









The 'Justice League' of Storytelling Ecosystems

	Hero	Superpower	Benefit	Use	PRI examples
	Spider-man	Telepathy Real-time	Intelligence Communities Reach	Listen Publish Talk	@PRI, #Global Cancer, #SafeMode, #GlobalNation, @PRISoundworks, Ongoing News
	Superman	Sharing Relevance	Communities Reach	Publish Talk	Ongoing News, Global Nation
	Batman	Co-Creation	Communities Reach	Join Create Publish	Inspiration for Co-creation efforts
	Wonder Woman	Clustering & Nesting	Participation Reach	Publish Coordinate Curate	Upcoming – <i>Across Women's Lives</i>
	Captain Atom	Morphing	Presentation Reach	Publish Curate	Ongoing PRI "magazines"
	Iron Man	Cool Tools & Gadgets	Focused Content Reach	Publish	Global business content, women in leadership content, Inspiration for tools and gadgets
	Captain America	Organizing	Funding Communities Reach	Publish Funding Curate	Public Radio Example: <i>Planet Money's</i> T-Shirt Project
	Incredible Hulk	Commerce/ Telepathy	Relevant Products Reach	Product Placement	TBD