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FOR IMMEDIATE RELEASE

The Spiritual DNA of Storytelling: Discovering the Divine Blueprint in Movies, TV, and Theatre
New Book by Asbury Professor Explores Faith and Universal Patterns in Story

NICHOLASVILLE, KY (April 8, 2025) – Associate Dean of the School of Communication Arts and Professor of Screenwriting at Asbury University, Sean Gaffney has released *Meta Story: What Marvel & the Messiah Can Teach Us About Great Storytelling*.

Designed for anyone of faith who likes movies, TV shows, or theatre, this fun-to-read, insightful book will deepen audiences' understanding of story as well as guide aspiring scriptwriters and writers.

With an MFA from Columbia University and an impressive career (manager for New York City and Seattle theaters, Story Administrator at Warner Bros., writer for *VeggieTales* and *Superbook*), Gaffney has culled his experiences and expertise into an enlightening and applicable text. Gaffney deftly isolates the universal elements in stories (plot, character, dialogue, subtext, setups, images and more), using hundreds of examples from television, movies, theatre and literature to show a consistent shape, while also helping us see God in any story — secular and sacred.

Dean Batali, playwright and TV writer for shows like *Buffy* and *That 70s Show*, says, “Sean Gaffney (he’s one of the best writing teachers I know, and I’ve suffered through a load of them) has taken everything he knows about story and put it into this book. It’s also surprising, effective, and satisfying.”

What others are saying about *Meta Story: What Marvel & the Messiah Can Teach Us About Great Storytelling*:

“This isn't a “how to,” it’s a “why to.” I will be using this book as a personal guide and pressing it into the hands of friends and students.” —Sheryl Anderson, author, TV writer, showrunner (*Sweet Magnolias*)

“I've heard him speak on the DNA of story at so many events, but now you, lucky reader, get all of that knowledge in one book. Congratulations, your stories are about to get better.” —Cory Edwards, director/writer (*Hoodwinked, The Wingfeather Saga*)

“Highly recommend...not just for its clarity of insight into what makes a great story, viscerally and thematically, but because it’s also a great read.” —Clare Sera, screenwriter (*Smallfoot, Blended*)

“It’s a clear, thoughtful guide that bridges spiritual insight with storytelling craft in a way I haven’t seen elsewhere—and it does so with refreshing clarity and momentum.” —Amazon Review

Available for purchase in paperback and digital formats. A full media kit can be found at www.GaffneyInkwell.com.

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