Power Local Green Jobs Battle of the Story

ELEMENTS OF STORY	OPPOSITION STORY (What PECO says)	STATUS QUO STORY (What mainstream says)	OUR STORY (What Power Local Green Jobs says)
CONFLICT How is the problem being framed? What or who is the conflict between? Are there good guys and bad guys? What's at stake?	*No conflict with the community. *What PLGJ is asking is illegal and impossible. *We have to use fossil fuels to provide cheap, reliable electricity, *We are regulated, so it's not our job to make sure our product is clean, and our profit on our investments is fair. *We are the experts and should be in charge of decisions. *Solar is expensive. *We do well by some metrics of minority hiring, so we are doing our part already.	*No conflict, PECO is doing what it can. *Ratehikes pit PECO against PUC and customers. *Poverty and climate change are not PECO's problem. *Solar is nice. Private homeowners sometimes buy it. *Outages are bad. *There are some solar jobs, but they aren't tied to specific PECO or legislative activities.	*There is a crisis in climate and jobs! *PECO profits big while communities suffer. *PECO's energy choices have created and profited from the crisis. *PECO is holding back the city, and ignoring civic and moral leaders. *Clean energy is literally life vs death, prosperity vs poverty

CHARACTERS Who are the specific victims? Who are the villains? Who are the messengers that tell the story?			
	Victims *Regular customers *non-solar customers Heros *Energy experts, PECO, the PUC *Utility workers. *Nuclear Villains *Radicals/idealists. *Unreasonable fringe attention seekers	Victims *Ratepayers *Industry Heros *the PUC *legislators, city council *technology *Solar States *Solar homeowners *Jobs creators- pipeline companies and oil refinery Villains *Donald Trump	Victims *Area residents *Job seekers *Black and Brown communities *Youth Heros *Churches *Schools *Serenity Soular *Centennial Parkside CDC *OIC *YouthBuild *Solar States *Solarize Media Messangers *Clergy *Youth, Elders *Folks who struggle to pay bills *Job seekers Villains *PECO Executives *fossil fuel companies *inept legislators

IMAGERY What powerful images does the story provide? Are there relevant symbols or metaphors the embody the story?	*Linemen working on wires. *Comfortable homes. *Philadelphia skyline *Signature building		*Solar workers *green hard hat *Sun *Asthma, inhalers *Storms, hurricanes, floods *Taking action
FORESHADOWING How does each story show us the future? What is the vision that the story offers of how things will be if the conflict is resolved successfully?	*We'll adopt new technology when it's ready. *We are the future, we create the future. *Climate change will not be that bad. We'll adapt.	*PECO will adopt new technology when it's ready. *Climate change will not be that bad. Not impacting anyone yet. *Authorities are taking steps.	*Corporate accountability leads to shard prosperity. *Clean energy is opportunity for economic justice. *Communities must take lead.
ASSUMPTIONS What are the unstated assumptions? What does someone have to believe to accept the story as true? What values are reflected in the story?	*PECO is an innovator *Regulation works in the public interest. *Solar is expensive. *Community impact is secondary to highest profit. *Poverty is unfortunate & inevitable.	*Corporations are ethical, profit is natural. *Individuals are responsible to make choices, corporations respond to demand. *Regulators are responsible overseers.	*Things can change *Communities can be empowered *Our current crisis is the result of specific choices. *Solar jobs reduce poverty *Clean air and stable climate saves lives