

Media



REIGN was built to run games where fantasy cults and factions clashed at their edges. Some changes are obviously necessary to abstract it up a level into a modern world where some of the people with whom I have daily interaction are thousands of miles away. The primary area to update is the impact of media. PCs playing *Out of the Violent Planet* can warn, alarm or mislead millions worldwide. Most of this can be handled with the standard company actions described in Chapter Four. Access to powerful message-shaping and dissemination technologies is handled with Advantages (if they're the sole property of an individual) or Assets (if they're run by a company).

Advantages

AM Radio All Day Long (3): You either are an AM radio talk show host (unlikely) or you're a frequent and prominent guest for one, or you're a regular feature on the show. Your words, opinions and ideas are in people's ears all day long. It won't get you good seats in a restaurant, but you can influence the national dialogue. In particular, your steady pressure can take one year's fringe movement and make it reputable by the next election cycle.

Your Company can raise its Influence to 6 using the "Rise in Stature" action.

I Can Haz Blog (2): Or a vlog or a huge swarm of Twitter followers, or whatever the hot new social media is now. You have an internet link that is casual, but which reaches a large cross-section of people.

With this Advantage, any time your Company uses the "Rise in Stature" action, you can add +1d to the pool. (This assumes, of course, that you're abusing your blog privileges for shameless self-promotion.)

My Documentary Film (1): You're a scrappy indie film-maker with a backwards baseball cap and a hand-held digital camera. You won't take 'no' for an answer.

Amusingly, you don't have to *finish* the film. Or you can have already made one and be working on another. This Advantage is simply the persistence, resources and (for want of a better word) *cachet* that comes with being a struggling director.

When using Espionage to find information, you can add a free +1d to your pool *if* there's a Difficulty.

My Sunday Column (1): You're one of those stodgy tree-assassins of the lumbering, obsolete print media, but your day has not yet passed. Not as long as there's one retired English teacher who still cares about spelling and grammar.

Your Company automatically gets a +1H bonus to all Counter Espionage sets *if* its Territory is 2 or less.

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Assets

As is typical with Assets, you acquire these as if you were permanently increasing one of your company Qualities. They are bought as if they were Sovereignty or Influence.

900,000 Bookmarks: This is not just one lone voice crying in the wilderness (or, rather, typing in the Starbucks with free Wi-Fi) but a large, financially solvent information movement site—something like Wikileaks or the Huffington Post. Lots of writers, lots of coverage, lots of ones and zeroes. Because so much information is flowing through the site, now and again something arrives from someone motivated, not by profit, but by patriotism, guilt, or simple spite and boredom.

Once per month, you can use this Asset to keep your Treasure from decreasing after an Espionage use.

Bland, Bloated Internet Portal: To purchase this asset, you need to first purchase *900,000 Bookmarks*. Now, in addition to a prominent news site, your Company controls an internet portal. As far as your dumber clients are concerned, you *are* the Internet. This means that you're expected to be publicly disinterested and take care not to offend anyone, but it has its rewards behind the scenes.

Any time you use the Espionage maneuver to build confidence for a hidden agent, the bonus jumps to +2d after one month instead of two.

Regional Coupon Tabloid: Instead of a glamorous internet site that anyone can get to with a few free mouse-clicks, you're stuck with a regional newspaper that runs on ad revenue. (Free bit of advice: *Do not alienate the advertisers.*) But despite being small and parochial and limited in scope, you have your loyalists, who can (properly motivated) get more loyal still. Usually, this motivation takes the form of puff news that distracts them from broader problems.

Once per month you can decrease your Influence by 1 to raise your Sovereignty a point. These are both temporary.

Respectable Journalism:

'Respectable' being a code word for 'not just some blowhard abusing the Comic Sans font on a web site and not just some blow-dried empty suit at an anchor desk.' Print journalism is still around, grudges, leaks, and grime included at no extra charge. This is a *national* newspaper (or magazine) running exposés, doing investigative journalism, going undercover, and gracing the coffee tables of countless dentists nationwide.

Before buying this Asset, you must have the *Regional Coupon Tabloid* Asset.

When using the Be Informed action, any Difficulty your Company faces is decreased by 2.

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Cable Action! News: “If it bleeds, it leads.” Say it with me. Again. And now “If it has upskirt, the ratings won’t get hurt.”

People want spectacle, sex, disgrace and scandal. Cable news does that better than anything else, still. If you can’t raise your head with pride, you can at least cash a nice-sized check.

If you use the Espionage action to change opinions, emphasizing your agenda through Cable Action! News gets you a free +1d bonus to the roll.

Heads, Talking: Mainstream TV journalism took a hit when HD made it clear just how scary aging newscasters can look in a clear, sharp closeup, but it’s still popular with the astigmatic demographic. It remains the first choice for people crashing on the couch after a hard day. (They don’t want anything lengthy or complicated.) It’s the common denominator of public opinion. But before you get this Asset, you have to first get *Cable Action! News*.

If you’re taking the Be Informed action and there’s no Difficulty, you get a +2d bonus to your pool.

...Weather & Traffic After This: A large amount of news actually gets ingested in between commercials for sales at local car lots and some teenager’s cruddy desecration of a classic MC5 tune. If you’re making decisions about which 2-3 minute news bites make it to nationwide FM radio, you have an influence that’s pervasive and subtle, if not

overwhelmingly powerful. Moreover, aggregating news for radio stations exposes you to a very large number of sources. Some pan out.

If you’re making an opposed contest to Be Informed, you can give one set you roll a +1 bonus to either Height or Width.

National Public Radio: NPR prides itself on its independence, relevance and dignity (except during pledge drives or when “Car Talk” is on). It’s an outlet that thrives on deeper analysis and on assuming an intelligent and informed audience.

Being listened to and taken seriously, NPR is one of the media outlets that can say something unpalatable to a group that will actually ask themselves if *they* might be wrong and the radio might be right. This is seldom done, of course.

Once per month, you can drop Sovereignty by 1 and increase Influence by 1. These are permanent.

Our Documentary Film Career: A well-funded film corporation making a documentary is something quite different from one guy with editing software and a mission. It can strike thousands of theaters and, when people pay eight bucks to see something, they take it seriously. Even if it’s a vessel for a whopping great lie.

One time only, you can permanently lower Influence by 1, to get a +3d bonus to one Influence-based roll.