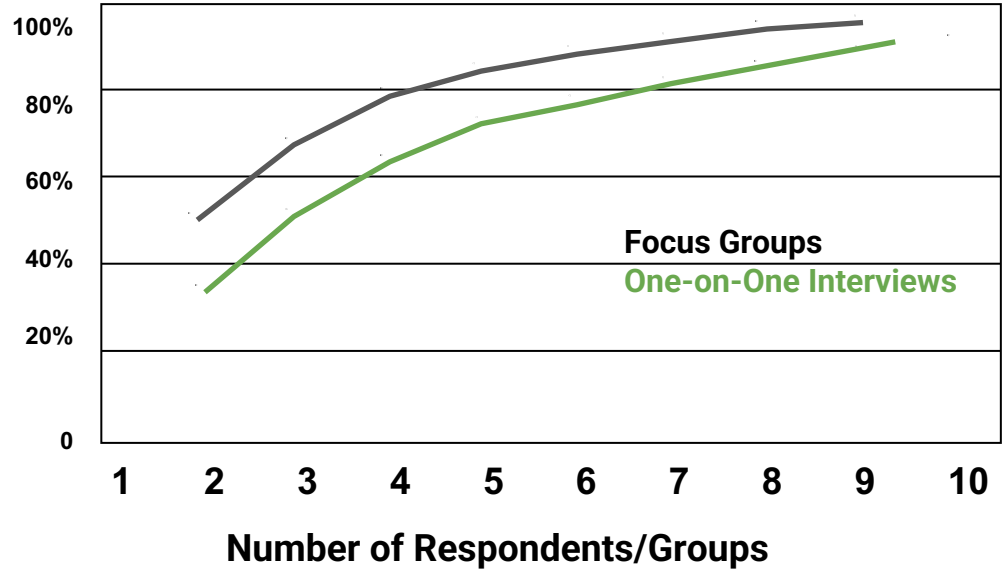
In research across segments, it can be a common practice to look for the differences between segments, instead of the commonalities.

While each of these segments bring a different perspective to the table, for our purposes, we are focusing on areas of commonality in order to establish unifying narratives that will speak to all Americans in a meaningful way.



THE SCIENCE BEHIND OUR SAMPLE

Our segmentation schema was used because of its ability to cover the breadth of attitudes across the United States in policy areas and values.



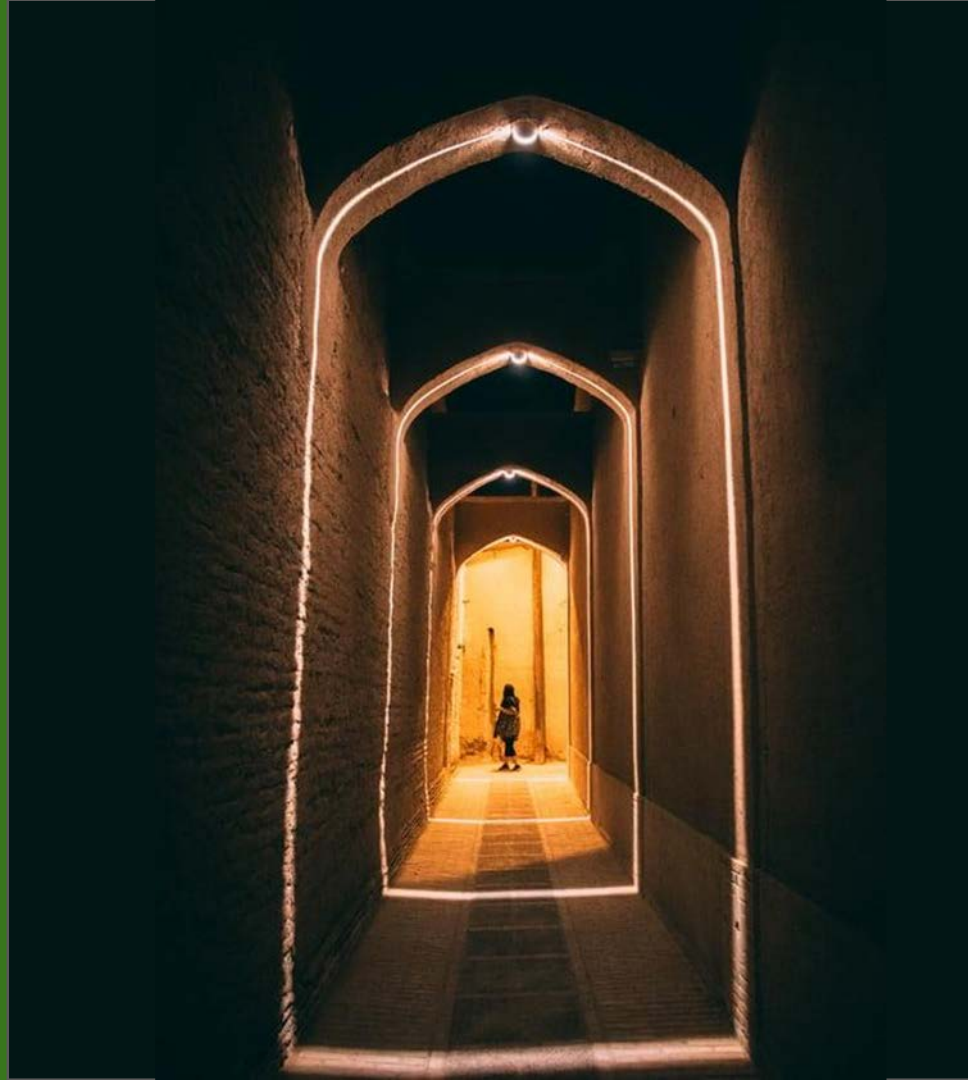
From "The Voice of the Customer" by Abbie Griffin
and John R. Hauser, Marketing Science Institute,
March 1992

Unless otherwise indicated, all imagery that follows was carefully sourced and selected by the participants in our study.

On the Precipice of Possibility...

At this moment, we face a future that feels uncertain.

When we asked participants to bring in images about the future for generations to come, the metaphorical images and stories we got back were filled with hope and fear, stories that were simple and beautiful and stories that were complicated, filled with a myriad of ideas about who we are and who it's possible to be.





Segment Frameworks

Our segments saw the world differently, but shared significant overlap in their unconscious worldviews.

What follows is each segment's larger response to the future and what it held for them.

1. **People Power** - Little Guy, Big System
2. **If You Say So** - At Least I Can Do This
3. **Don't Tread on Me** - Don't Tie Me Down
4. **Tough Cookies** - Take Control (of my Kids)

PEOPLE POWER

Little Guy, Big System

[\(Further Reading: Audience Segment Background\)](#)

People Power - Little Guy, Big System



For People Power, it's **the system-at-large that keeps us down...**

“This is the inequality I keep talking about. I feel like we're all trying to get to the same place, the end of this track. But **there's definitely hurdles.** There's things we have to fight through. But I think the important thing here is that they're staggered. Not everyone is starting from the same place. I think those hurdles kind of represent those systemic issues I keep talking about. Some people have it harder than others, and **I think we have to realize we're not all starting from the same place.**” (Chasity, PP)

People Power - Little Guy, Big System

Yet despite it all, **the answer is the power of one...**

“It all starts with one person doing one thing. This little crane trying to dig this ship out. If we do nothing, nothing is going to change. **If we do something, it's a start.** Because there's not going to be any fish in the ocean. There's not going to be any air to breathe. There's not going to be any people. There's not going to be anything if we don't do something. I think it's still inevitable. What I'm saying is at this point today, today if we do something. **Just help somebody, one person. That's all we can do. We can't change, it's already too late. We can't change things permanently but we can help today.**” (James, PP)



IF YOU SAY SO

At Least I Can Do This

[\(Further Reading: Audience Segment Profile Background\)](#)

If You Say So - At Least I Can Do This

In response to a world that feels increasingly detached from what makes us human...



"I still have a memory of how life was before technology became really prominent. Now, I rely on technology for so many things, but I still have that memory and still have a little bit of that mindset where **even though technology is fantastic in a lot of ways, there's still that person to person interaction and those childhood memories that I would like to pass on.** I still have that memory of when technology wasn't that way. **I worry how the next generation may be - that [my daughter] will not have those same type of memories because she'll be able to get a phone as soon as she's seven or eight.**" (Daniel, IYSS)

If You Say So - At Least I Can Do This

Slowing down and taking the time to grow is the way to go...

“In this one I was thinking of a positive vibe towards the Earth. If you do get to have some kind of little farm in your house and you get to bring oxygen and more trees, it's a better way of taking care of Earth. Not having it overpopulated and with good oxygen [coming] towards us. (Claudia, IYSS)

“I was thinking with this is kind of how **one single change can have a trickle-down effect, which can make the future blossom for other people even though it might not be blossoming now.** I thought in terms of like global warming. What we do now will affect then and then also kind of like racial changes too. Like, if we start making the changes now, it will probably blossom and turn into a better future for the future generations.” (Brianna, IYSS)



DON'T TREAD ON ME

Don't Tie Me Down

(Further Reading: Audience Segment Profile Background)

Don't Tread on Me - And Don't Tie Me Down

With big concerns that **wasting resources restricted their freedom and that of generations to come...**



“The recklessness of it all is - I don't think that we have that money to spend right now and people are still doing it. We have a lot of debt in our hands and as we continue going, those prices are going to catch up to us. We're not going to have money to pay what we have bought and we don't need.”
(Yaseen, DTOM)

“I hate the heat in general, and the world is heating up, so I'm somebody that's going to waste energy and put on an air conditioner. **I try to use my resources and recycle and turn off my water when “I'm brushing my teeth and do all that stuff, but I would be somebody who still doesn't do enough,** so I would just kind of be in the corner kind of watching things go down.” (Heather, DTOM)

Don't Tread on Me - And Don't Tie Me Down

There was a strong focus on freedom and what it meant for the future...

“The first consequences are a sort of restriction of the freedom to do almost anything that you wish to do. The burden of debt, you basically work for your debt. You don't work for your family, to pay your mortgage, to buy things, to travel, to learn, to do things. You're essentially a slave.

Then later, when the burden of debt becomes so large and so widespread, and national bankruptcy occurs, then after a brief sort of illusion of liberation from the debt, you suffer any number of terrible consequences. The most extreme being literally starvation...meaning people are poorer, and less healthy, and frequently less happy.” (Charles, DTOM)



TOUGH COOKIES

Take control (of the kids)

(Further Reading: Audience Segment Profile Background)

Tough Cookies - Take Control

When Tough Cookies saw what businesses were doing,
they were excited about what the future held...

“When Ford started manufacturing cars, he said **you can have any color of cars as long as it's black, and [personalization] flips that equation on its head, where a consumer will be able to say to a brand, this is exactly what I want, make it for me.** The control and the knowledge and the idea of what a finalized product should look like all comes from the consumer, not the brand telling people what they want.” (Wade, TC)



“Elon Musk has some crazy approaches and he seems to really have fun with what he's doing and he's very successful at it. **He needed to test if his rocket could carry a payload tomorrow, so he puts his own Tesla Roadster in the thing just like, "Well, we'll send my car tomorrow."** He's like, "Yeah, put my car in there. **I don't care. Let's just do something, and it's just amazing.**” (Nick, TC)

Tough Cookies - Take Control

At the same time, they were
**concerned about what it
would mean for life on this
planet...**

“What happens to society when it’s not slowing down? What happens, then Bill Gates and Elon Musk are right. You know what I mean? That shows that everything is in their control and it's sad. **It makes you wonder how free you really are.”** (Josh, TC)

“We’re raising them to be good little consumers and buy this, and you’re not cool unless you have the latest iPhone or the right shoes, or wear these certain clothes. I think that **not only does it isolate them, but it also makes them feel that they can't be independent.”** (Nick, TC)



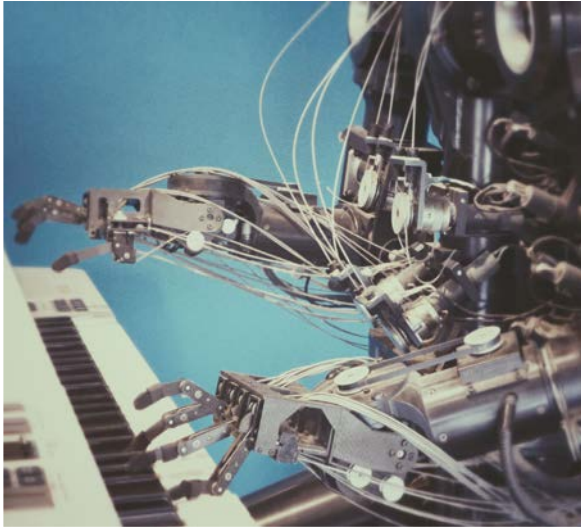
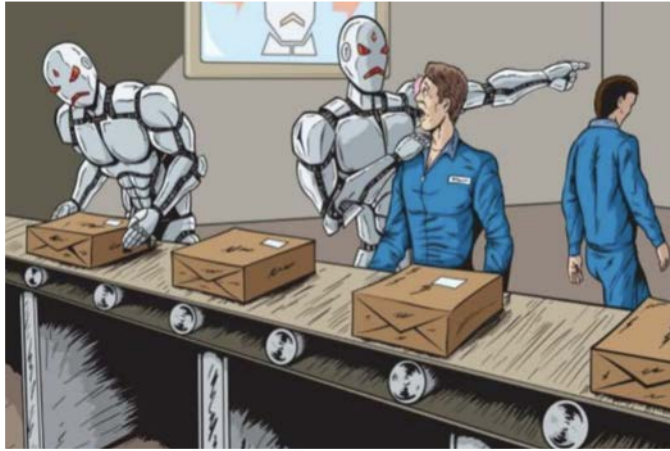
For participants looking to the future, they saw a world hurtling towards the apocalypse, while hoping for utopia.

The Apocalypse

Utopia

**The Path to the Apocalypse is paved with
good intentions and inevitabilities...**

The Rise of the Machine and Moving Too Fast



The Rise of the Machine and Moving Too Fast



The notion that robots are robbing us of our humanity - even our art.



The idea that tech is sucking away our brains and our humanity, pulling us away from the present and each other.



Talk of going to Mars is exciting, but we know deep down it's not for us and represents that the earth is broken and we're stuck on it.

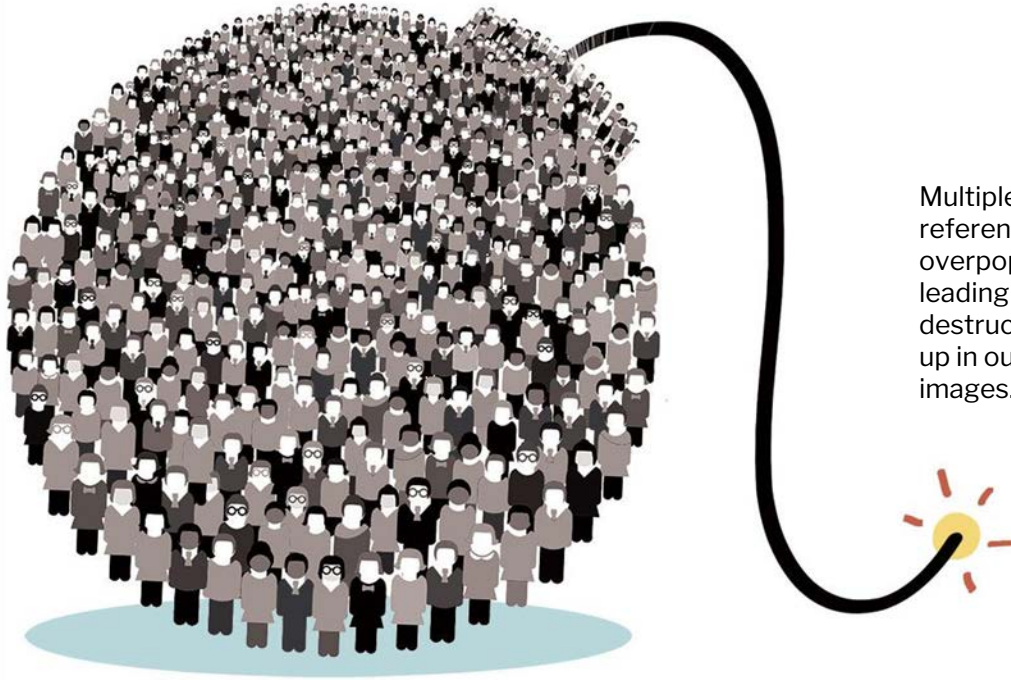


We're becoming robots with all these tech devices and perhaps the vaccine or any of this new tech is the mark of the beast!



Let's face it - robots are taking our jobs and we can't compete. They don't need to go to the bathroom and probably will just delete us because we're imperfect.

For many, the apocalypse was **not** a matter of **if, but** **when...**



Multiple images
referencing
overpopulation,
leading to inevitable
destruction, showed
up in our participant
images.

Making the Earth Sick with Our Bad Choices



Making the Earth Sick with Our Bad Choices



We have spoiled the earth - ruining our air and water, and can't put the pieces back together.

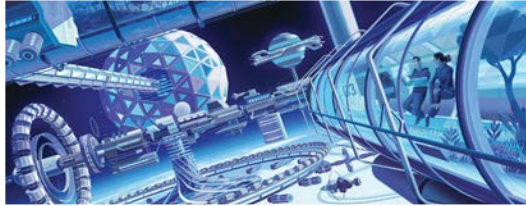
COVID-19 is just another sign that our world has been made sick.

And overpopulation is killing the planet.

Our earth is at a tipping point, and we're out of balance.

Between forest fires and massive climate change-induced drought, the creatures of the earth are suffering from our bad choices.

The Loss of Connection with What Matters Most



The Loss of Connection with What Matters Most



Technology has risen to the forefront of our lives, and we are no longer connected, as humans, with each other.



Over time, we've assembled towers of wisdom that we're now disregarding and tearing down.

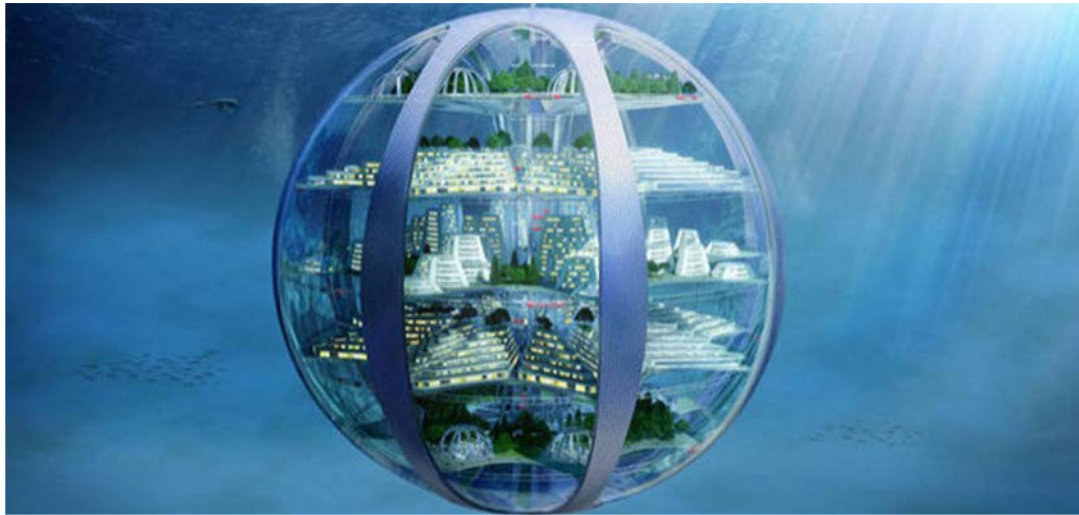
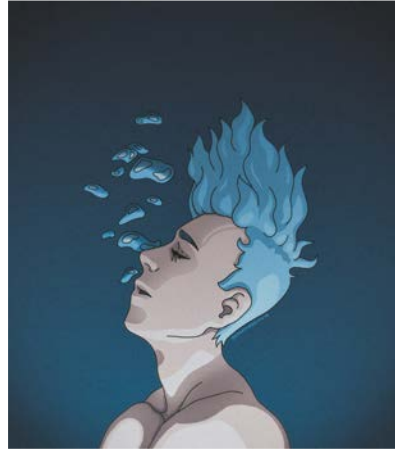
We're losing ourselves and abandoning the sacred practice of connecting with the wisdom of previous generations.



We're no longer listening to each other, and the profound disconnect across the country, fueled by everything from politics to our own cell phones, is causing us to lose sight with what really matters.

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Losing Freedom and the Loss of Agency



Losing Freedom and the Loss of Agency



Because of what we've done and the choices we've made, we're on track to relegating ourselves to cages of our own design.



We've overspent our resources on things that don't matter and things that will hurt us long-term, caging our children into debt and a lack of choices.



Despite our screaming to turn things around, we are stuck underwater, unable to breathe and unable to be heard.



And the people in power and larger society do nothing, reveling with each other and ignoring the big problems we face today.

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Our Lost Youth



Our Lost Youth



Given the world that lays ahead of us, our children are going to be navigating a barren, tortured world for which we can't possibly prepare them.



Addicted to social media and technology, our children's education is going down the tubes in a time in which they need to be more prepared than ever before.



In our culture, children aren't being raised by their families or community anymore. They're being raised by TV and technology, and they're not better for it.



The Path to Utopia is paved with good intentions and big dreams...

The Ability to Go Anywhere, and Do Anything



The Ability to Go Anywhere, Do Anything



We dream of a world where technology supports family, not the other way around. Where people are at the forefront and are potential is limitless.



Whether it's travelling to the moon...



Or exploring the great beyond...



We long for a world in which we can travel and explore without restriction..

Restored, Abundant Resources for All



Restored, Abundant Resources for All



We yearn for a world where we care for each other, where balance is restored, and the world which has been heating up is cool, calm, and green.



We long for a future of abundance - of enough for everyone - clean air, clean water, and healthy food.



And we dream of a world where we support each other - caring for each other and looking out to make sure people have healthcare, education, friendship - and each generation looks after the next.



Slowing Down and Reconnecting with the Earth and Each Other



Slowing Down and Reconnecting with the Earth and Each Other



We want to connect across the generations, being together and enjoying life, and see investment in the future, understanding that we may not enjoy the fruits of our labor today, but our children's children will, and that will be enough.



We long for connection and getting reconnected with others in a time where the world feels chaotic and disconnected from humanity.

Dreaming Big and Flying Free



Dreaming Big and Flying Free



We long to dream big and fly free, unencumbered by people's expectations of us...



Whether it's living out our identity in a way that feels authentic to us...



Or creating a new way to work and live, unrestrained by corporate 9-5 expectations...



Or just dreaming big like we did as children, with our head in the clouds, knowing in our hearts that anything and everything is possible...



Moving Forward with the Wisdom of the Generations



Moving Forward with the Wisdom of the Generations



And finally, we long to pass on our wisdom to the next generation, continuing the chain that has continued through history, bringing forward the best of who we are, instilling wisdom in our young people, and supporting their success into the future...



Participants held dichotomous views with both a sense of despair at inevitable disaster and hope for an abundant, free future.

The Apocalypse

Utopia



Why This Dichotomy?

A Sense of the Moment, and a Feeling of Powerlessness

Across the board, participants shared a sense of certainty that the world was going to end, but were simultaneously planning and hoping for a better tomorrow.





The Need for Agency

“This is a person with a blindfold on. He's walking off a cliff. He's oblivious. His senses are blinded. We're racing towards a cliff, but focusing on the idea that we're not aware... that we've kind of intentionally made ourselves blind to the situation around us so we don't have to look at it. We've created ways of separating ourselves from these problems.” (Kim, IYSS)

We know there is broad awareness of potential trouble ahead, and yet we have people walking off a cliff with their blindfolds on. What is going on? We are missing a sense of agency.

The problem we need to solve for is **giving people a sense of control over what feels uncontrollable** and **giving them a pathway forward to exercise that control.**

We know that our sense of agency grows, when tasks are controllable.

Participants know that no one can save the world, but each of us must do what we can to make the world better and safer.

THE CATHOLIC VERSION

“In terms of how this thing is going to get fixed?
That’s God’s problem. In terms of doing the work
that comes to our hands — doing the work in
front of us — that’s what we need to focus on.”

—Mark Coleville
Kings Bay Seven Protester
Catholic Worker and Anti-Nuclear Activist
Sentenced to prison 9 times for non-violent protests

THE SECULAR VERSION

“We’re responsible for taking the action,
not for the result.”

—12-Step Participants

The Path to Agency

While participants shared a sense of powerlessness when it came to the future, they also revealed a sense of agency in three key areas.

1. **Corporate Control and Consumer Power**
1. **Control my Kid**
1. **Community Care and Connection**



Corporate Control & Consumer Power

Participants recognized the power that corporations have and their use of consumer power as a vehicle to getting things done.



“We’re killing our planet. We only have the one. Big corporations make most of our pollution, they cause most of our environmental problems. **I think we as people have to put the pressure on the people in charge of those corporations to make the changes to treat our planet better....But we have to realize that it is these corporations that are carrying the brunt of the issues we’re facing.**”(Chasity, PP)

“So **there's only certain things you can do, where someone on a more macro level, like a government or a large corporation can create a more positive impact, hopefully.**” (Luis, PP)

Control my Kid

While participants felt they couldn't control the larger world, they did feel they could control their kid as a means to change the world.

It makes me feel like **there is a generational gap, because a lot of the wisdom that was instilled is being lost... It used to be, when I was growing up, your brother's keeper, and now it's every man for himself and God for us all.** (Ty, IYSS)

"I think **society needs to tighten the leash on their children. You know what I mean? Kids, they're wilding out today. You know what I mean? It's because nobody's caring.** You know what I'm saying? Through generations, you start caring less and less. I'm not going to be like my parents. I'm not going to be like my parents. I'm not going to be. Sooner or later, you're not even your parents. You're not even a parent." (Josh, TC)





Community Care & Connection

Participants believed that making the world better started at home, with little community-building acts - whether they be gardening or baking bread, for starting at home was the best way to make change.

“Everybody in my little community is much happier now that we know each other. I’m the first one to find out who the new neighbor is and greet them into the neighborhood. **I think things would be better if we could just remember that and communicate.** Just like the homeless guy on the bench. All he wanted was somebody to talk to.” (James, PP)

“In this kind of imagined future, everyone is still working, but you’re working less hours at a traditional job. And then **in your free time, you’re doing something like gardening or people. People are baking bread so you’re producing something,** but you’re doing so without the pressures of, I’m on an assembly line.” (Kim, IYSS)

“The reason you could see **the long life is, the hands are growing leaves. And to me, a healthy, long life is the most important thing that young people growing up can strive for,** because the more healthy you are, the more you can do.” (Barbara, IYSS)

Common Frameworks used by

All Segments

Each of the segments we studied referenced these larger metaphorical frameworks as they shared their thoughts and feelings about the future.

system

transformation

resource

connection

freedom & control

nature

Considering Cultivation

The most effective communications align with the deep frameworks that participants hold. It is because of this that it seems particularly important to consider cultivation that idea that you should do what you can to make the world right, whether it's exercising your power as a consumer, cultivating a better future through your community or raising the next generation to be ready to meet the future.

Cultivation speaks to finding and intentionally establishing a sense of control in a world that feels increasingly chaotic, reconnecting with others, and with the earth.

With these findings in mind, we move onto our next phase of research, establishing a Story Platform and Creative Concepts to test with our four audiences.



Cultivating a Better World, One Person, One Community at a Time...

“We all have to take a hand, do our part, in making or preparing a foundation for a better future. You know, there's no "I know you," we all need to take responsibility and take our part in making sure that we are taking this slippery terrain and making it travelable for our future generations.

[When you do this], the world becomes a better place. It becomes a better place to live. It becomes a better place to function. Our communities become better. Our families become better, which is the foundation of our communities. Our communities become better, which is the foundation of our townships and our cities. And our cities become better, which is the foundation of our states. And our states become better. And it just keeps going on and on. It's like energy, when the energy is positive, it matriculates through the ages and it reaches the masses.” (Ty, IYSS)



QUALITATIVE RESEARCH APPENDIX

A WORLD
FREE OF
NUCLEAR
WEAPONS

Becoming President

As part of the interview process, participants were given the following exercise:

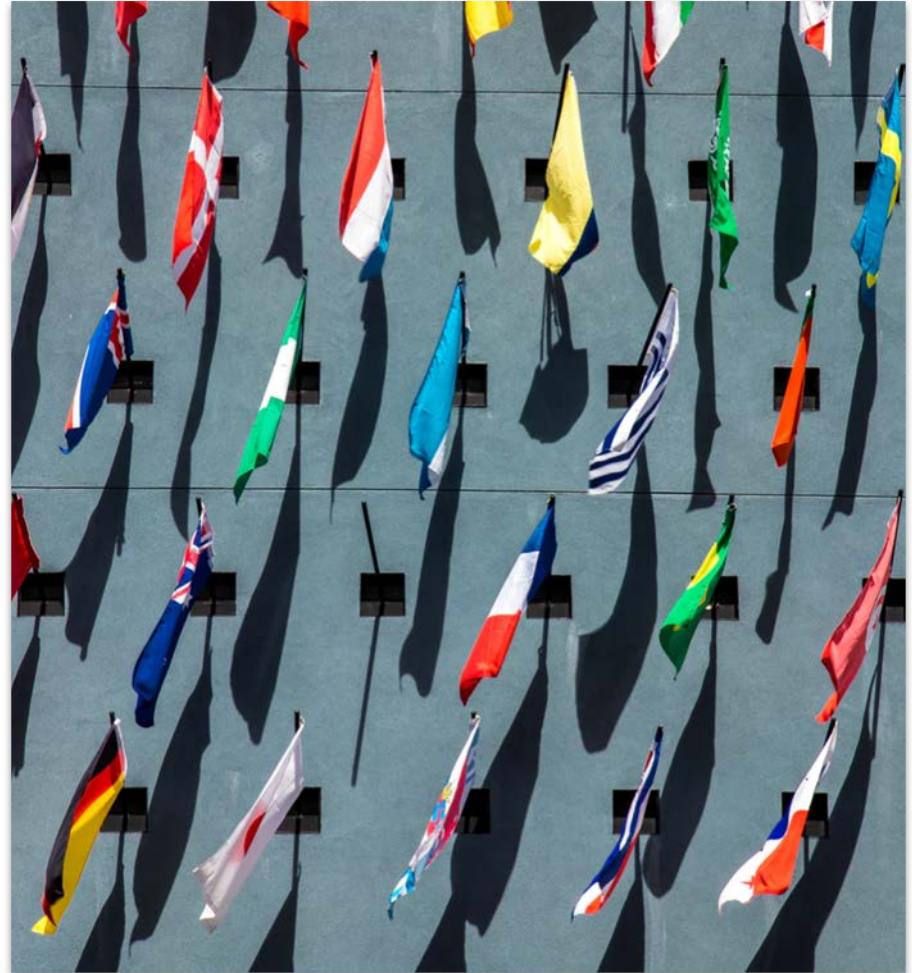
Now I'd like you to imagine that you have been elected president of a new nation.

You have the ability and power to make big decisions over how your society functions and what you'll do.

You now have the opportunity to decide whether you're going to have a nuclear arsenal in your society or not.

Your ultimate job as president is to keep your people safe. What do you choose and why?

The insights from this exercise surfaced a number of opportunities for and barriers to a nuclear threat-free future.



Some key trends emerged that may point to opportunities for the movement.

- **Information Gaps** - A conflation of guns with nukes
- **Just Too Much** - The idea that nukes represent a disproportionate response
- **Possibility Gap** - Despite imagining a positive future, upon being charged with safety, participants flipped into a fear/protection mindset that directly contradicted their imagined hopeful/abundant future
- **The Belief in Crazy Leaders** and bad decision makers - One can negotiate with standard leaders, but crazy ones shouldn't have nukes
- **The Inability to Act Alone** - The need to gain agreement from multiple stakeholders

Bridging the Gap

When asked to imagine a world in which they were President of a new country and had to choose between having a nuclear arsenal or not in order to keep their country safe, just over half of our participants skewed towards not having them, with significant reservations.

Just like the generalized ball of anxiety that included multiple, intertwined threats, the reservations of participants were intertwined, representing the complexities of thinking about nuclear weapons.

As may have been expected, for our more conservative segments, the choice to have nuclear weapons was an easier yes (Tough Cookies, Don't Tread on Me). For our more liberal segments (People Power, If You Say So) the choice to have them was an easier no.



A Letter to the Future

Now I'd like you to take a moment and imagine that you've been chosen as part of a select group of individual Americans to write a letter to future Americans.

The United States has just signed a treaty that will lead to the eventual elimination of all nuclear weapons, and your letter will be opened up and shared publicly with future generations at the moment that happens.

In this letter, you can share how you feel, you can share advice, you can imagine how life might be different or entirely the same - or anything else that comes to mind.

Take a few minutes and write down the first draft of what you'd like to say about what this means to you and potentially means to future generations.

An additional exercise for participants in the interview process had them writing a letter to the future in an effort to understand both the emotions associated with a world free of nuclear threats and how able participant were to imagine that world.

What follows are the letters from each of our participants as well as key trends that emerged.

A Letter to the Future

Key themes that showed up in this exercise were:

The Shock and Awe of a Better World

Seeing a world without nukes as an impossible, but glorious task.

Disrupting the Rules of Engagement

There are rules to our engagements – humans are a certain way and the world works through power. In a world sans nukes, if we're going to do this, we're going to have to be careful.

Together is Better

Nothing of great meaning can be achieved without working together, and this world represents cooperation on another level.

We (and the World) Are Better Without Them

Nukes keep us locked in a state of constant threat where no one can be honest with each other and nothing is safe.

We're Finally Free!

So now we can travel! And do whatever it is we're meant to do!

Because we're Goddamn Americans!

If anyone can do it – it's America. We put a man on the moon, we've won wars – there's nothing we can't do, even if it feels impossible right now. And other countries will follow.

Letters to the Future - People Power

"Dear Americans, this is a proud moment for us all as all nuclear weapons have been eliminated. This is a time for peace and understanding amongst all humans. This is a relief for the future and for generations to come. Please continue on a journey of peace and understanding if conflicts continue to arise. Please remember to do the work and make the effort to embrace one another in our differences. Always keep compassion in your heart for your neighbors."

-Candace H – PP

"Dear future Americans I'm so proud of all of you for choosing to rid this country of nuclear weapons. Having lived in this country and seeing all the harm we and other countries have done with nuclear weapons, I'm so relieved to see that you have come to this decision. I know it must've been a hard decision and that many people must have fought you tooth and nail. By standing your ground, you have opened the door to a new America. One where disputes are settled by sitting at the table and discussing the issues instead of deciding to take up arms and destroying people and displacing them. This took a great inner strength that I wish people had during my time on earth. Thank you, from all that have come before you."

-Donna J – PP

"Dear world," [since we're talking to the world,] "without nuclear weapons, now we can focus on things that will bring us together instead of being fearful of one another. We need to reflect and take a moment to reorganize so we can focus on the more crucial parts of improving our society. We can help each other instead of..." [Sorry, restart.] "Instead of closing the door on each other."

-Luis S – PP

"Dear future world, now is your time. This is a time to show others that you truly want the world to be a better place. This is your time to become a leader. You must show other people, both in your country and other countries, that the world really can be a better, more helpful place if we could get along and be more accepting of our differences. Individuality is a beautiful thing, and it can be celebrated by everyone together. We have a great responsibility to keep, not only our country safe, but others as well. It starts with you but it continues together."

- Joann V – PP

"I am so happy for this moment in time. I know with increased economic growth and stability in our government, we have nothing to fear. Remember to love your neighbor."

-Kirsten N – PP

"Dear future Americans, please care for yourself and your health as well as your mental health. It is okay to get help, you don't have to do everything alone. Please parent your children and take care of them properly. It starts at home. Love your children and let them know that they are loved. We adults have issues because they weren't loved or cared for as a child. Take parenting classes if need be. Mental health is not something that needs to be ignored. Get help for yourself as well as your children. The personal experience, I would say, were my sister with her husband, he wasn't loved properly as a child. My sister and I, we were raised on love. He was raised on survival. So then now they have all these issues because he feels that my sister loves the child more that she loves him, because he's not understanding how... why there's... why does her and her son say that they love each other all the time, give each other hugs and kisses and stuff. He wasn't understanding that because he didn't get that growing up."

-Glenda H – PP

"Be careful for what you wish for. Your actions have consequences. You're not alone. [That people are just so, I don't know man. It's hard to get through to some people. Some people don't want to be gotten through to. Like I said, some people just want to be angry and I think there's a lot of angry people out there that that's just their lives. They just want to be angry.]"

- James L – PP

"Dear future generations, this was a momentous day in making this a safer place as a world to live in. Not only have we gotten rid of these nuclear weapons that would destroy both many lives in the present and future, as well as our environment, but we're also moving past the very idea that in order to get our point of view heard and respected we need to have a mass loss of life. I'm glad this day has come. It's been a hope of my generation, and myself specifically, that we would one day reach this point. This is definitely not the end, but it's a very important stepping stone toward creating a future where we can all live equally and safely. Most of all, I want to say that I'm proud of you, and I'm proud of the us that came before you for getting to this point. Please keep moving forward. You have a firm foundation to make so many great changes, and to make the future a brighter place."

-Chasity H – PP

Letters to the Future - If You Say So

"This is a momentous day. We have taken a courageous decision and dare to envision a world of peace, of trust. War and conflict will continue to be a problem, however. The work does not end today. You must commit to the work of peace, of building bridges. In the past, America was the aggressor, the only nation to use nuclear weapons in war. We must own this. We must also own the moving forward. [I didn't have words for that.] We must commit to building bridges with nations and with other people. We must trust them to solve their own challenges, offering aid and assistance with humility as a friend, not as protector or as empire. The disarmament treaty required great faith on our part 20 years ago. It required great trust and perseverance to enact. Today is a day to celebrate that achievement. Never forget that humanity. All of us, Americans, Russians, Chinese, Israeli, Iranian, were able to trust one another. Remember this as we move forward, using it as a bridge to build further bonds of trust and mutual dependence that will allow a lasting peace to take deep root."

-Kim F – IYSS

"Future Americans, you may or may not have read the nuclear weapons used to exist in the past, and you may or may not have the ability to build nuclear weapons again. Nuclear weapons are a way of performing fear, sorry, a way off promoting fear and control over a large society who doesn't deserve to feel that type of fear. For that reason do not allow your thirst for control, overtake the positive strides that have been made by that fear being eliminated."

-Daniel S - IYSS b2

"Dear future generations, nuclear weapons are now gone. I think this is something that will be beneficial for all of us, as use of these have done nothing good in my opinion. They are unfair disadvantage. Looking back, you may agree or disagree. This will be depending on your own country and if your country had these sort of weapons. Countries with this would just take over those without instead of having a fair battle, which in my opinion, isn't the best.

The best should win instead of those with advantage. This is real life, not a game of Mario Kart. I hope you guys still have Nintendo Mario. If not, that's a shame. But overall, none of these offer the best. This way things will be fair and the best countries will come out on the top."

-Brianna D – IYSS

"My fellow Americans, you can't imagine what a world full of nuclear weapons was like. That's good, no should ever have to. Your world doesn't have them, and as a result, you no longer need to adopt a constant war like vigilance against their fellow human beings and other nations. Instead with peace secured, you can focus on the future. You can focus on advancing the human condition without destroying the earth that sustains us. You can focus on living peaceful lives and pursuing happiness as enshrined in our constitution. I hope you make the most of it."

-Guv N - IYSS

"Dear Americans, as you all know, nuclear weapons no longer exist and will no longer be a part of our method of business and coming to terms with other people, with other countries. We have decided that it is important for us [... I laugh because it will never happen.] We have decided that it is more important to learn how to compromise, negotiate in a more peaceful way so that we learn how to meet everyone in the middle and to understand what give and take is. It's important with any sort of business transaction, with any sort of agreement that we make with another country, it is important to know that it is possible for everyone to be satisfied with the terms of the agreement. It's no longer about threats, it's about compromise."

-Joanne L – IYSS

"Dear world, we have imagined a world with no nuclear weapons for generations ever since 1945 when the US dropped an atomic bomb on Japan. Well, the time is now, it is now for us to rid the world of such drastic and deadly weapons that caused such destruction on to our schools, our lifestyles, our families, emotional, mental, and physical health. Please join me in making sure that we do our part in getting rid of such devastating weapons in our society and to make the world a better place, a more peaceful place, a more livable place for all in the generations to come."

-Ty H – IYSS

"This is a chance to live our best lives. For years we've had... [For years isn't the right word.] But we've had to play games to live together. Now we all have the opportunity to give our best. To come together. [I think I erased that.] And give the best of ourselves to one another. Listen carefully to each other. Don't be afraid to share your successes and encourage one another to benefit from those successes. [That's not really where I want it to be. Those are the words I wanted to use, but that's the essence.]"

-Barbara K – IYSS

"Dear America, We have signed a treaty where we don't have any more nuclear weapons, and it would be more safe without them. The future looks very positive because we don't have to worry of any threats that can come in our way. The treaty has brought us a sense of unity and more responsibility of what we have in what our future will hold."

-Claudia G – IYSS

Letters to the Future - Tough Cookies

"To our future, thank you for persevering through our good decisions and poor ones. You will be the first of many generations to not have to worry about the threat and savagery of nuclear weapons, and for that I'm incredibly thankful. You will not have to worry about the land being poisoned by the physical manifestation of another country's hate, and for that I am grateful. You will not have to worry about strange mystery illnesses developing in your body from the same. Stay well, stay true, stay kind to one another." - **Gabriella - TC - 39-81**

"I hope this reaches you well and please hear me out. So, I just want to let you know that I have been in a world that has been chaotic and where we're mostly worried about safety. We had nuclear weapons and that creates uneasiness with different nations, and also competition between different nations who has a better weapon. Now, you're living in the world without nuclear weapon where you can be in a safer environment and be more at ease and not worry so much about any attacks or your safety." - **Jenny Y - TC**

"I would like to congratulate your generation on an accomplishment that my generation could only dream about. Now that you have done away with nuclear weapons, please don't fall into a false sense of security. If history has taught us anything, it's that people are resourceful and will take advantage of any situation if they can. The most important thing I could leave ... piece of advice, is something that was given to us by our forefathers. 'The price of freedom is ever vigilance.' Remember that, enjoy what you have accomplished, and continue on this peaceful journey. Not only for your generation, but for future generations to come." - **Jim C - TC**

"Now is the time to come together proactively spread love and acceptance, we don't have the biggest reactionary tactic any more, I guess. We can't protect you, you must protect yourself. I don't mean go buy a gun, I mean, spread love, not hate. Lead by example, and make the need for such reactive measures as nuclear weapons, unnecessary. Now you don't have the backup plan, it's up to all of us to change the message and inspire good in the world." - **Nick C - TC**

"Dear future America, we have come today, ready to be an active member of a global community and while this may feel scary and difficult. Realize that you individually, as well as a US citizen are part of this global community.

I encourage you to put your passport to use and step outside of your own neighborhood and communities and see for yourself what the world has to offer. You will be amazed when you break bread with others and see the beauty of countries around the world. You will have the confirmation that others love their family as much as you do yours. We are stronger together and you are now invited to explore with passion the world that we live in." - **Wade E - TC**

"Nuclear weapons is a way to force other countries to do what you want. If you pull those weapons and get rid of them, then anything could happen. If you pull them, then something else, another bargaining chip has to come into play, stricter rules, more law enforcement, more... They do these huge... They sit down and have a discussion or whatever, talk about things. Sometimes that doesn't work, and when it doesn't work, you've got to find something else. There's a lot of things that come with this. [...] (apparent end of letter/beginning of exposition)." - **Jennifer B - TC**

"To the future generations. The time for action is now. We must act and take steps so we can all get together and live in peace. We want you to have a world free from hate, mistrust and misery. We'll need to protect your planet and care for each other. Kindness and generosity will reap its rewards if this edict is followed. If these goals aren't met in time, your world will become hostile and impersonal and human interaction will no longer exist as it is today." - **Howard S - TC b2**

"Dear Future Americans, our new nation has decided to operate without nuclear weapons. Please don't be afraid, now that all of us have grown in kindness and love we have seen it spreading. Making other surrounding nations respond so positively that these weapons are no longer necessary." - **Alisha M - TC - 1-39**

"To future generations, you are a lucky bunch. Growing up, for me, I never had the pleasure to live without fear of nuclear war. You won't ever have to worry about that, though. Make friends with your neighbors. See foreign places. You are welcome, no matter where you go. Everyone is equal. Everyone is powerful. Thrive, live adventurous, cherish the land we were once scared to lose." - **Josh C - TC**

Letters to the Future - Don't Tread on Me

"Hello, my fellow Americans. I'm here, standing in front of you to congratulate the leaders of the world for this incredible achievement. [It sounds better than I give up.] It's an honor to announce the end of the nuclear era and address a new future to come. It's incredible how working together, we will come to this outcome that doesn't benefit not only us as a nation, but the entire world. But don't misunderstand even these non..." I wrote the wrong word.

But do not misunderstand, even this is a great achievement. We need to look forward to finish other issues in our lives. Don't put your hands down. There is more to come, but we need to do these together." [It sound better in my head.]"

-Jesus B – DTOM

"Dear future generation, keep your head up high. I know it's been tough to think through the possibility of living in a world where we co-exist and co-mingle. The early mid thousands didn't help, but look forward to the fact that you are a different generation and you define your own path."

- Yaseen N - DTOM b2

"To all: Make peace, not war. Be kind to all God's living creatures. The world be there for us. It needs to be nurtured and cared for. Be happy. God bless all the world." [What is it I put?] "Generations to come, care for and love the earth as if it was your child. We shall be a nation under God and sustain all that we have. Please don't take advantage of the earth. Cherish it. Kind to all. Love one another. The world is a place that belongs to each and every one of us."

-Denise L – DTOM

"Dear citizen, congratulations. The world is at peace finally. The threat against others is finally gone. Every nation is equal now. Never would have thought this could happen, but don't get too comfortable. People always go back on their word. Nothing is ever as it seems. Stay aware and vigilant that things aren't always as they seem. One less weapon in the arsenal of death means something else is on the horizon."

- Heather B - DTOM b2

"Let peace start with you. My generation lived in fear, but you have the opportunity not to. Embrace that freedom, proactively spread peace, don't wait for trouble to come to you, seek someone hurting and offer to help them, and accept help in return. Choose forgiveness, choose to turn the other cheek."

-Heather M – DTOM

"Today is a remarkable day for the world, one where our children will no longer..."[Sorry.] "One where our children will no longer have to live under the fear of nuclear warfare. It's world with a future that encourages peace and upon dialogue between countries of all economic and social standings. Today, we find ourselves looking ahead to a greater future, one for our planet that is one step closer to the realization of world peace."

-Steve D – DTOM

"Basically, it doesn't solve conflict within the world, and just a different weapon will be used and basically, taking away nuclear takes away an energy source that could be useful."

- Carol C – DTOM

"My fellow Americans, I wish you happiness on your achievements on this day. It is indeed a marvel that so much could have been achieved in so short a time. Swords have been beaten into plowshares, so it gives me little pleasure to implore you to disregard this achievement and work instead for its opposite, as we have never been in greater danger of annihilation as a nation as we are now. Right now at this moment one or more of our enemies have most certainly violated this treaty. It was always so in the past and must be so now. Human nature cannot be nullified by treaty. We are not safe. Evidence has not been uncovered yet, but it most surely will. Somewhere on earth, right now, there are nuclear warheads aimed at our cities. It is therefore imperative that we beat our plowshares back into swords and resume our nuclear deterrence capacity immediately for the sake of our children's future. I wish you the best of luck and implore you to heed my prophecy."

-Charles H – DTOM

"As a country, that you need this for each other and make each other... And help and support each other more to avoid problems that we have in these days today. Give out to people in need more often, that could be by helping each other out when we need it. And also we need to finally bring world peace to each other as you'll be more thankful for the [problems 00:04:34] that we'll afford later on down the line. Just so you know, this is the route that you should take to make this a happier place for everyone that's living on this earth. This is from what I have experienced in these days and ought to say that these are all [problems 00:04:49] that you'd want to avoid by doing this. [And that's how I really roll. It's just kind of short.]"

- Dale B - DTOM

PHASE 2

STORY PLATFORM WORK

**A new story to engage people
in eliminating world-ending threats**

Kirk Cheyfitz/Political Narrative Final Story Platform Report for NTI

**A WORLD
FREE OF
NUCLEAR
WEAPONS**



MOVING THE INSIGHTS FORWARD

Following the deep qualitative work that uncovered the understanding that Americans held both the expectation of inevitable apocalypse and a utopian future in their heads, but ultimately had no sense of agency in preventing the worst and creating the best, the interdisciplinary narrative team took the insights forward and shared them with the larger community of nuclear activists and strategists.

This movement workshop convened leaders from across the globe to examine their own hopes for the future while engaging in a series of activities examining the nature of the movement itself, its strategic goals, assessments, tactics.

Taking what was decided in the workshop, based on what resonated with movement stakeholders and aligned with the deep qualitative research, the team created a story platform - a series of stories for a positive future vision that could make a compelling case for a world free of nuclear threats.

What follows is a recounting of the workshop process and an overview of the resulting story platform.



The Workshop brought together...

The “community” working to reduce and eliminate nuclear threats

- 18 participants from 9 organizations
- NTI and its consultants formed the majority
- 7 participants represented independent entities

Pre-workshop interviews, along with statements made during the workshop, showed a range of differing viewpoints, agendas and immediate goals. At the outset, there was a seemingly long-held perception that the workshop participants had fundamentally different goals. Underlying this perception was a belief by some that NTI supported maintaining nuclear arsenals at some reduced level while other participants insisted on eliminating nuclear weapons entirely. Some participants expressed some distrust stemming from their belief in a narrative that framed NTI as a conservative establishment player with interests opposed to the the “grassroots” players’ determination to eradicate nuclear weapons. One of the workshop’s major accomplishments was that it proved this narrative wrong.

The Workshop was asked to...

“...imagine we are founding a worldwide movement...”

movement, *n.*

“An...organization, coalition, or alliance of people working to advance a shared political, social, or artistic objective.”

—Oxford English Dictionary

Ultimately, participants agreed substantially on the movement's end-goal, voice, and transcendent story of a better future. This surprised many.

Workshop participants came to agree that...

Strategic goals, assessments, and tactics are shared widely.

“I’m encouraged, seeing that we all seem to be reaching in the same direction. And there does seem to be, I think, more alignment than I was really expecting coming out of this conversation.”

—Grassroots leader

“Even though a lot of times we focused on the ways in which we’re different, I see a lot of commonalities emerging in terms of the goals, the steps, the strengths, the weaknesses — even the ability to eliminate half the archetypes. [These] show something about what’s different about this movement and what we need to accomplish.”

—NTI consultant

We began with the audience

The Audience's Stories

Participants were briefed on new research exploring
Americans' feelings about their threatened futures.



The American people widely hold...

Two opposing deep stories

Seeing the End.



AGENCY:
Do I have
power to
affect the
direction?

No.

Yes.



Living for the Future.



A WORLD
FREE OF
NUCLEAR
WEAPONS

The research shows our job is...

Reinforcing people's agency

Seeing the End.



AGENCY:
Do I have
power to
affect the
direction?

Yes.



Living for the Future.



**A WORLD
FREE OF
NUCLEAR
WEAPONS**

Our research subjects believe...

The future is bleak...or nonexistent.

“...There's not going to be any fish in the ocean. There's not going to be any air to breathe. There's not going to be any people.”

“ It makes you wonder how free you really are....We're raising [kids] to be good little consumers and...not only does it isolate them, but it also makes them feel that they can't be independent.”

“The burden of debt—you basically work for your debt. You don't work for your family, to pay your mortgage, to buy things, to travel, to learn, to do things. You're essentially a slave.”



Our research shows many believe...

One person, one action can make a better world.

“...One single change can have a trickle-down effect, which can make the future blossom for other people even though it might not be blossoming now.”

“It all starts with one person doing one thing...If we do something, it's a start.”

“...a consumer will be able to say to a brand, this is exactly what I want, make it for me”



What the Research Tell Us

We can cultivate control
(over the uncontrollable).
We can grow goodness
(one good act at a time).



We each have a choice

The Apocalypse

Utopia

A WORLD
FREE OF
NUCLEAR
THREATS

The Workshop's Decisions



Our overwhelming shared goal...

The eradication of nuclear weapons.

“Our job is to rid ourselves of these threats, in this case nuclear weapons...”

“Ultimately, I'm not interested in just reducing threat. I mean, the way you reduce threat is to completely eliminate them.”

“A planet [where]...nuclear weapons are forever consigned to the dustbin of history.”



Our future vision...

A collaborative world where WMD have no use.

“...The ultimate goal is planetary cooperation on a group of threats.”

“We must “imagine...a new world. Create conditions so that...the decision [to eliminate nuclear weapons] is not a difficult one; it’s an obvious decision requiring low political risk, low security risk.”

“Ultimately, what we’re talking about is getting the leaders of countries to work together to get us to a point where we’ve got a safer, more peaceful world. ”



Getting to our future vision...

Many 1st steps are possible.

“Agree on a statement of values about our stewardship of the planet in the future.”

“Reaching alignment among the community of people who are doing this work.”

“Think about the ways a broader community can come together and shape a trajectory toward change.”

“Creating the political space for Russia and the U.S. to talk to each other ”

“Getting a broader swath of people to see nukes as a liability.”

“Beginning a conversation...to redefine what we mean by safety and security.”

“Survival of this little strip of civil society that works on nuclear stuff.”



**Our story must be flexible to
narrate many paths to one
outcome.**

Our target audience is undefined:

We want to target everyone.

- **Young people—15-35**
- **Older people—50+**
- **Communities on the nuclear front lines—Indigenous peoples, residents of ICBM states, those who live near radioactive dump sites, etc.**
- **Politically engaged (in general)**
- **Activists working across “rights” or “justice” movements in the U.S., including those involved in racial, economic and gender justice, reproductive rights and so on.**
- **Decision-makers (in government and corporations)**
- **Influencers—military, missile silo crew members, former & retired “experts”**
- **Students preparing for public policy roles**
- **Faith communities**



We intend to engage a diverse audience:

Seeking racial, ethnic, socioeconomic diversity.

Participants in this workshop expressed awareness of the fact that they, like professionals across the entire field of national security policy, are predominantly White and college-educated. Several participants said nuclear weapons are part of — perhaps the apex of — a system of militarization that supports oppression and marginalization of many based on different aspects of identity, including race, class, education and other factors. No one objected to this view.

Many participants advocate alliances with groups working for racial justice, social change, and human rights. Many spoke of being “careful” in approaching such racially diverse groups, fearing that nuclear disarmament groups could easily appear to be opportunistic White people trying to take advantage of popular movements led by and composed primarily of Black, Hispanic, Asian American, Indigenous people, gender-diverse people and poor people, among others.

While staff planning is outside our scope for this project and did not come up during the workshop, diversity goals would likely be more readily achievable if staff members of the various organizations were more diverse.



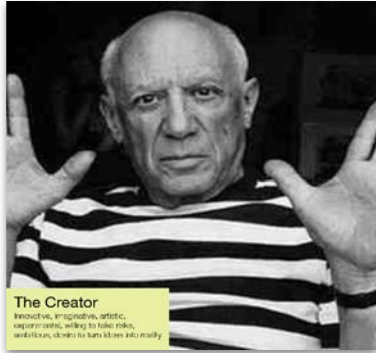
**The quant testing which follows
will identify who is most likely to
engage after hearing our story.
Our most responsive audiences can
be empirically verified.**

These findings could also help support plans to diversify the staffs of organizations working on nuclear disarmament.

Our personality and tone of voice

The Creative Hero Archetype

As in all story platform workshops, the choice of an archetype generated a wide range of opinions, including rejection by a few of the entire idea of archetypes and the belief by some that each organization should have its own audience and archetype. Still, a majority of participants chose the Creator as the primary archetype and the Hero as the secondary. This was another potentially surprising example of alignment in the midst of apparent disagreement.



The choice of the Creator hinged on the groups' general agreement that eradicating nuclear weapons requires imagining and creating a "new world" of international collaboration where weapons of mass destruction simply have no role. The task of co-creating a new world, of course, fits precisely with the Creator's archetypal attributes.

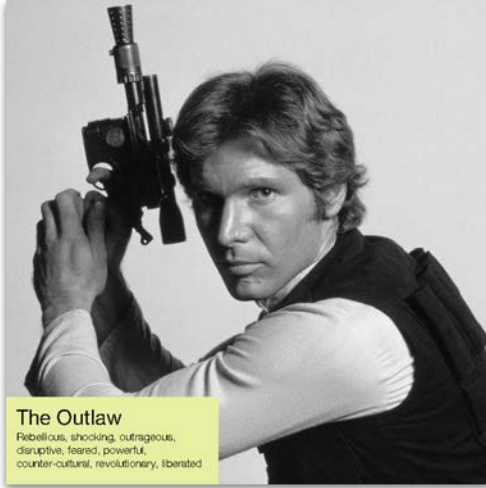


Strong support for the Hero was based on participants' view that the public desires to identify with a "winner," one of the Hero's principle attributes, as well as the need for the Hero's perseverance, courage, and ability to "improve the world."



Our personality and tone of voice

The also-ran archetypes



The Outlaw

Rebellious, shocking, outrageous,
disruptive, feared, powerful,
counter-cultural, revolutionary, liberated

The other archetype figuring most prominently in the discussion was the Outlaw. A small number of people made a strong argument that changing the status quo on nuclear weapons would require a rule-breaker's mindset. Others were dubious, arguing that an outlaw was not a reliable archetype for a disarmament movement.



The Regular Person attracted support from a few who identified with this archetype's accessibility and approachability. The main argument against this archetype was that this is the personality of our audiences, not our movement (or movements). And the Regular Person's support of the status quo also made this archetype a minority choice.



Regular Person

Unpretentious, straight-shooter,
people-oriented, reliable, dependable,
practical, down-to-earth, values routines,
predictability, status quo, tradition

Our values

The unfinished Story Circles revealed shared values for the movement

1.	Creativity	Vision	Imagination	Inspiration
2.	Sustainability	Nurturance	Survival	Security
3.	Empowerment	Courage	Perseverance	
4.	Community	Cooperation	Shared Prosperity	
5.	Diversity	Intersectional		
6.	Idealism	Justice		
7.	Credibility	Transparency		

Workshop participants began the Story Circles exercise by identifying 26 values containing roughly 40 different terms. Of those, when some of the participants went back to mark their priority values, 16 values containing 23 terms were chosen.

Workshop moderators then combined terms that implied or contained each other, or were the same. For example, “creativity” contains or implies “vision, imagination, inspiration” and similar terms.

The 7 values and their associated terms listed here emerged from this exercise.

Values reinforce archetype choices

Top-priority values are those of our top two archetypes.

It's interesting and important for future storytelling to think about the ways in which the selected values fit with and support the chosen archetypes.

The participants' **selection of creativity as a leading value solidifies the majority's choice of the Creator as the primary archetype.**

The value of sustainability, linked to the notions of survival and future security, could be key beliefs of both the Creator and the Hero. Equally important, sustainability necessarily implies a duty to future generations to defend and preserve the planet as a stable habitat for all living things.

These values of both the Creator and the Hero tie closely with a new movement to have fundamental law recognize the rights of future generations and, thus, to recognize the legal obligation of all to preserve the ecosystem on which the existence of future generations depends.

Empowerment, the third value in our list, seems an expression of the Hero's values, especially as it is linked to valuing survival and perseverance (itself an essential value in achieving empowerment and survival).

Perhaps our most unifying decision:

Achieving a collaborative world means changing the culture.

“What we need to be building is a culture around elimination. Not a moment of elimination... Not a signing ceremony, because it's going to take time. It's going to take investment.”

“Our job is to rid ourselves of these threats, in this case nuclear weapons, so that we can get on with the business of beginning a century that's dedicated to human flourishing, to preserving and manifesting our potential.”

“...the need to focus on building a culture of elimination...that is the thing I'm going to take away today.... I think that is such long-burn work, which is appropriate for an issue that is as long burn...as disarmament.”



Another important area of alignment:

Key elements of strategy

- This is the moment to create outside pressure to augment the “inside game”
- Tell consistent, coherent stories that don’t clash
- Tell these stories to everyday people & decision-makers—whoever will listen
- Put creating & securing a longed-for future at the story’s center
- Be accessible and attractive—connect with people’s everyday lives
- Find a legitimate part to play among other movements for change
- Be authentic—live the values, don’t just talk
- Understand how existential risks interact with one another
- Accept that this is long-term work
- Do not be limited by current funding; a new story can attract new funding
- Do nothing that would damage the inside game



Statements on strategic requirements...

“We have to be authentic in however we approach this, so we can...be effective.”

“Movements that are doing really well do have a coherent narrative.”

“Even if a flash of lightning...hit tomorrow and all the leaders of countries that possess nuclear weapons decided to eliminate them, it could still take us decades.”

“We need an inside game and progress requires an inside game. And we need to think about how these other activities and efforts can help the inside game.”

**“I totally agree about being authentic, but it's also about being accessible. It's making ourselves attractive, right?
...One way to do that is you connect with what people are actually talking about”**

“Everything we've discussed today says that our movement needs to better understand the rest of the change space. ”

“I would encourage us not to use any notions of what funding we might have available to us now as a way to limit our thinking about what might be possible..., because what I see is we haven't as a community been able to make a really strong case about what we would ideally want to do as a way to present that to people who might be willing to invest.:”



OUR STORY

Bringing together our audiences' deep stories with the workshop participants' beliefs and decisions, we find a core story that this community can authentically tell and the audience can engage with and believe.



Our core story conveys a joyful vision.

Recognizing the rights of future people, we will achieve the future that most long for but believe they will never see. In this future, world-ending threats of our own making are behind us. The nations have given up nuclear weapons. They cooperate to prevent climate catastrophe.

People and countries still compete and argue. But we are not hostages to mass destruction. We have won this future because so many took small actions, doing and saying what was right.

Now, the human race faces no deadlines. We've bought the time to fulfill our obligations to future generations and create the world we want:

We use our resources to create better, more prosperous lives, not deadlier threats. Technology does not control us. We control technology so it frees us to live our dreams. Generation after generation of children will grow up safe and free here, with strong values. Our world is abundant, our future unlimited.



One Version of Our Story in Pop Culture

The Doctor tells human friends who've time-traveled to Earth's dead future:

“In your time, humanity's busy arguing over the washing-up while the the house burns down. Unless people face facts and change, catastrophe is coming.

“But it's not decided, you know that. The future is not fixed. **It depends on billions of decisions, and actions, and people stepping up.**

“Humans, I think you forget how powerful you are. Lives change worlds. **People can save planets or wreck them.** That's the choice.

“Be the best of humanity, or...”



Doctor Who
Season 12, Episode 3
Aired Jan. 12, 2020

Left: The Doctor on the surface of the ruined Earth.
Below: Earth's sole survivors—or...what humans became after the disaster.



OUR STORY PLATFORM



The Story Platform

**Cultivating control to end threats
to our future;
Seeing clearly to grow what's good
for a world where we're free.**



The Story Platform's Pathways or “Rich Storytelling Areas”

The rich storytelling areas on the next page are intended to help organizers, activists, and professional storytellers — writers, filmmakers, artists, designers and so on — to use the story platform to advance a wide range of goals in support of eliminating all nuclear weapons and other manmade world-ending threats.

These rich storytelling areas have been labeled “pathways” because they form onramps that help different audiences in different ways to engage with the story platform. We will call them pathways from here on.

Each pathway defines a certain kind of story and suggests where stories of this sort can be found in the real world.



OUR STORY PLATFORM'S MAIN PATHWAYS

Our Plentiful Future

Stories of a future where resources—natural and manmade— are never wasted or wantonly destroyed. This will mean there's plenty for all: Good-paying jobs, schools, health care, good food, transport, and more. Not wasting our resources means we can afford the future we want.

Cultivating Control

Stories that show how each of us can grow goodness in small ways that will help secure a better, safer, freer life for everyone. Step by step, individuals and communities can make a huge difference if we just step up and do the right things.

Freedom from Threat

Stories of how existential threats—nuclear weapons, climate disaster, and more—confine and coerce us with fear of intentional or accidental catastrophe. Stories of all that could go wrong so long as world-ending weapons exist. Once free from world-ending threats, we can be the people we're meant to be—truly free to live our lives, travel the world, speak our minds, and...

Wisdom through Generations

Stories of progress—how humans have made great strides because each generation learns from the ones before and passes on more knowledge to those who come next. We need to preserve our future. We can't break the chain of growing human wisdom. We need to recognize the rights of future people to inherit a stable, healthy planet on which they can live.

**Cultivating control to end threats to our future;
seeing clearly to grow what's good
for a world where we're free.**

Our Plentiful Future

**Stories of a future where
resources—natural and
manmade— are never wasted.**

Cultivating Control

**Stories that show how each of us
can grow goodness in small ways
that will help secure a better, safer,
freer life for everyone.**

Freedom from Threat

**Stories of how existential
threats—nuclear weapons and
more—restrain and confine us with
fear of intentional or accidental
catastrophes.**

Wisdom through Generations

**Stories of progress—how humans
have made great strides because
each generation learns from the
ones before and passes on more
knowledge to those who come next.**

OUR STORY PLATFORM + PATHWAYS

PHASE 3

CREATIVE DEVELOPMENT AND CONCEPT TESTING

Ellen Jacob/Creative Lead
Kirk Cheyfitz/Creative Collaborator
Dr. Riki Conrey/Harmony Labs/Concept Testing Lead



Creative concepts to test the story platform

Research and narrative strategy can't have any effect, obviously, until they are turned into storytelling and published to an audience.

With the story platform and pathways complete, the research team's next task was to develop and test narrative concepts based on the platform. The testing was conducted by Harmony Labs in several iterative waves.

The project's creative team, led by creative director Ellen Jacob, drafted a creative brief — a standard tool to guide content creation in the advertising industry. The [NTI Creative Brief](#) explains how to create concepts that adhere to the story platform and are suitable for Harmony to test.

Some of the materials for testing were created by Ellen and Kirk Cheyfitz, the research team's narrative lead. Some materials were created and/or designed by advertising professionals under Ellen's direction.

What follows are a series of developed concepts for testing - not final executions. When creating or evaluating concepts for testing, it's important to understand how a "concept" differs from an "execution" — any sort of final communication—an ad, article, book, or movie, for example. The most important differences are:

- **Concepts are abstract ideas that can be applied to many different executions, while executions are concrete and particular—a specific story told by a specific narrator.**
- **Concepts also can be used to seek out an ideal audience while executions are typically aimed at a particular audience to accomplish a particular goal.**

Our 1st Round of Creative Concepts

We developed three approaches to express our concepts using static text and images.

The first approach was to create eight simple, homemade-looking diptychs that literally translated the story platform into two images and a few short sentences.

Using diptychs allowed us to leverage a popular meme format which typically features BEFORE and AFTER images. It also gave us the ability to create a story — with real narrative movement — in a simple, static unit.

IMPORTANT: Images seen in the creative concepts made for this project are licensed for testing and for these reports. Images cannot be republished or re-used in any manner.

We can end our world. Or free ourselves to live our dreams.



Each generation is supposed to teach the next. Don't let that end.



Our 2nd Creative Concepts



Left: An example of Justin (Jay Norm) Norman's work for the project. Justin is Group Creative Director, Music Marketing, at Spotify, and heads the agency Verse and Hook in Detroit.

Below: One of the concepts created by Carlos Figureido, who heads the New York agency Exploratory Creative.

Our second approach involved engaging two senior creative directors in advertising. Each creative was asked to create four conceptual versions based on the story platform — with each version using one of the four pathways from the platform to address one of the four audiences. This gave eight variations in all.



Our 3rd Creative Concepts

The third approach involved using the best-performing single-image concepts developed by the outside creative teams as the basis for another set of four diptychs using a much slicker design standard than the first set of diptychs.

Most importantly, by adding a second, future-looking image to each of the four top 2nd-round concepts, we added narrative direction toward an optimistic version of the future — a future where nuclear weapons would have no role.



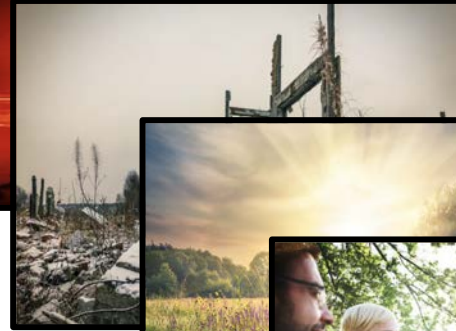
A WORLD FREE OF NUCLEAR WEAPONS

Harmony Labs' Final Report on Quantitative Testing for NTI

What is the narrative that can change the world?

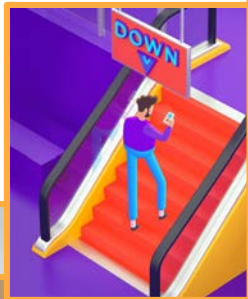
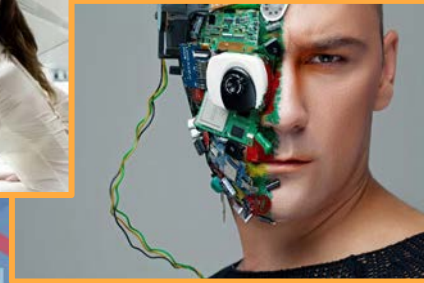
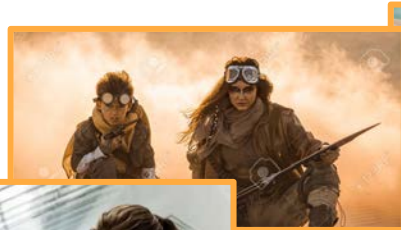
A 3-part proposal

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WEAPONS



QUALITATIVE AUDIENCE FINDINGS

We asked the audience to show us what they fear



And what they need



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WEAPONS



COMMUNITY WORKSHOP FINDINGS

We asked the storytellers what they want to say

We must eradicate nuclear weapons

“Ultimately, I’m not interested in just reducing threat. I mean, the way you reduce threat is to completely eliminate them.”

We can create a collaborative world where WMD have no use.

“...The ultimate goal is planetary cooperation on a group of threats.”

There are many places to start.

“Creating the political space for Russia and the U.S. to talk to each other ”

“Getting a broader swath of people to see nukes as a liability.”

BRINGING IT TOGETHER

A WORLD
FREE OF
NUCLEAR
WEAPONS

**Cultivating control to end threats to our future;
seeing clearly to grow what's good
for a world where we're free.**

Our Plentiful Future

Stories of a future where
resources—natural and
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Cultivating Control

Stories that show how each of us
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Freedom from Threat

Stories of how existential
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Wisdom through Generations

Stories of progress—how humans
have made great strides because
each generation learns from the
ones before and passes on more
knowledge to those who come next.

**WE CREATED
A STORY
PLATFORM
AND
PATHWAYS**

TESTING

How can this work?

Narrative testing is not, like message testing, about picking a winner.

Narrative testing is about learning *how* something can work. Instead of making two stories and running a “horse race,” we made and tested 19 different pieces of content and looked at what kinds of content worked for which audiences.

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NUCLEAR
WEAPONS



Defining what “works”

We don't want an ad that drives people to sign one petition or send five dollars now. We want a set of stories that moves a *narrative* or a set of beliefs about how the world must, can, and will change to eliminate all nuclear weapons.

Measures of success here are not intent to act but beliefs about story arc and happy ending.

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WEAPONS

We asked 3 questions in the testing surveys to see if we had moved people to:

Envision a nuclear-free future,
“I can imagine a future where every country eventually eliminates all nuclear weapons.”

Desire that future to come to pass
“I want to live in a world where no country, including the United States, has any nuclear weapons.”

Feel agency in bringing that future about
“I personally can do something that gets us closer to a world without nuclear weapons.”

Running a test

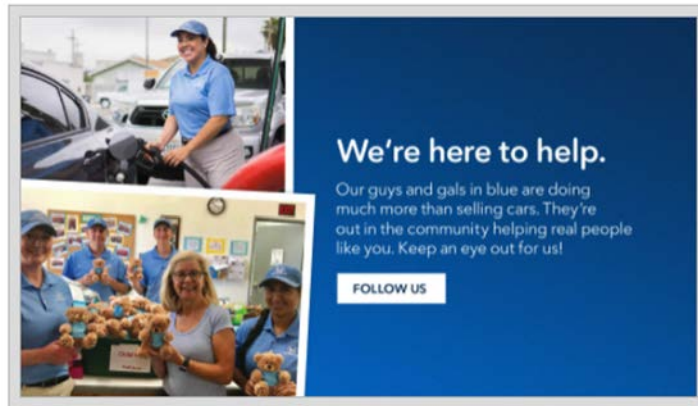
All of the tests we ran were randomized, controlled trials (RCTs).

In an RCT, some people see the “treatment” or NTI stories, and some people see neutral “control” content.

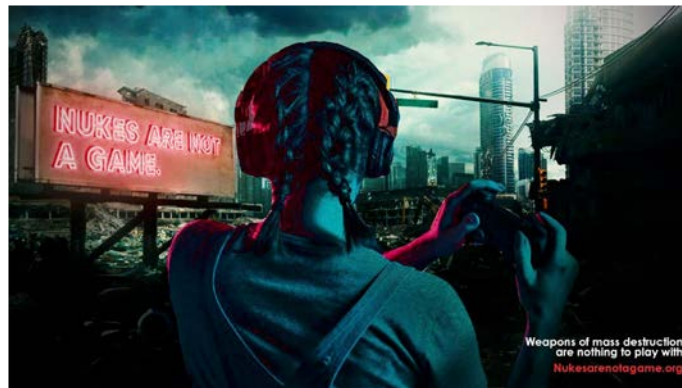
If the treatment group agrees more with the questions about the target narrative, the content moved the audience.

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NUCLEAR
WEAPONS

Control



Treatment



THE FUTURE

The most important story feature

Despite having a large audience that desires a nuclear weapon-free future, it was hard to get people to imagine how we could get there or to imagine themselves as protagonists in the story.

**We can end our world. Or free
ourselves to live our dreams.**



**Each generation is supposed to
teach the next. Don't let that end.**



This works

**Each generation is supposed to
teach the next. Don't let that end.**



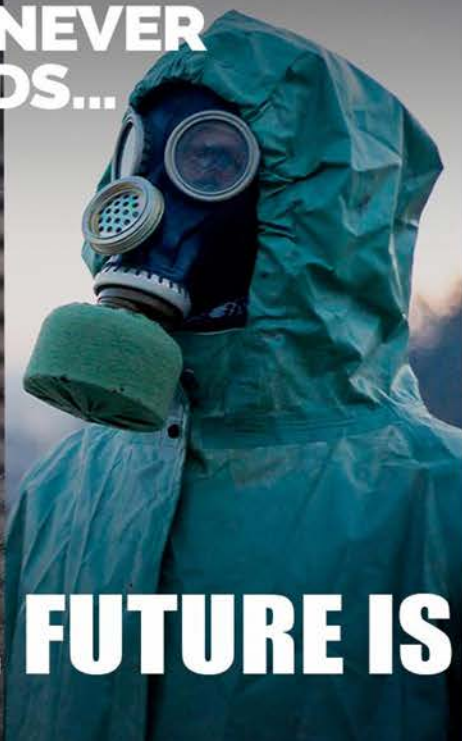
**We can end our world. Or free
ourselves to live our dreams.**



This doesn't

This works

Y'ALL THOUGHT
2020 WAS BAD.
THINK ABOUT A
MASK MANDATE
THAT **NEVER
ENDS...**



THE FUTURE IS OURS...

**WE CAN CHOOSE A
BEAUTIFUL FUTURE
FOR US AND
GENERATIONS
TO COME.**



#NoNukes

This doesn't

Y'all
thought
2020 was
bad?

2020

2030?

#youhaveachoice

This Doesn't Work

Nuclear Weapons



HOW IS
THIS
STILL A
THING?

#MakeNukesNotAThing

But This Definitely Does



Nuclear Weapons

HOW IS
THIS
STILL A
THING?

HAVEN'T WE LEARNED
FROM THE PAST? WE'LL
BUILD A JOYFUL FUTURE...
IF WE HAVE THE TIME.



STOP THE THREATS. SAVE THE FUTURE.

#WisdomOfGenerations

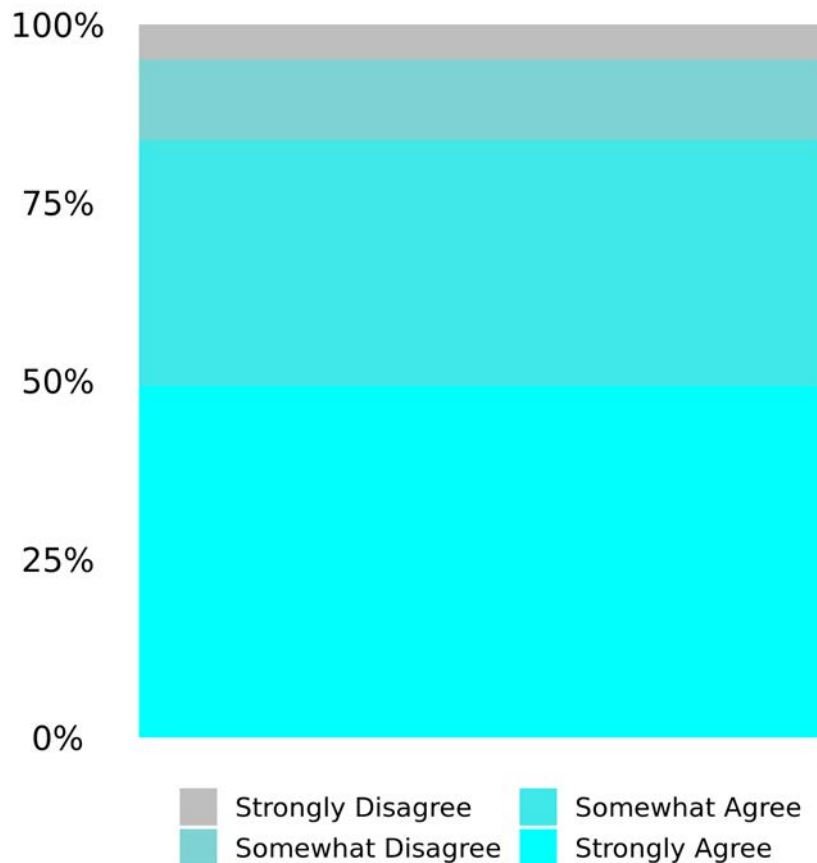
People already want what NTI is selling.

Advertisers selling toothpaste and margarine need to convince their audiences that they need the products.

But this isn't advertising; this is narrative. 75% of the audience already wants a nuclear weapon-free future.

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"I want to live in a world where no country, including the United States, has any nuclear weapons."

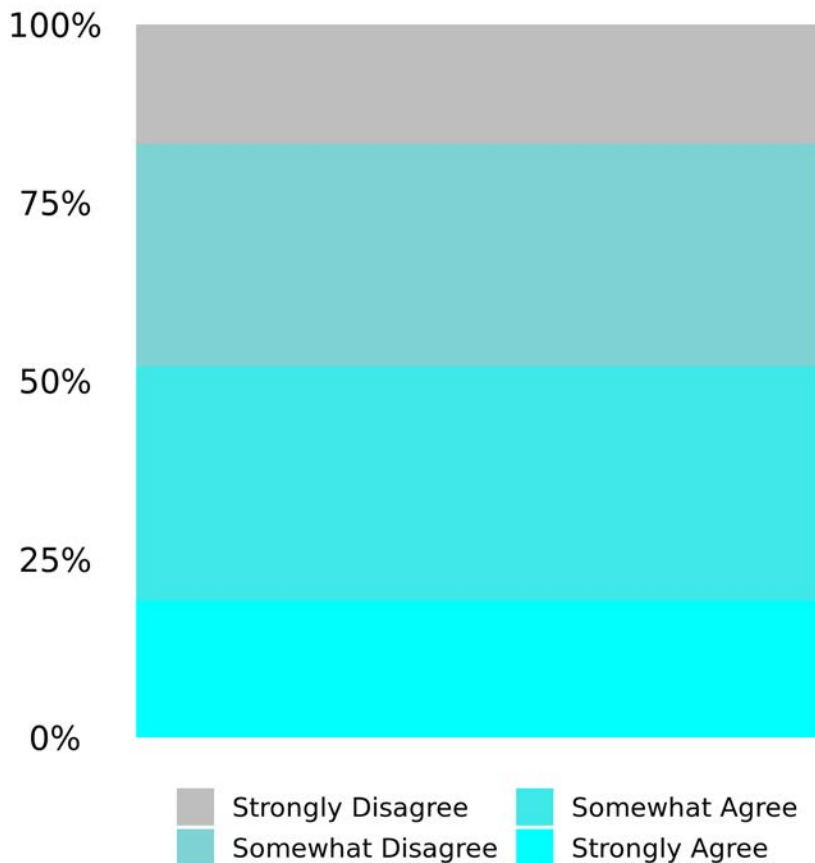


They just don't believe in it.

Just 50% can imagine what that future looks like.

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"I can imagine a future where every country eventually eliminates all nuclear weapons."

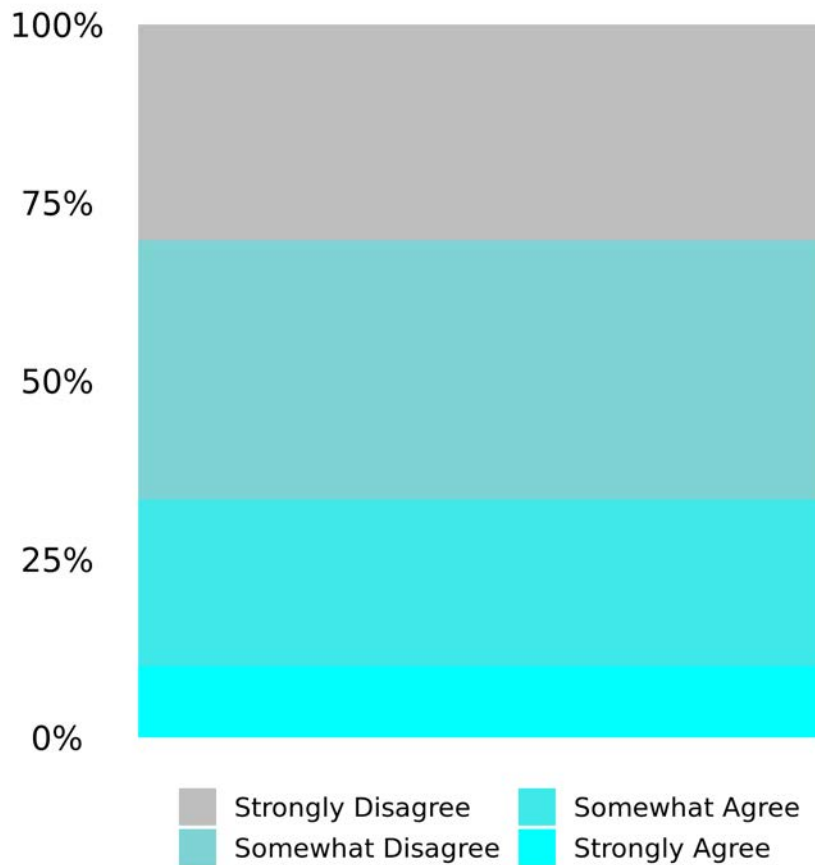


And they really don't see themselves in the story.

Just over 30% understand where they fit in.

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"I personally can do something that gets us closer to a world without nuclear weapons."



DIVERSE PROGRESSIVES

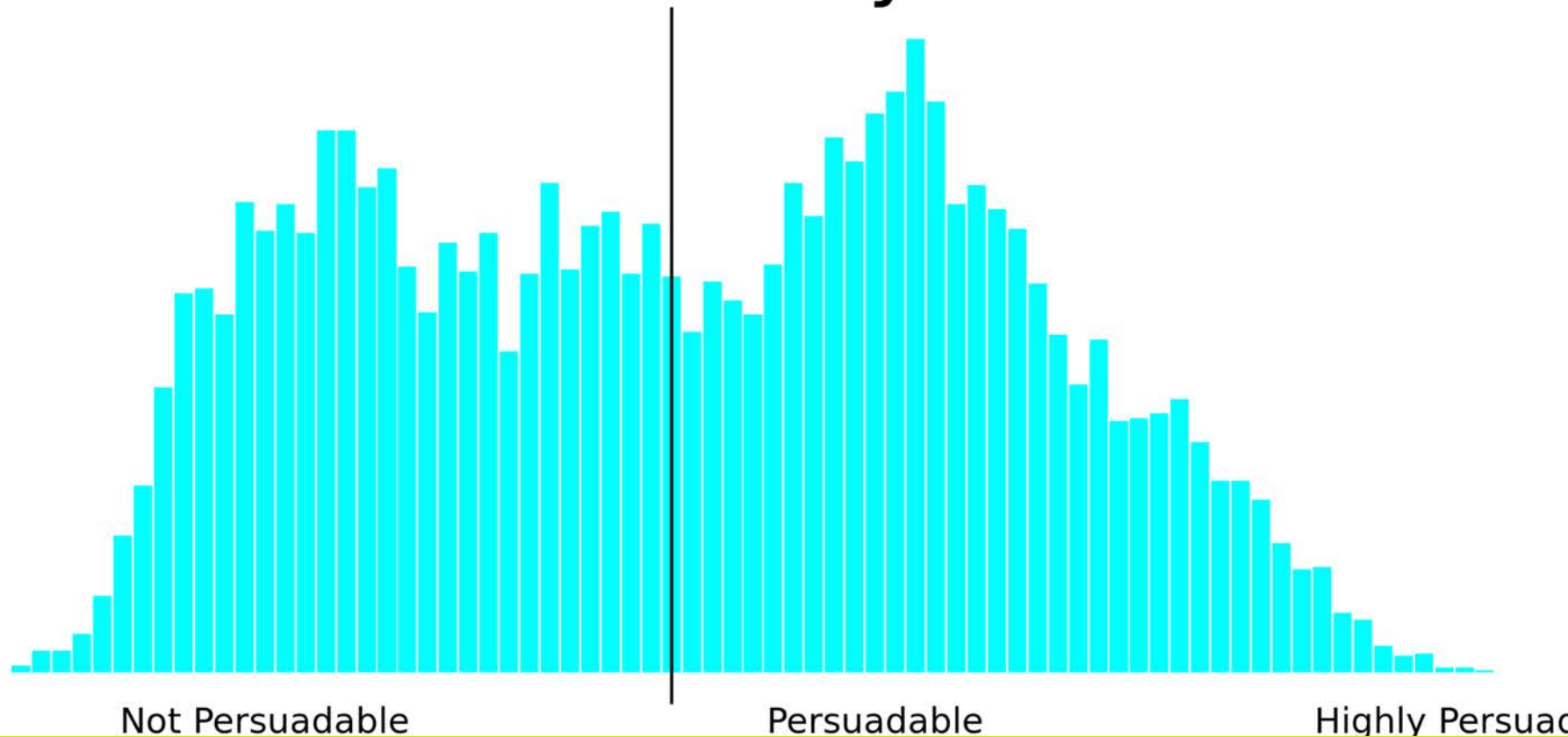
The persuadable audience

We conducted almost 10,000 testing surveys with 19 separate concepts and almost 2,000 control respondents.

We used these data to create a profile of the base audience and the audience readiest to move toward this narrative.

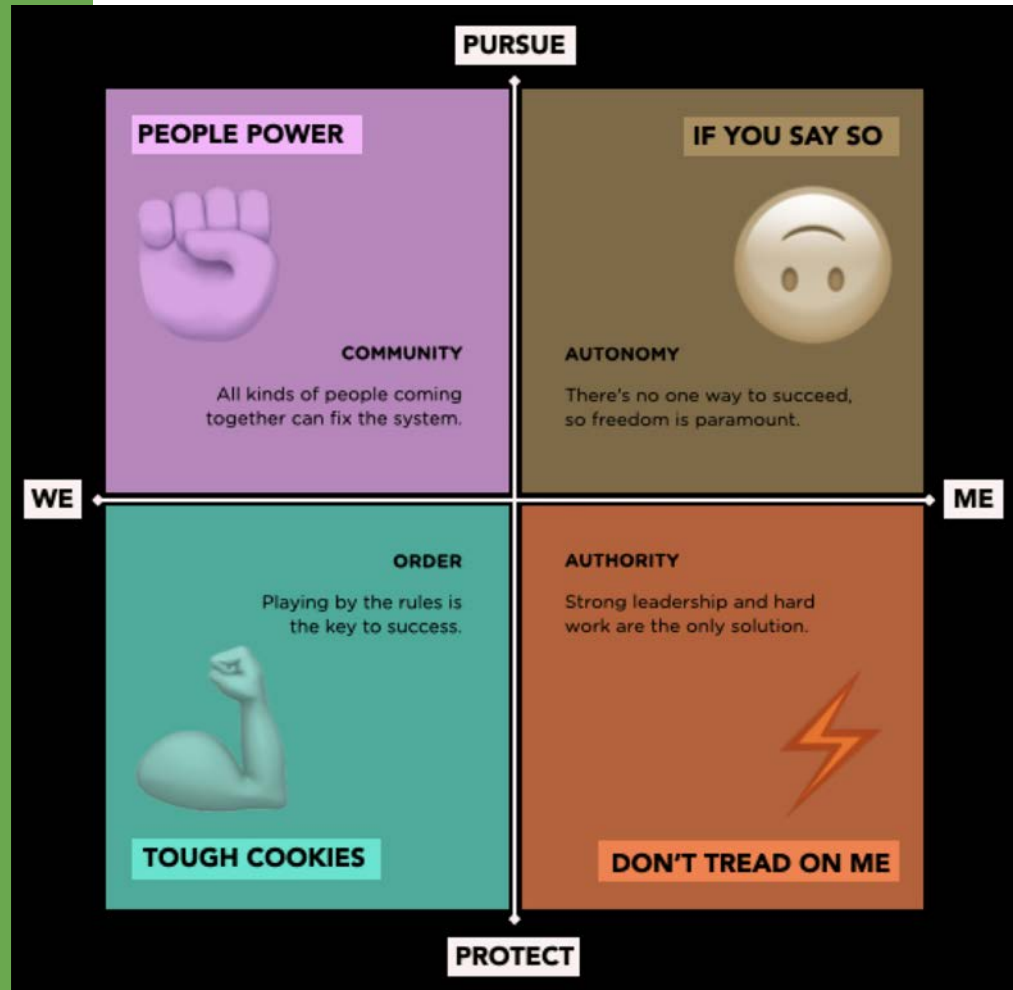
Modeled Persuadability

% of Survey Sample



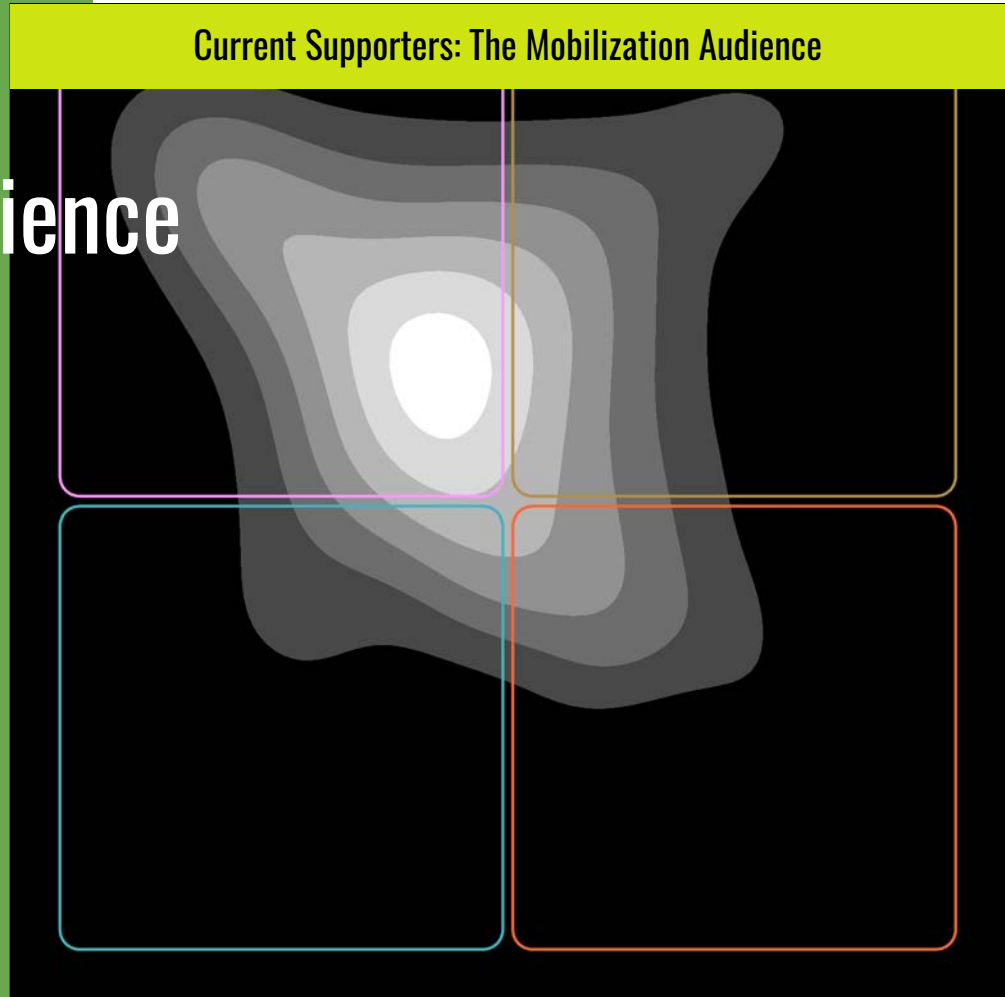
Thinking about Audience

Combinations of race, gender, age, geography, and political orientation quickly become dizzying. We use a shorthand to think about audience that captures variation in all those things and in people's "core values" or the goals they want to achieve.



The Mobilization Audience

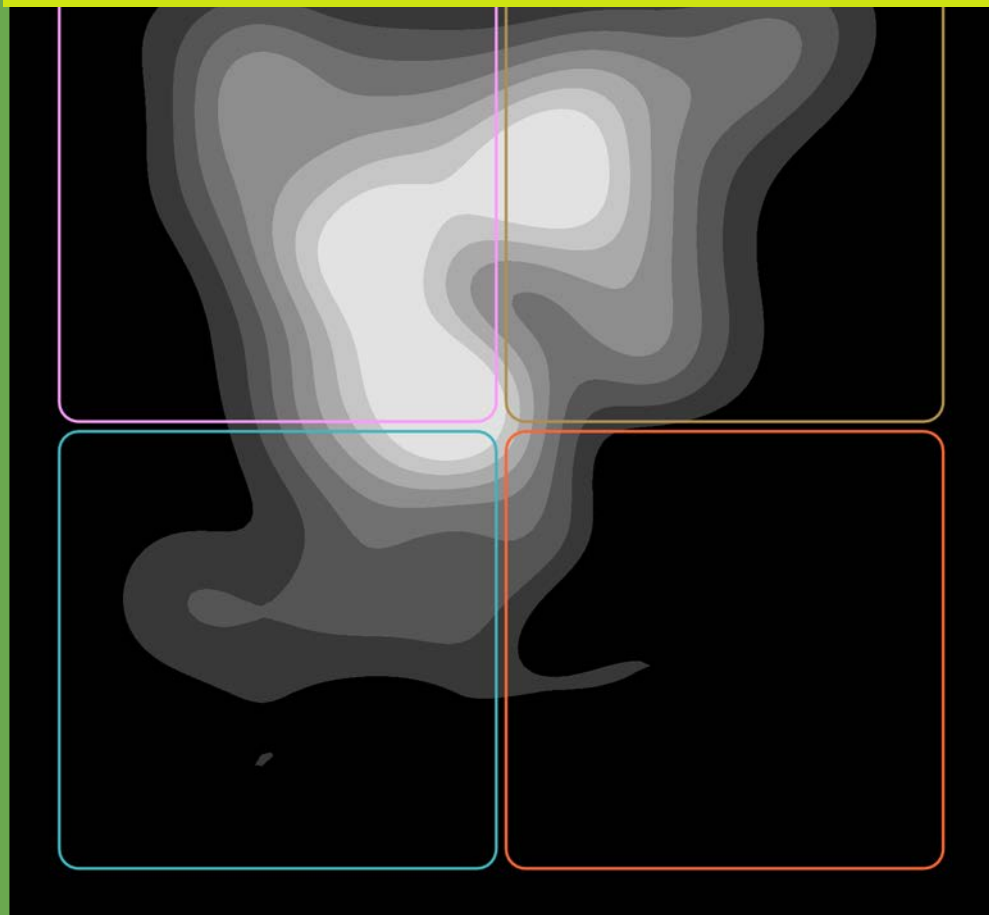
There is a core group of existing supporters in the community-focused, progressive “People Power” audience.



The Persuadable Audience

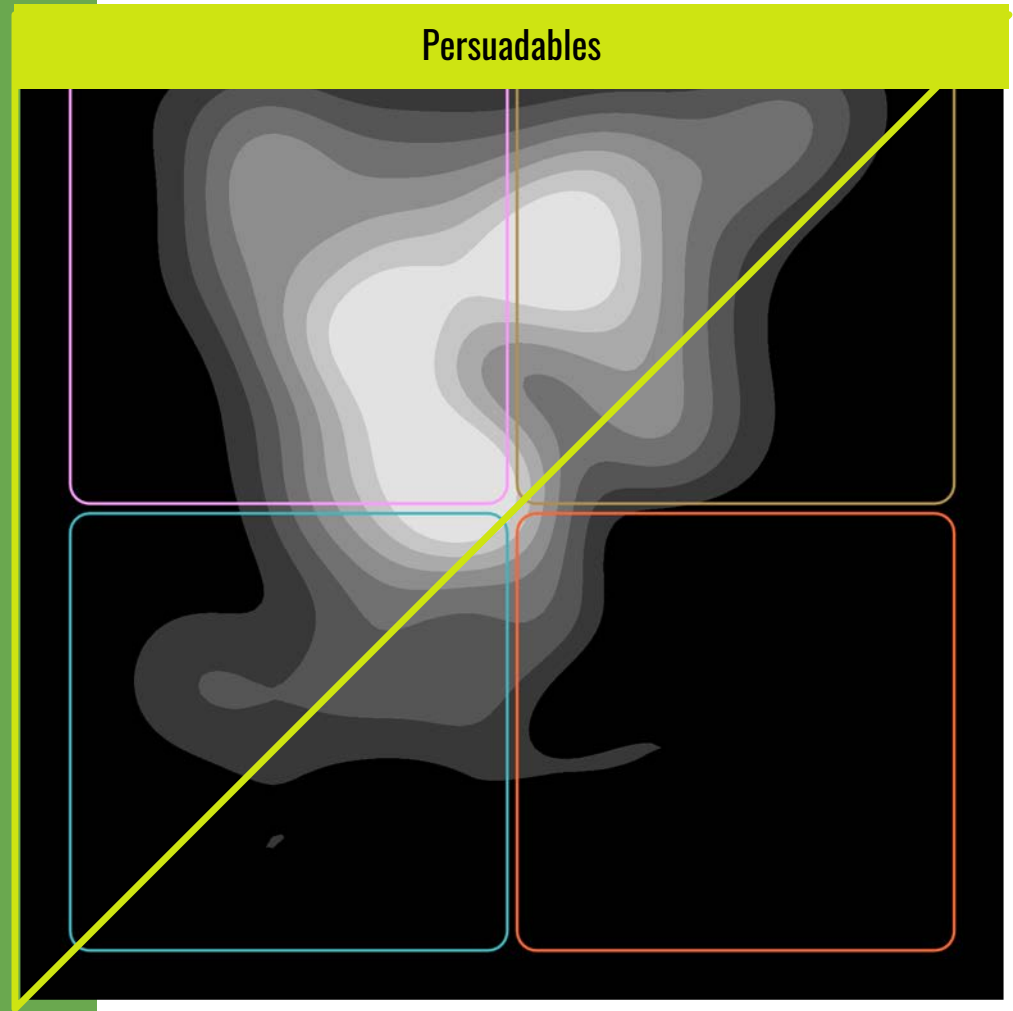
This map shows the distribution of persuadables *controlling for* existing support. So these are zones with high upside: plenty of persuadables and not as many people who are already on board with the narrative.

Persuadables



The Persuadable Audience

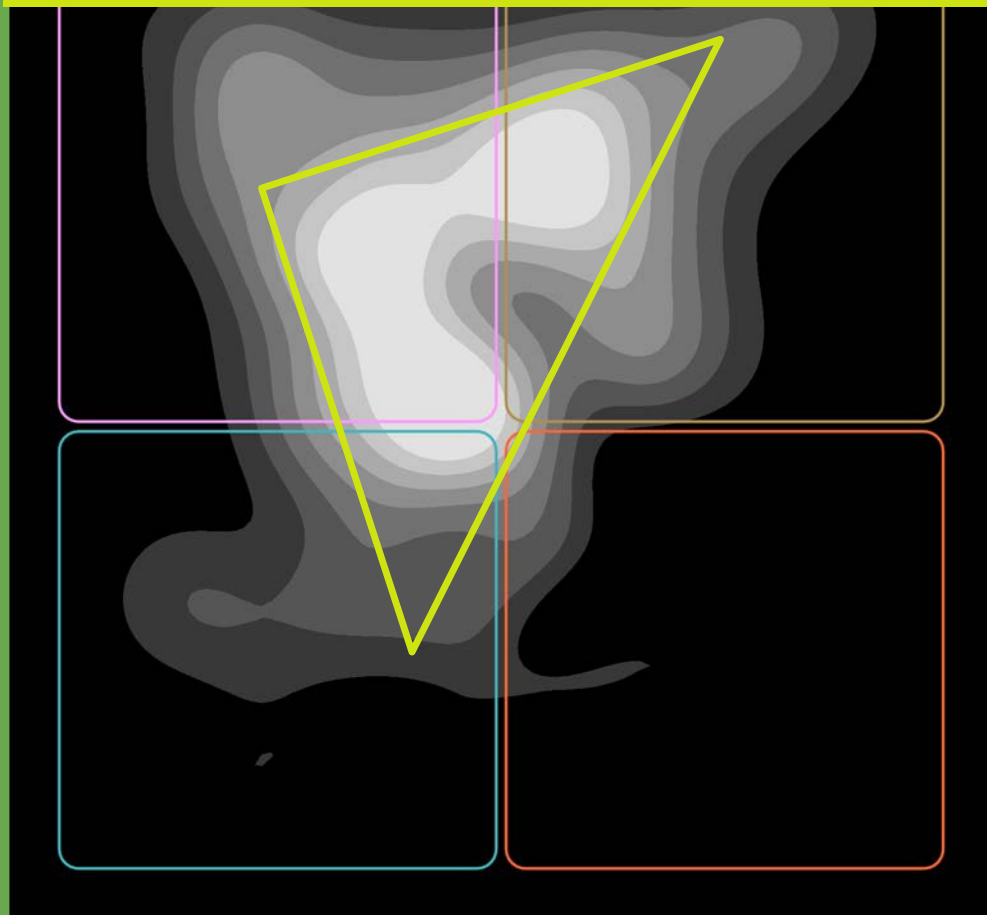
Most of the audience around the People Power axis is persuadable (as are a few people with values closer to Don't Tread on Me).



The Persuadable Audience

The *most* persuadable audience covers parts of the If You Say So autonomy-focused audience and the Tough Cookie security-focused audience as well as the People Power base.

Persuadables



Persuadable Vs. Less Persuadable Audiences

	White	Black	Latino
Less Persuadable	97%	0%	3%
More Persuadable	50%	27%	18%

People of color make up at least half of the persuadable audience in this sample.

They also make up nearly half of the existing support or “mobilization” audience.

Makeup of Persuadable Audiences

	White	Black	Latino
If You Say So	19%	67%	14%
People Power	50%	21%	20%
Tough Cookies	53%	8%	34%

People of color are an important part of all the persuadable values audiences.

Makeup of Persuadable Audiences

	Women		Age <30	30 - 50	50+
Less Persuadable	56%*		6%	34%	53%
More Persuadable	67%		26%	43%	36%

The persuadable audience is younger and mostly women.

Political Party

	Dem	Rep	Neither
Less Persuadable*	1%	79%	20%
More Persuadable	86%	1%	13%

Much of the narrative change opportunity exists among Democrats and in the large proportion of Americans who do not identify with either of the major parties. The “neither” group was about 30% of this sample.

While there is no existing Republican persuadable group, specific concepts showed promise for conservatives: stay tuned.

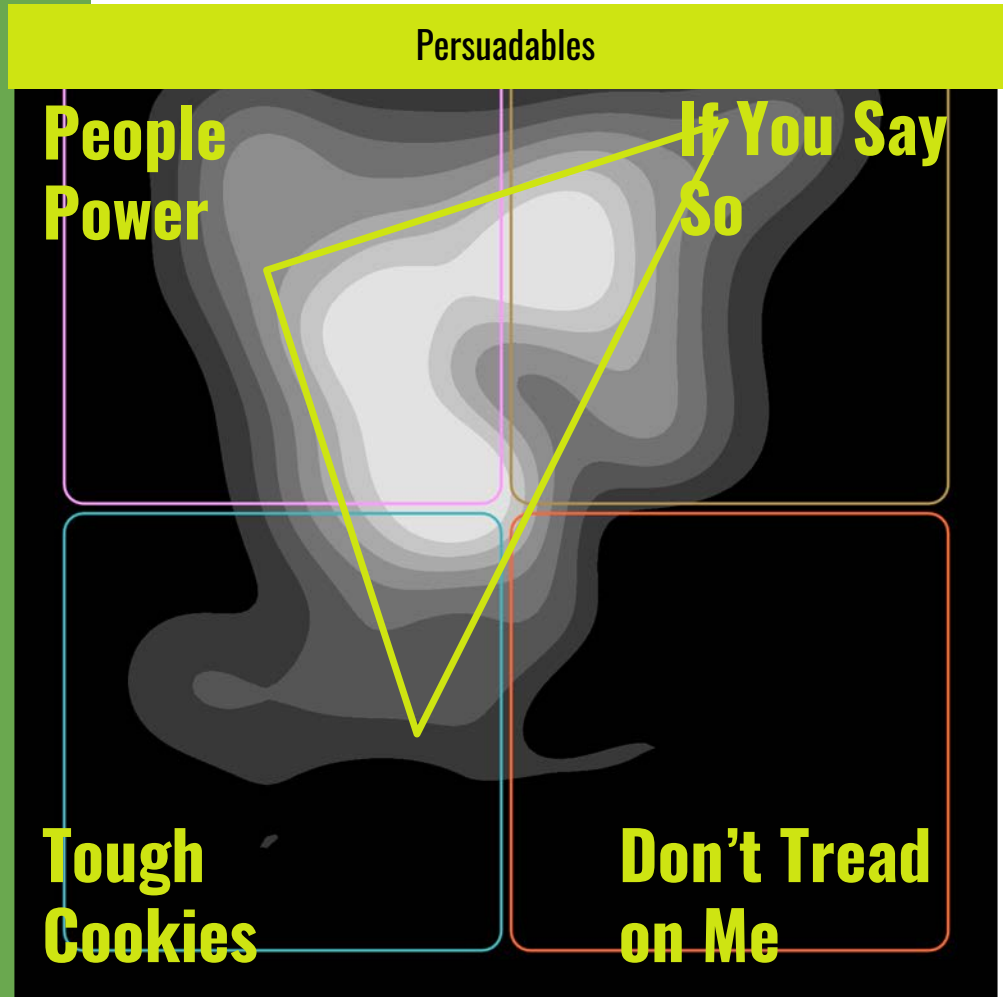
*The survey samples included slightly more women than men.

Diverse Persuadables

It's tempting to reduce the persuadable audience to "young, progressive women of color" because the topline demographic patterns are so striking.

But the values map shows that there are very distinct zones of opportunity or groups of people within the persuadable audience. Latino Tough Cookies don't have the same values or concerns as Black If You Say So audience members.

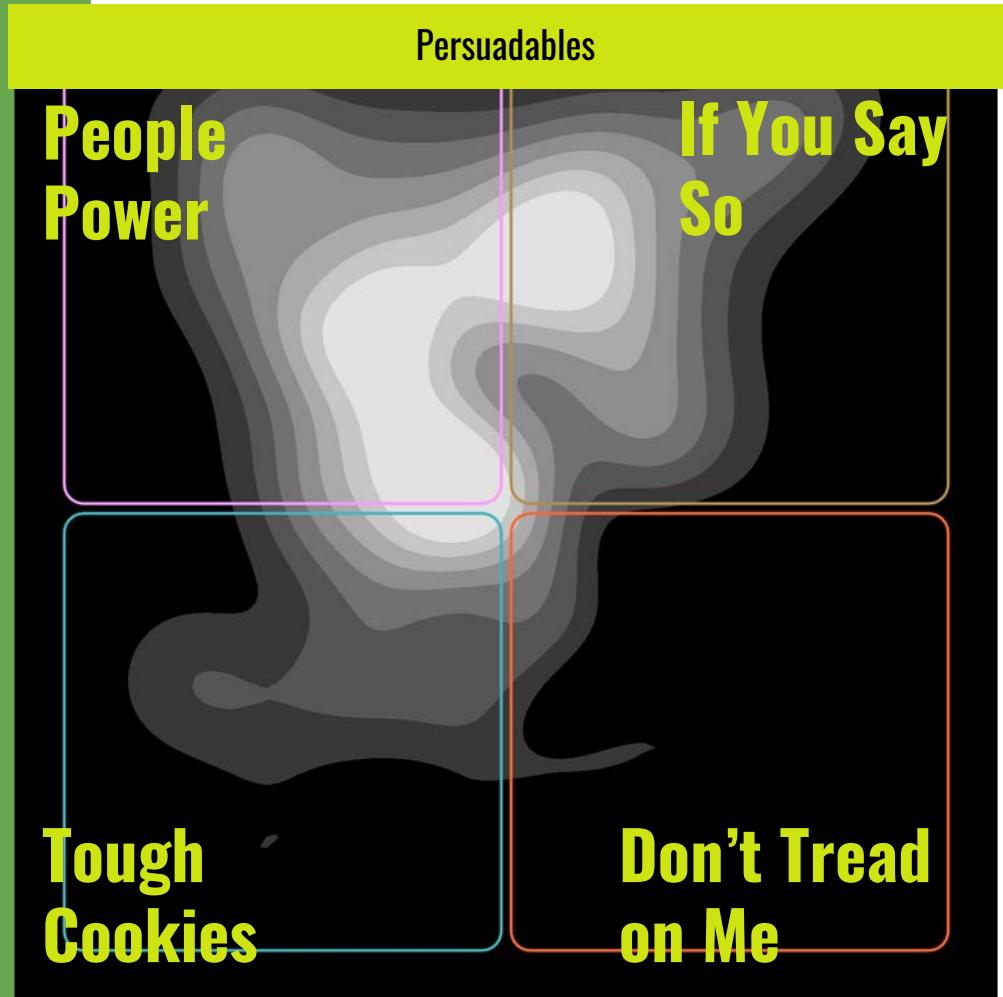
A WORLD
FREE OF
NUCLEAR
WEAPONS



Persuasion Opportunity Zones

That there are different zones of opportunity highlights why it's important to have multiple story pillars in narrative work.

While no one “message” is likely to reach all these people, diverse stories built on a single story platform will.



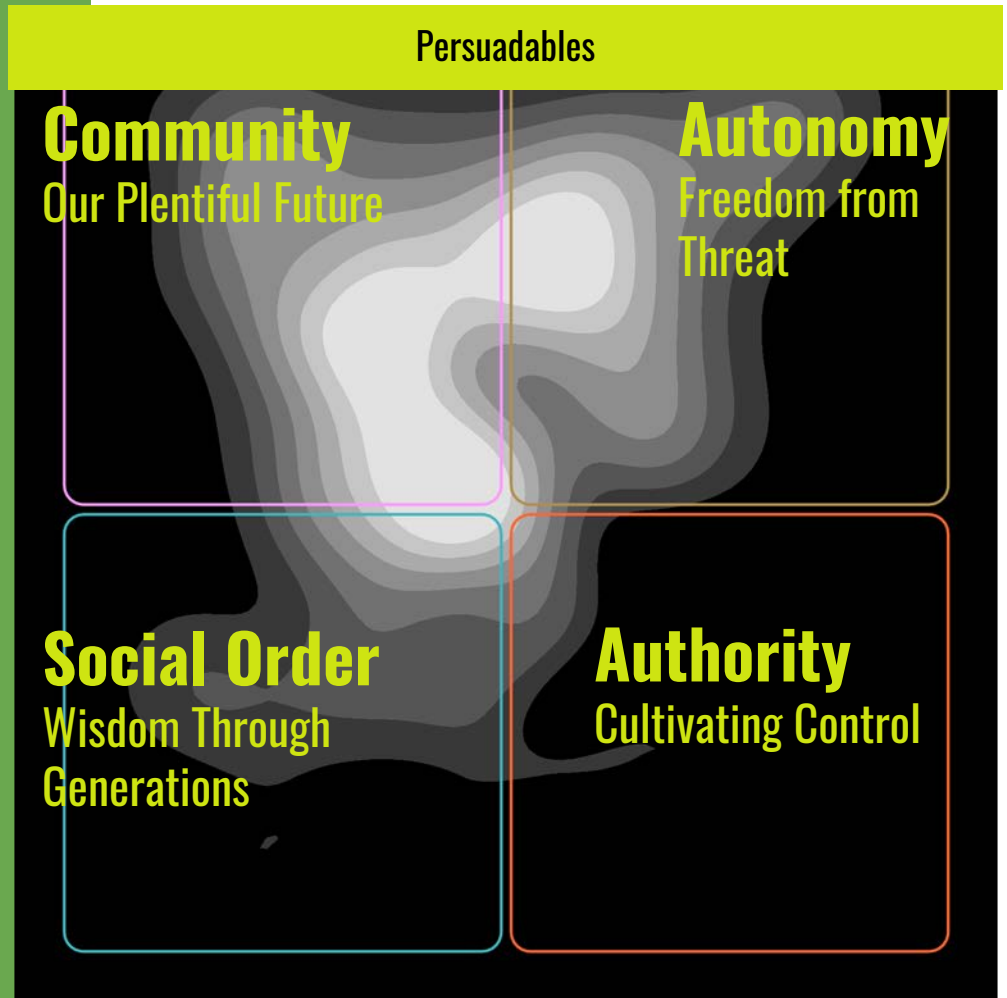
Persuasion Opportunity Zones

Each of the four audiences has core values that represent their core story needs.

While every story pillar can generate stories that appeal to these core values, some story pillars seem intuitively to “fit”.

We explored which specific pieces of content appealed most to which audiences.

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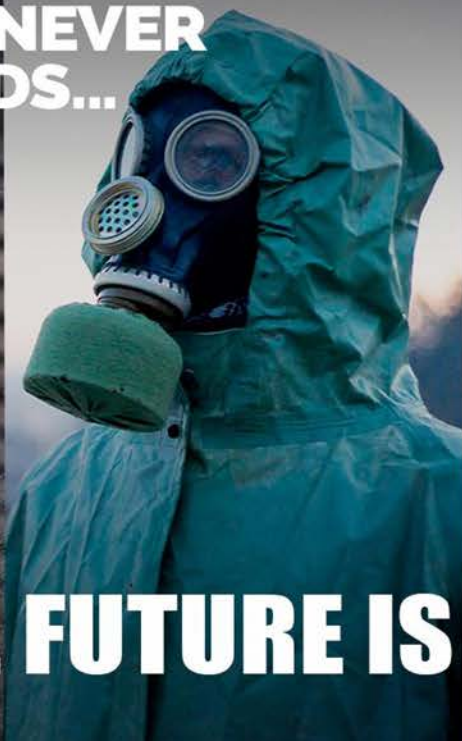
MEETING STORY NEEDS

Specific Concepts with Promise

Two concepts moved the whole persuadable audience. Others showed promise for specific opportunity zones.

This works

Y'ALL THOUGHT
2020 WAS BAD.
THINK ABOUT A
MASK MANDATE
THAT **NEVER
ENDS...**



THE FUTURE IS OURS...

**WE CAN CHOOSE A
BEAUTIFUL FUTURE
FOR US AND
GENERATIONS
TO COME.**



#NoNukes

This works



Nuclear Weapons

HOW IS
THIS
STILL A
THING?

HAVEN'T WE LEARNED
FROM THE PAST? WE'LL
BUILD A JOYFUL FUTURE...
IF WE HAVE THE TIME.



STOP THE THREATS. SAVE THE FUTURE.

#WisdomOfGenerations

Each of those concepts was generally effective but was also particularly effective for one audience.

2020 appealed to People Power.

Still a Thing appealed to Tough Cookies.

Push the Button showed promise specifically for Don't Tread on Me and not the persuadable audience generally.



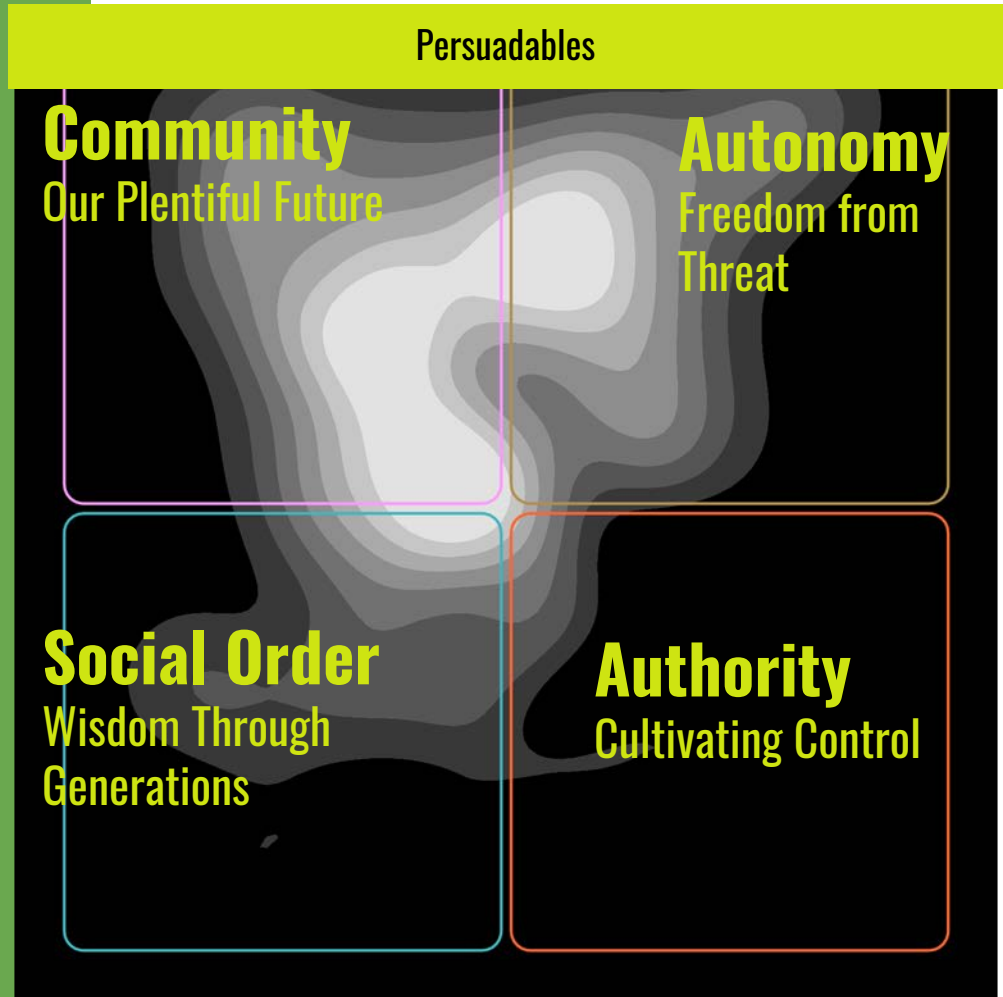
Persuasion Opportunity Zones

We did not assign creators to build content for each audience using these specific pillars. Instead, each creator used the audience profiles and pillars to make content they thought would work.

We tested everything with everyone.

The stories that work best for an audience are those that meet their story needs.

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The successful content did map roughly to audiences' story needs.

Community-focused People Power love the idea of coming together to solve social problems for a better future.

Social order and security-focused Tough Cookies like the idea of keeping themselves and their families safe.

Authority and control-focused Don't Tread on Me are tough to persuade, but they do like the idea of staying in charge.

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WEAPONS

Our Plentiful Future



Wisdom of Generations

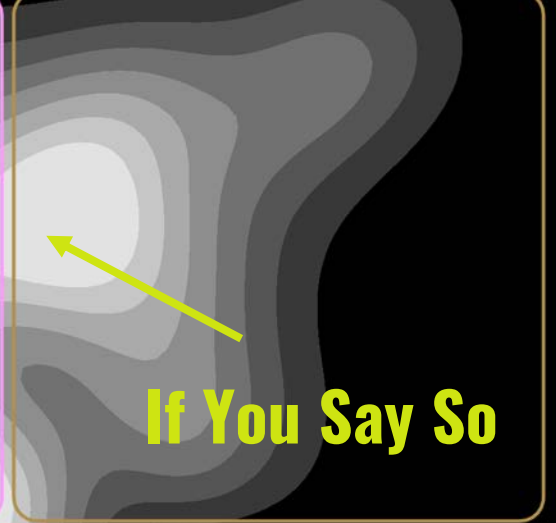


Cultivating Control



While at least two of these concepts had appeal in If You Say So, none of the three was *specific* to the big persuasion opportunity in this audience.

A WORLD
FREE OF
NUCLEAR
WEAPONS



If You Say So



Not A Game showed some promise in this audience. We tested these messages in several rounds, and in one test but not in the other, this concept moved If You Say So.

So we don't really know if this version did work. But we think it's worth exploring how it can work.

Not only is this audience really into gaming, they're also powerfully motivated by autonomy: the freedom to make their own decisions. This message with a future frame could bring home Freedom from Threat.

A WORLD
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NUCLEAR
WEAPONS

Our Plentiful Future



Freedom from Threat



Wisdom of Generations



Cultivating Control



QUANTITATIVE APPENDIX: TESTED ASSETS

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Pretesting Content

The human race will accomplish
such great things...if we have time.



Do what you can to end the threats
to our future.



The human race will accomplish
such great things...if we have time.



Do what you can to end the threats
to our future.



The human race will accomplish
such great things...if we have time.



Do what you can to end the threats
to our future.



We can create a future where
there's plenty for everyone.



We can create a future where
there's plenty for everyone.



We can create a future where
there's plenty for everyone.



Fighting over resources we've wasted
or destroyed means no future at all.



Fighting over resources we've wasted
or destroyed means no future at all.



Fighting over resources we've wasted
or destroyed means no future at all.



Together, we can make sure we
don't blow up our future by
accident.



People make dumb mistakes and
cause accidents all the time.



People make dumb mistakes and
cause accidents all the time.



Together, we can make sure we
don't blow up our future by
accident.



**Each generation is supposed to
teach the next. Don't let that end.**



**We can end our world. Or free
ourselves to live our dreams.**



**We can end our world. Or free
ourselves to live our dreams.**

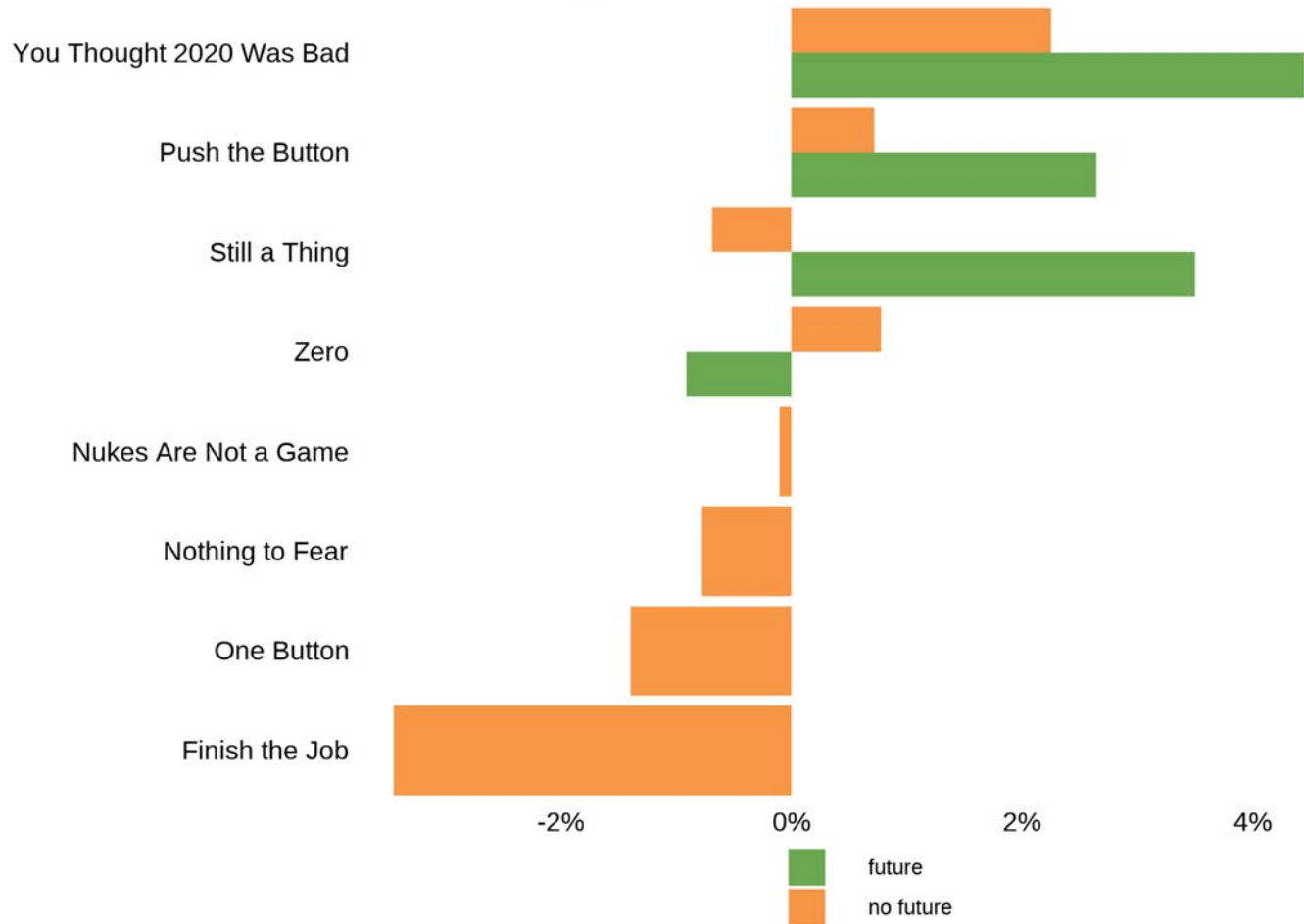


**Each generation is supposed to
teach the next. Don't let that end.**



Professional Concepts

Shift Toward Support Relative To Control



Finish the Job



ONLY 20%
LEFT TO
DISMANTLE.

Finish the Job.

#TogetherWeWillSaveTheFuture

Whose finger is actually on the button?

#HandsOffTheButton

USA

AI

Anonymous

China



Whose finger
is actually
on the
button?

USA

AI

ANONYMOUS

CHINA

CONTROL YOUR DESTINY. BUILD A BETTER WORLD.

We can choose to
build a better world by
ending world-ending
threats.

#NoMoreButtons

Nuclear Weapons



HOW IS
THIS
STILL A
THING?

#MakeNukesNotAThing



Nuclear Weapons

HOW IS
THIS
STILL A
THING?

HAVEN'T WE LEARNED
FROM THE PAST? WE'LL
BUILD A JOYFUL FUTURE...
IF WE HAVE THE TIME.



STOP THE THREATS. SAVE THE FUTURE.

#WisdomOfGenerations

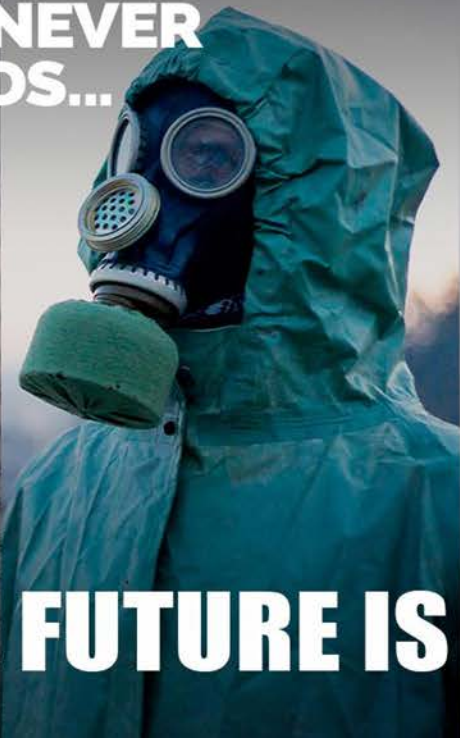
Y'all
thought
2020 was
bad?

2020

2030?

#youhaveachoice

Y'ALL THOUGHT
2020 WAS BAD.
THINK ABOUT A
MASK MANDATE
THAT **NEVER
ENDS...**



THE FUTURE IS OURS...

WE CAN CHOOSE A
BEAUTIFUL FUTURE
FOR US AND
GENERATIONS
TO COME.



#NoNukes

THE MOST IMPORTANT NUMBER IN OUR LIVES
MAY BE THE ONE WORTH THE LEAST



ONE VOICE. **ZERO** NUKES.

ZERO. WE FEAR OUR
WORLD WILL BE
REDUCED TO
NOTHING. ZERO.



One voice. ZERO nukes.

BUT NOT IF WE REDUCE
THE THREAT TO OUR
FUTURE TO ZERO.



#SaveTheFuture

NOTHING TO FEAR? ~~WRONG.~~
SOME THINGS ARE TRULY SCARY;
SOME THINGS WE SHOULD
NEVER LET EXIST.

END THE THREAT. SAVE THE FUTURE.
#NOMORENUKES

Not a Game

A person with braided hair and headphones is seen from behind, playing a video game. They are in a post-apocalyptic city with a large billboard that reads "NUKES ARE NOT A GAME." The scene is dark and atmospheric, with a city skyline in the background.

NUKES ARE NOT
A GAME.

Weapons of mass destruction
are nothing to play with
Nukesarenotagame.org

The world
as we know it
should not
depend on this.



No one should
have this power.

