

Re:Imagining Change

How to Use Story-Based Strategy to Win Campaigns, Build Movements, and Change the World, Second Edition

Patrick Reinsborough & Doyle Canning
Foreword: Jonathan Matthew Smucker

Re:Imagining Change provides resources, theory, hands-on tools, and illuminating case studies for the next generation of innovative change-makers. This unique book explores how culture, media, memes, and narrative intertwine with social change strategies, and offers practical methods to amplify progressive causes in the popular culture.

Re:Imagining Change is an inspirational inside look at the trailblazing methodology developed by the Center for Story-based Strategy over fifteen years of their movement building partnerships. This practitioner's guide is an impassioned call to innovate our strategies for confronting the escalating social and ecological crises of the twenty-first century. This new, expanded second edition includes updated examples from the frontlines of social movements and provides the reader with easy-to-use tools to change the stories they care about most.

ABOUT THE CONTRIBUTORS

Patrick Reinsborough is a social movement strategist, change agent, and creative provocateur with thirty years of experience. Patrick's work has incorporated a range of creative strategies including brand busting, culture jamming, markets campaigning, and nonviolent direct action. He has helped organize countless creative interventions including the historic shutdown of the Seattle WTO meeting in 1999, protests against the U.S. invasion of Iraq in 2003, and visionary alliance-building uniting North American communities impacted by fossil fuels. Patrick is the cofounder of the Center for Story-based Strategy (formerly smartMeme). He lives with his family in Oakland, CA.

Doyle Canning is cofounder of the Center for Story-based Strategy. She is a strategist, facilitator, and coach for social and ecological justice movements. She enjoys growing food and flowers and biking her two children around in a Dutch cargo bike. Doyle is a JD candidate at the University of Oregon School of Law and blogs at doylecanning.com

Jonathan Matthew Smucker is Director of Beyond the Choir and has worked for more than two decades as a grassroots political organizer and strategist. He is author of *Hegemony How-To: A Roadmap for Radicals*.

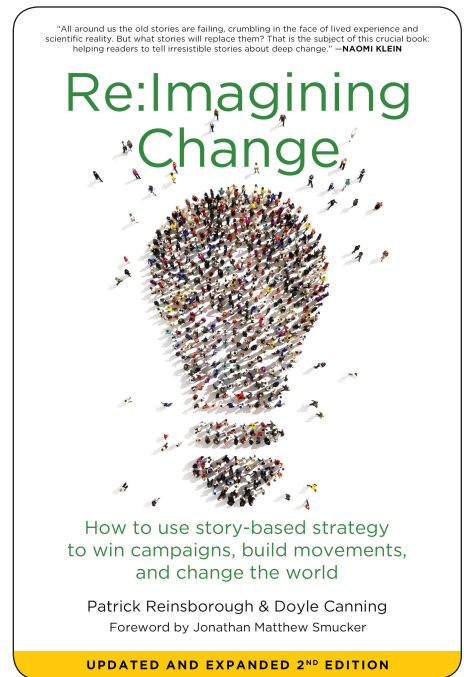
ACCOLADES

"All around us the old stories are failing, crumbling in the face of lived experience and scientific reality. But what stories will replace them? That is the subject of this crucial book: helping readers to tell irresistible stories about deep change—why it is needed and what it will look like. The Story-based Strategy team has been doing this critical work for fifteen years, training an entire generation in transformative communication. This updated edition of *Re:Imagining Change* is a thrilling addition to the activist tool kit."

—Naomi Klein, author of *This Changes Everything: Capitalism vs. the Climate*

"As an introduction to story-based strategy, the book offers organizers and advocates a new and necessary way to understand and transform the impact of stories on our public life."

—Malkia Cyril, executive director, Center for Media Justice



SUBJECT CATEGORY

Political Activism/Media Studies

PRICE

\$18.95

ISBN

978-1-62963-384-8

PAGE COUNT

224

SIZE

9x6

FORMAT

Paperback

PUBLICATION DATE

09/17

DISTRIBUTED BY

Independent Publishers Group
(312) 337-0747
www.ipgbook.com

DISTRIBUTED IN THE UK/EUROPE BY

Turnaround Publisher Services Ltd
t: 020 8829 3000
orders@turnaround-uk.com

◆ PM PRESS ◆

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