Talking about the Housing Market

ActionMedia

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Facts Are Meaningless
Meaning comes from the story.

Facts are crucial to tell the story
People hear every message in terms of what they already know and believe.
What do people know and believe about affordable housing?
AFFORDABLE HOUSING
What do people already know & believe?

“Supply & Demand”
Social Issue

Consumer Issue
Values
Choice, Free Market, Family & Children, Balance

Consumer Issue
Values
Choice, Free Market, Family & Children, Balance

Context
The Housing Market

Consumer Issue
Values
Choice, Free Market, Family & Children, Balance

Context
The Housing Market

Issue
Increasing variety and supply

Consumer Issue
Values
Choice, Free Market, Family & Children, Balance

Context
The Housing Market

Issue
Increasing variety and supply

WE =
Consumer Issue
Values
Choice, Free Market, Family & Children, Balance

Context
The Housing Market

Issue
Increasing variety and supply

Consumer Issue

WE = Everyone affected by housing situation
Evoke Values: Choice, Balance, Free Market, Children & Family, Hard Work, Self-Improvement

Establish Context: Housing Market

Define Issue: Variety and Supply of homes being built
Key messages

✓ Housing market is broken
✓ Effects people at all income levels
✓ Need to stabilize market
✓ Give kids opportunity to succeed
✓ Help vulnerable populations
Caution

Appeal to overall benefits, not to individual benefits

Don’t offer Government as “The Solution”

Avoid jargon like “workforce housing”

Put economic benefits in context, with specific stories.
Strategy

The art of getting someone to do something

Strategy
What needs to happen?
Who can make it happen?
What story do they need to hear?
Who should they hear it from?
How can we tell them?
Strategy

1. What do you want to happen?

2. Who can make it happen?

3. What story do they need to hear?

4. Who do they need to hear it from?

5. How do you get the story to them?
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