THE OPPORTUNITY AGENDA PRESENTS

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HELVETIKA BOLD

ISSUE No.1

JUST OUR 2¢

★ FEATURING ★

ARIEL BLACK

THE MINDSET

AND JUST ABOUT EVERYONE YOU KNOW!

MEET! THE MOXIEST MAVEN OF MEDIA MESSAGING

WITNESS! HER CHALLENGE THE FORCES OF THE STATUS QUO

GASP! AT THE SHEER RECOGNIZABLITY OF IT ALL!

THE ORIGIN OF A NEW HERO WHOSE WORD IS MIGHTIER THAN THE SWORD!

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MOST OF US BELIEVE THE THOUGHTS INSIDE OUR HEAD TO BE OUR *OWN*. LITTLE DO WE KNOW --

MANY ARE IN FACT *LOCKED INTO PLACE* BY A SINISTER SUPERVILLAIN KNOWN AS --

HELVETIKA BOLD ISSUE ONE

THE MINDSET

CONSUMERS! BEHOLD AS I RAVAGE THE TRUTH, PLAY ON YOUR FEARS AND DEFEAT YOUR HOPES AND ASPIRATIONS

USING THE MOST POWERFUL WEAPON EVER KNOWN --

THE DOMINANT NARRATIVE!

WITH THE WAVE OF A HAND, THE *MASTER OF THE MEDIAVERSE* DEPLOYS AN ONSLAUGHT OF FEAR THAT LOCKS MILLIONS OF PEOPLE'S MINDS INTO AN IRONCLAD BOX.

MY WAGES WERE *CUT*?! I GUESS I SHOULD JUST WORK WEEKENDS, TOO.

LOOK, I LOVE *LEGAL* IMMIGRANTS... IT'S JUST THOSE *HISPANIC* ONES I CAN'T STAND!

WE CAN'T TAX *BILLIONAIRES* AT THE SAME RATE AS THEIR SECRETARIES - THEY'RE *JOB CREATORS*!

LOST YOUR HOME? WELL SORRY, BUDDY. *SOME PEOPLE* JUST SHOULDN'T OWN HOUSES!

HEY, IS THAT GUY *STARING* AT ME? HE WANTS MY STUFF *DOESN'T HE*?!!

DOESN'T HE?!!

AND SO ON...

ON THAT NIGHT'S MEDIA CORPSE NEWS BROADCAST, TAG-TEAM PUNDITS KNOWN AS *THE SHILL* AND *MS. INFORMATION* TAKE TURNS ATTACKING A NEWLY CHOSEN TARGET: A LITTLE KNOWN COMMUNITY ADVOCATE WHO DARES TO SPEAK COUNTER TO THE MINDSET.

HER NAME: *ARIEL BLACK*.

SHE SAYS GOVERNMENT MUST DO MORE TO HELP SINGLE MOTHERS? HELP THEM *WHAT* -- HAVE MORE *KIDS*? AT *OUR* EXPENSE? C'MON!

LADY, DO I NEED TO REMIND YOU THAT AMERICANS *FOUGHT AND DIED* TO END COMMUNISM BACK IN 1776!

AND SHE ALSO WANTS A 'PARADIGM SHIFT'? WHOOAA! *BIG WORD ALERT*!

HOW 'BOUT *THIS* WORD FOR YOU: *EEE-LEE-TIST*!

WHAT THE?

BY THE NEXT MORNING, MEDIA CORPSE'S VAST ARSENAL OF INTERNET TROLLS HAVE HELPED THE STORY GO VIRAL.
I NEVER SAID THAT! THEY TWISTED MY FACTS AROUND TO MEAN THE EXACT OPPOSITE THEN MADE ME SOUND LIKE SOME SORT OF ACADEMIC SNOB!!!
UGH! WHY EVEN BOTHER TALKING TO THE PRESS ANYMORE?

TEN YEARS FIGHTING FOR CHANGE AND I'M NOT SURE I'M EVEN MAKING A DIFFERENCE.
SOCIAL JUSTICE, INC.
AMIDST ALL THE SHOUTING AND DECEPTION, HOW CAN MY VOICE BE HEARD?

MEANWHILE, THE PROBLEMS ARE GETTING WORSE, AND YET THE MINDSET THAT'S REINFORCING THEM STAYS THE SAME - LIKE IT'S IMPENETRABLE!
ONCE PEOPLE'S MINDS GET LOCKED UP, EVEN FACTS CAN'T GET IN.
FORECLOSED
EVICTION NOTICE
MAYBE WE'D REACH PEOPLE IF WE SPOKE TO THEIR HEARTS AS WELL AS THEIR MINDS. EH, WHO KNOWS!

AT LEAST IF I GET A RETRACTION FROM MEDIA CORPSE, THEN I'LL BE GETTING SOME SMALL PIECE OF MY MESSAGE OUT INTO THE WORLD.
EDIA CORPSE
TOP FLOOR. AND THERE'S A LONG WAIT.
OF COURSE THERE IS!

2
1
B
TIME TO KILL...HMMM... WONDER WHERE THIS GOES?

WHOA!
INK

INCREDIBLE! ALL THE GREAT UNDERGROUND NEWSPAPERS OF THE PAST, BURIED DOWN HERE SO THEY'D BE FORGOTTEN.
MAN, THEY WERE THE REAL DEAL.
IT'S LIKE I CAN FEEL THE SPIRIT OF THOSE COURAGEOUS EFFORTS STILL PULSATING THROUGH THESE OLD LETTERS... ALMOST AS IF THEY WERE ALIVE!
PROGRESSIVE
Rampar

WHOOPS!
PLUNK!
INK
WHERE'S THAT LIGHT SWITCH?

KRZZAAAK!!!
IN A BLINDING FLASH, 10,000 VOLTS OF ELECTRICITY CONNECT ARIEL'S BODY TO ALL THE METAL OBJECTS IN THE ROOM. THE OLD PRINTING PRESS AND LETTERS EXPLODE, UNLEASHING GENERATIONS OF SPIRITS CONTAINED WITHIN...
AFTER A LONG TIME, ARIEL AWAKENS CONFUSED AND DISORIENTED, BUT SOMEHOW STILL ALIVE...
OHHH MAN...W-WHAT HAPPENED TO ME?
FEEL...SO... STRANGE...
GOT TO... WALK HOME... MUST... FEED... CATS.
MAN, HOW DID I GET HERE? I MUST BE MORE MESSED UP THAN I THOUGHT.
MAYBE I SHOULD JUST CHILL UNTIL I CAN GET MY HEAD STRAIGHT.
THE REFLECTING POOL.
OUR GREATEST RESERVOIR OF STORIES. SOME REMEMBERED. OTHERS FORGOTTEN. ALL IN NEED OF BEING RETOLD.
MILLIONS BEFORE ME HAVE STARED INTO THESE WATERS AND SEEN THE STRUGGLE FOR JUSTICE RIPPLING THROUGH TIME.
HOW COULD I POSSIBLY ADD TO THIS GREAT CHORUS WHEN SO MUCH HAS BEEN DONE TO SILENCE THEIR VOICES, LET ALONE MINE.

WHOA! WHERE'S ALL THIS- LIGHT COMING FROM?
EQUALITY
VOICE
COMMUNITY
WAIT A SEC --
IT'S COMING FROM... ME?
OKAY NOW THIS --
INJUSTICE ANY WHERE IS A THREAT TO JUSTICE EVERY WHERE
-- THIS IS BADASS.
ARIEL QUICKLY REALIZES HER NEWFOUND ABILITY GIVES HER THE POWER TO MAKE WORDS MATERIALIZE OUT OF THIN AIR.
IF I CAN ILLUMINATE TRUTH, CAN I ALSO TRANSFORM LIES? COULD I TRANSMUTE THE FEARS THEY CAUSE INTO SOMETHING ELSE?
TIME TO SEE WHAT THESE NEW HANDS CAN REALLY DO!
SOON AFTER, IN TIMES SQUARE...
HOST
WE ARE ALL CREATED EQUAL
WE ARE ALL IN THIS TOGETHER
WE SHOULD ALL HAVE A SAY IN THE DECISIONS THAT AFFECT US
WE ALL DESERVE A SECOND CHANCE
YESSSS!!!
LOOK! WHAT HAPPENED TO ALL THE ADS?
ALTHOUGH... IT'S SORTOF A NICE CHANGE.
REALLY CUTS TO THE HEART OF THINGS, DON'T IT?
YEAH, AND MAKES ME WONDER WHY I AM BEING PAID LESS THAN MY MALE CO-WORKERS?
AND HOW TODAY'S IMMIGRANTS AREN'T ANY DIFFERENT THAN MY GRANDMA.
AND HOW I MIGHT BE IN MASSIVE DEBT, BUT DAMMIT-- I AM NOT A LOAN!
MAYBE ANOTHER WORLD IS POSSIBLE?
ONE BY ONE, PEOPLE BREAK FREE OF THE DOMINANT NARRATIVE AND BEGIN TO THINK... OUTSIDE THE BOX.

AT NEWS CORPSE HEADQUARTERS THE MINDSET FLIES INTO A RAGE
WE SPENT A BAZILLION DOLLARS TO DEFEAT THE LAST REMAINING INDEPENDENT SUPERHEROES: THE FACT CHECKER, MEGAHORN, AND THE GRASS ROOT.
SO CAN SOMEBODY TELL ME WHO THE HELL IS THIS NEW VERBAL VIGILANTE CREATING ALL THESE COUNTER-MEMES?!!
I MEAN, THEY'RE NOT EVEN PAYING FOR AD SPACE! THAT'S JUST MORALLY WRONG!
I THINK IT'S TIME WE SENT HER A CLEAR MESSAGE THAT HER 15 SECONDS OF FAME IS ABOUT TO --
CRASH!
SORRY TO INTERRUPT YOUR PROGRAM, BUT I THINK IT'S TIME WE CHANGED THE CHANNEL.
YOU MIGHTA THOUGHT YOU HAD THINGS LOCKED UP, BUT THE FIGHT FOR OUR COMMON NARRATIVE IS FAR FROM OVER.
IT'S TIME YOU GOT READY FOR --
HELVETIKA BOLD
To be continued...

NEXT TIME:

OUR HERO FACES OFF AGAINST NEW VILLAINS!

WHO WILL WIN...

THE BATTLE OF THE STORY?

STAY TUNED!

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Visit the Opportunity Agenda's online Communications Tookit, starring Helvetika Bold:

HelvetikaBold.net

The Opportunity Agenda

ARE YOU READY... TO FLIP THE SCRIPT?

ACME NOVELTIES TO SUBVERT THE DOMINANT NARRATIVE!

X-RAY SPEX

See through The Superficial into people's *Inner Being!*

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

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

DETOX PROGRAM

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

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

Absolutely FREE!

YES. THAT'S RIGHT! NOTHING TO BUY!

RACISM DECODER RING

Decipher RACIALLY CODED Language!

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

TIRED OF BEING STEPPED ON?

BY THE CORPORATE MEDIA?

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

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

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

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

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

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

Remember, kids! POWER CONCEDES NOTHING WITHOUT A DEMAND!

USE THIS COUPON TO ORDER NOW!

Name _____

Address _____

I dedicate my life to fighting for _____

The world I dream about looks like _____