



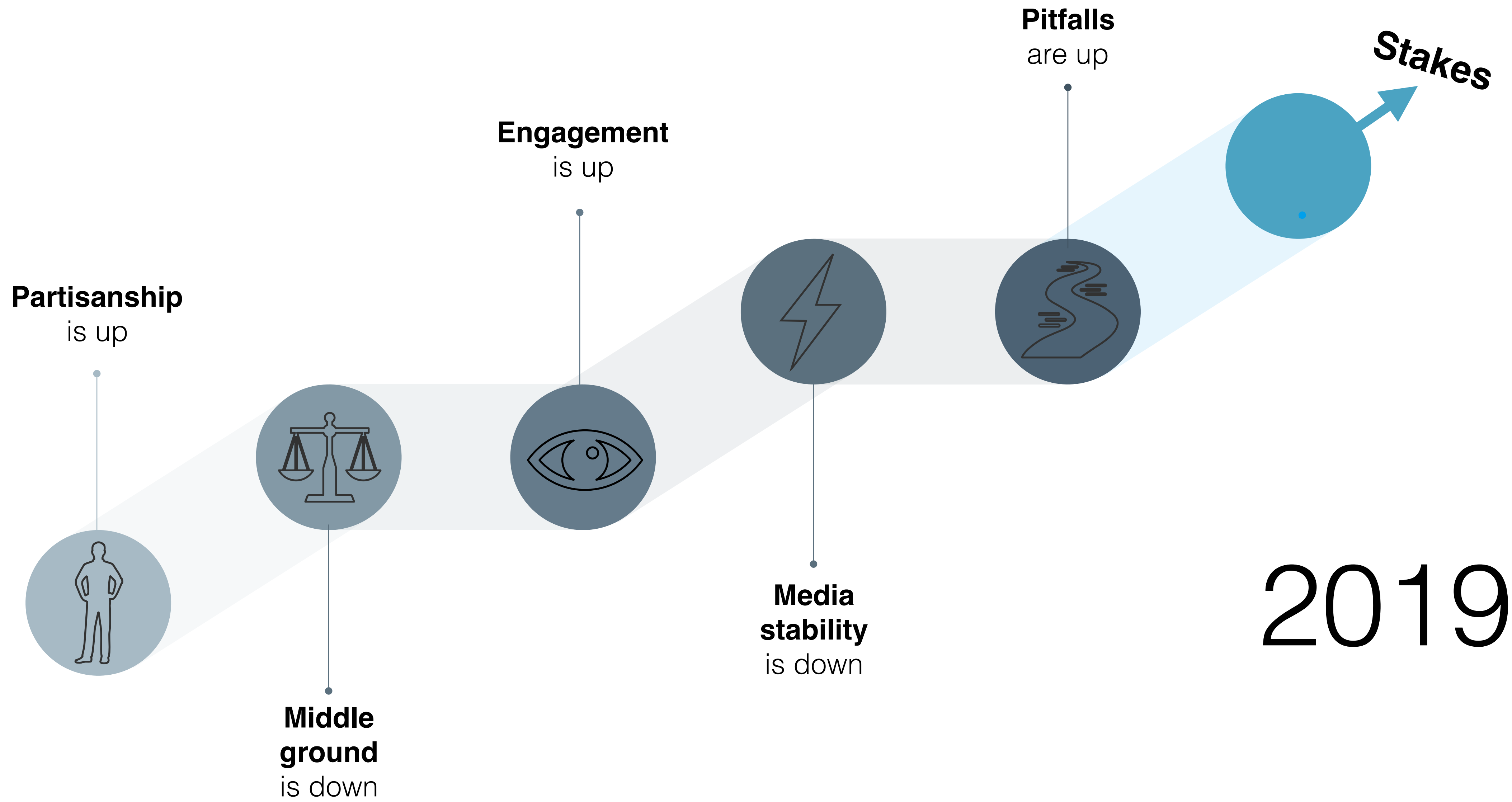
MESSAGING AND THE MEDIA: PART 1

NCSHA ANNUAL CONFERENCE | OCTOBER 2019

AGENDA

- ▶ 2019 Landscape
- ▶ Building a Narrative
- ▶ Housing Messages in Focus
- ▶ The Current Conversation

THE LANDSCAPE



But...

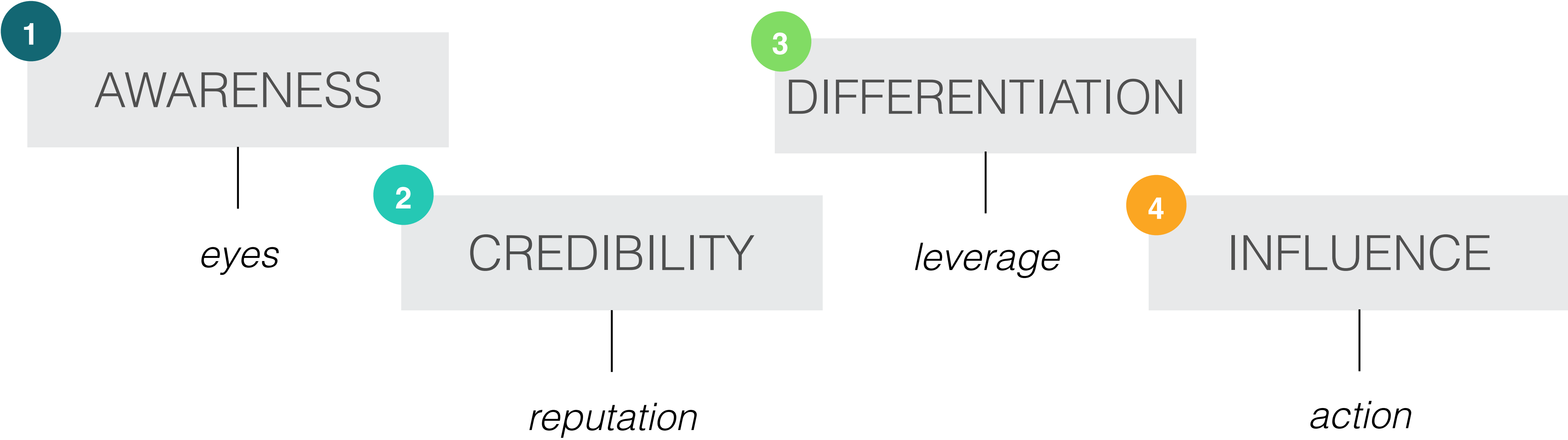
Opportunity is abundant.

BUILDING A NARRATIVE

What's your objective?

↳ organizational/programmatic **first**... then PR

BUILDING A NARRATIVE



Who are your audiences?



What's your message?

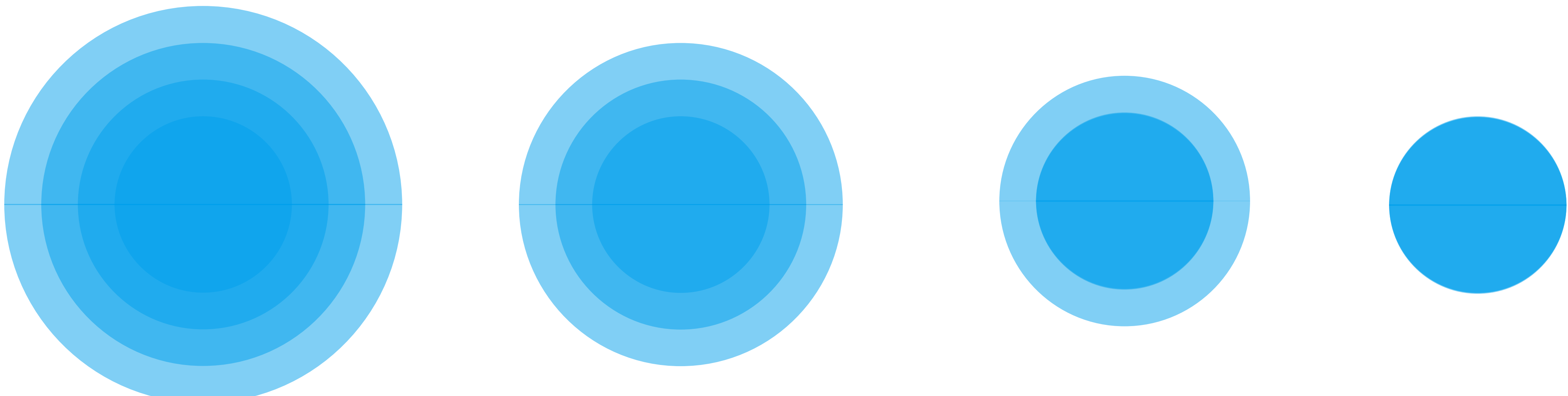
↳ Start with *why* (not what).



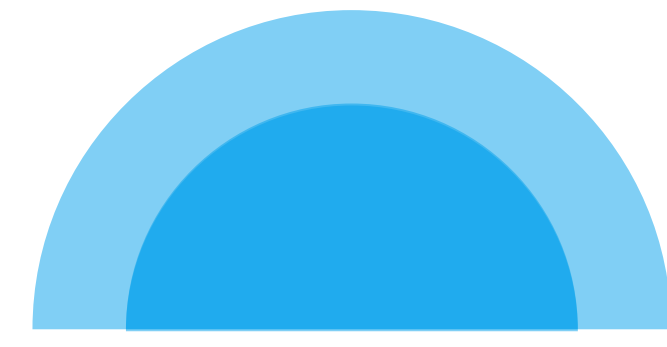
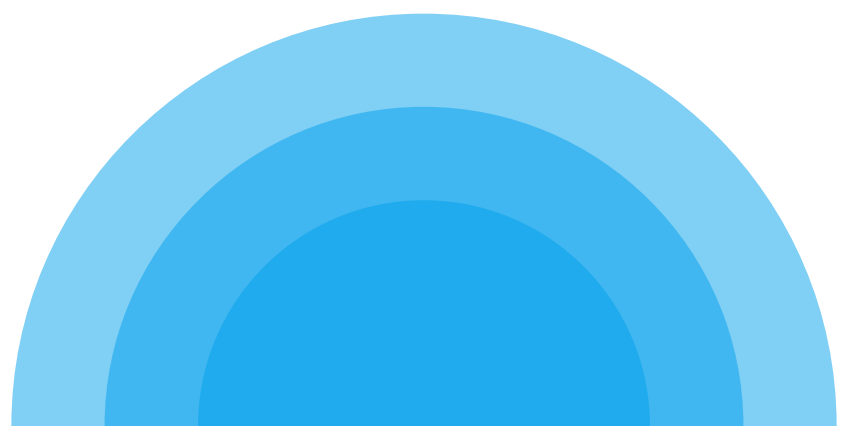
Nicholas Kristof

- 1 “We intervene not because of stories of desperate circumstances but when we can be cheered up with positive stories of success and transformation.”
- 2 “Storytelling needs to focus on an individual, not a group. ... One death is a tragedy, a million deaths is a statistic.”





NARRATIVE →



Challenge
(why / context)

Vision
(opportunity)

Solution
(your org's role)

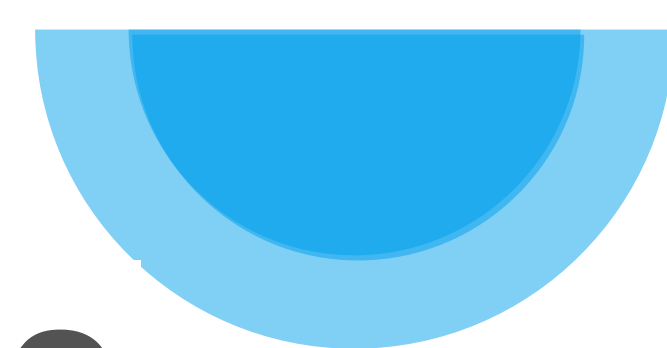
Ask
(call to action)



1



2

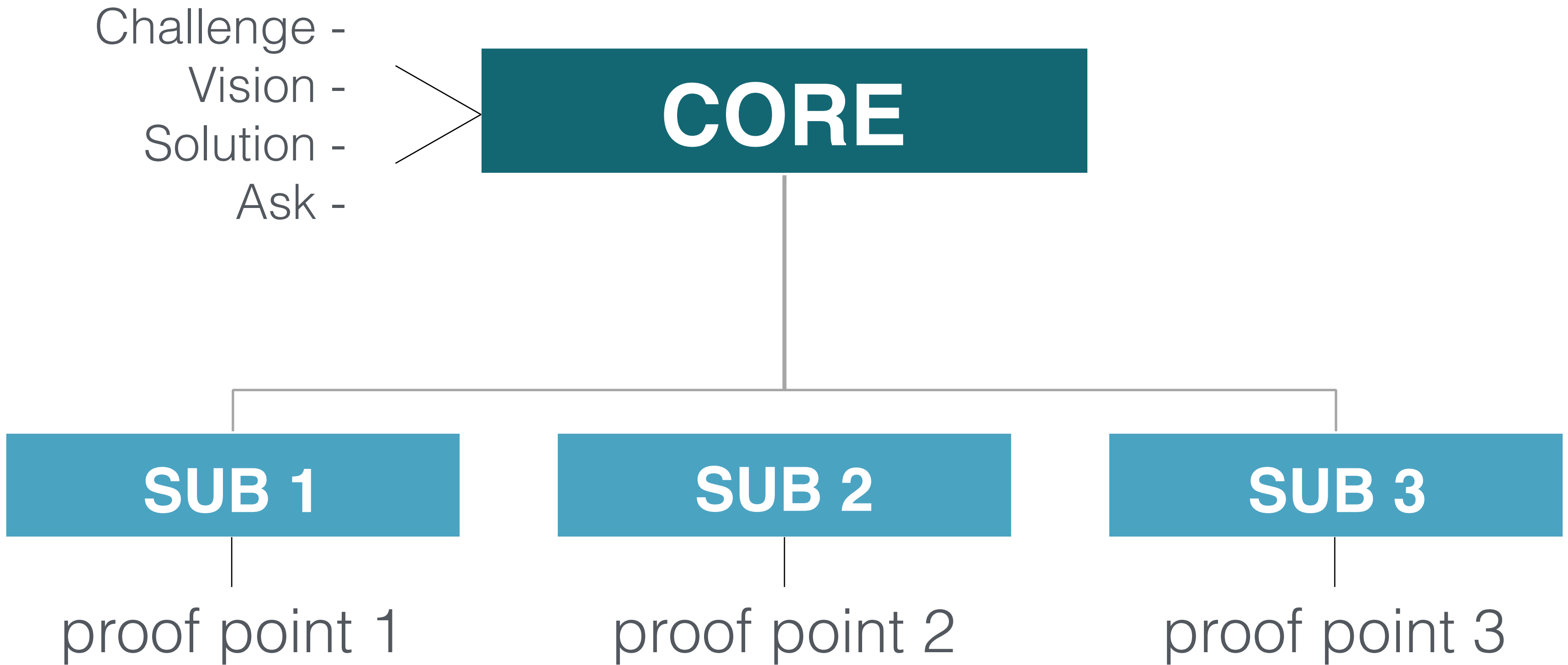


3



4



BUILDING A NARRATIVE




- Keep it simple and concise
- Focus on what's unique to your org
- Leave stuff off the table
- Eliminate jargon
- Be bold

Most importantly, humanize.

HOUSING MESSAGES IN FOCUS


PIECING IT TOGETHER



 **A FRAMING PLAYBOOK FOR AFFORDABLE HOUSING ADVOCATES**

—
In partnership with Enterprise Community Partners

“You Don’t Have to Live Here”

Why Housing Messages Are Backfiring and 10 Things We Can Do About It



Tiffany Manuel, PhD
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FrameWorks Institute
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October 2016




Tiffany Manuel

“When we try to raise awareness and offer potential solutions, we often find ourselves largely in a conversation with ourselves.”

“To advance support for policies and programs that need scale, we must do a better job of navigating the three dominant narratives (*individual responsibility, mobility, and racial difference*) that complicate our ability to communicate why solutions matter.”

“Move from an affordability frame to a fairness frame.”

- 
- Build messaging around the values of *Fairness Across Places and Regional Interdependence.***
 - Position community development organizations as solving the puzzle of varying concerns, expertise, and resources.**

Some “Meh” Messages

FrameWorks tested several values messages with a nationally representative sample. These four values had little or no positive effect on people’s attitudes or policy preferences about affordable housing.

Economic Participation

Researchers found no effect from a message about how affordable homes strengthen the economy by allowing people to participate in the economy more fully through work and purchasing.

Opportunity

Researchers found no effect from a message about how homes are the foundation that allows people to take advantage of opportunities and pursue pathways to success.

Community Bonds

Researchers found no effect from a message about the importance of social interaction and community bonds, and the ways in which affordable housing helps to create stable, connected communities.



- ➔ **Recommendation #1:** Tell stories that balance the people, places and systems perspectives.
- ➔ **Recommendation #4:** Bring the connection between housing and other issues into sharper focus.
- ➔ **Recommendation #9:** Avoid leading with or over-relying on the terms “housing” or “affordable housing.”

THE CURRENT CONVERSATION

2020 campaign

hud developments

opportunity zones



“Moderators and candidates alike have largely ignored housing, an issue that has become incredibly urgent in Ohio and the rest of the country.”

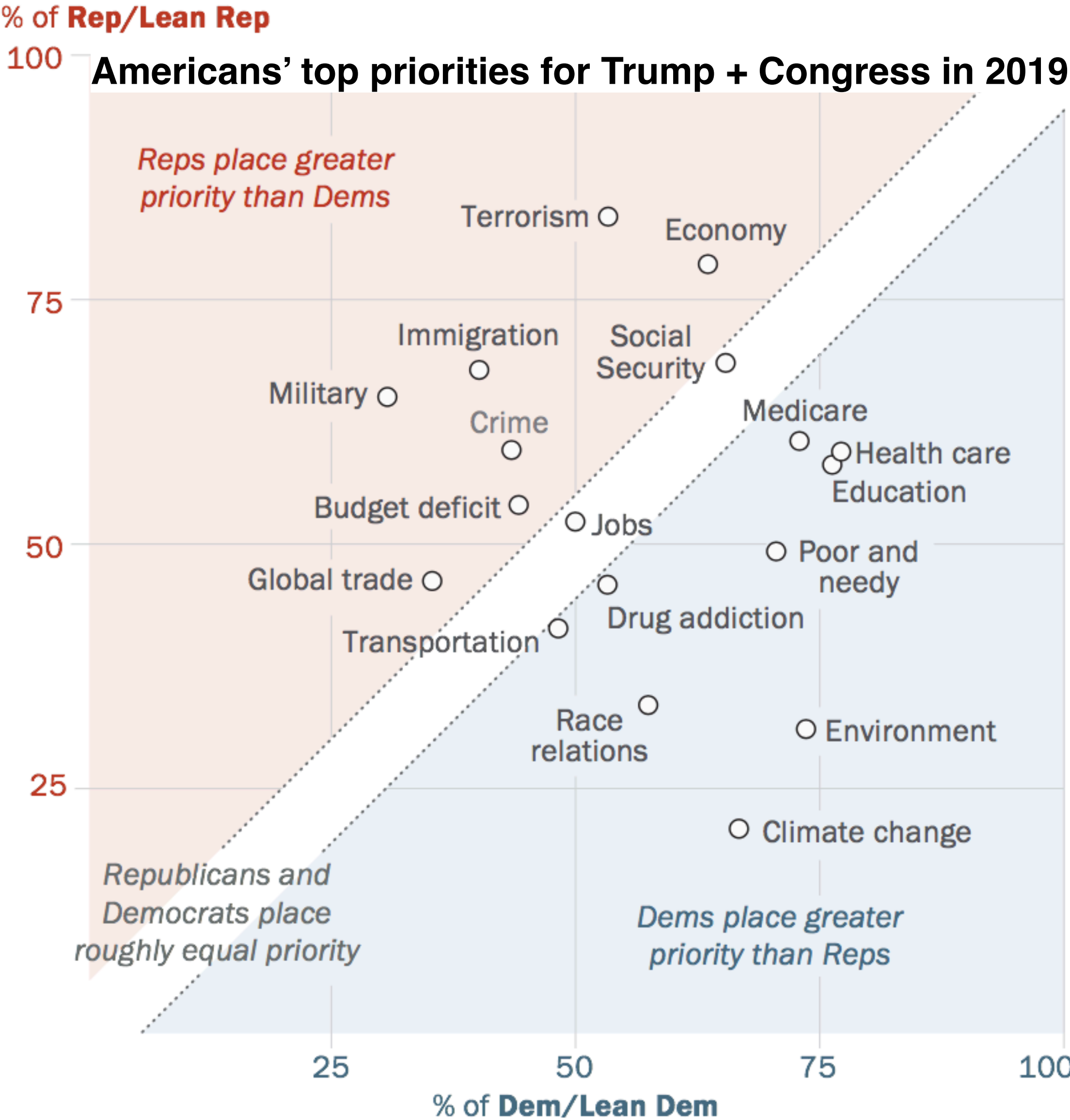
Mark McDermott
Enterprise Community Partners
via *The Plain Dealer*

the
good
news

“Eleven presidential candidates have released major plans or other proposals to address the housing crisis, with most of the plans centering on the needs of the lowest-income renters and people experiencing homelessness and **more candidate housing proposals are coming soon.**”

Diane Yentel
NLIHC

Turn housing's absence from current campaign coverage into a news hook and use adjacent issues strategically.



Source: Pew Research Center. Survey of U.S. adults conducted January 9-14, 2019.

Track news and
commentary.

Anticipate questions.

Have a plan.

The New York Times

***HUD Says Its Proposed Limit
on Public Housing Aid Could
Displace 55,000 Children***

By Zolan Kanno-Youngs and Glenn Thrush

May 10, 2019

POLITICO

**HUD to propose more hurdles to prove
housing discrimination**

By KATY O'DONNELL | 07/31/2019 04:20 PM EDT



Mark Cuban

“OZ are **super hot** right now.”



...a heightened imperative to communicate carefully

- * community impact
- * who's involved
- * *full transparency*

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-Paul Holmes, Chair, The Holmes Report



Top Five Corporate Agencies in
North America: 2017-2018



A Best Agency To Work For in
North America: 2011–2018

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