

Talking about the Housing Market

ActionMedia

August 2008




COMMUNITY DEVELOPMENT




GQMMINLTX DFVFIQBMFNT

A yellow measuring tape is positioned vertically on the left side of the image, showing markings for 3, 4, and 5. The background is a white, crumpled paper texture. The text 'COMMUNITY DEVELOPMENT' is centered horizontally across the middle of the image, with a solid grey rectangular bar positioned directly below it.

COMMUNITY DEVELOPMENT




**Facts
Are
Meaningless**




Meaning comes
from the story.

Facts are crucial
to tell the story

A yellow measuring tape is visible on the left side of the image, partially obscured by crumpled white paper. The tape shows markings for 3, 4, and 5. The background is white with some faint, blurry lines.

People hear every
message in terms of
what they *already*
know and believe.



What do people know
and believe about
affordable housing?

The background features a blurred image of a yellow measuring tape on the left side, with numbers 3, 4, and 5 visible. A solid yellow horizontal bar is positioned below the main text.

AFFORDABLE HOUSING





What do people already know & believe?

“Supply&Demand”



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



Consumer
Issue

WE =

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

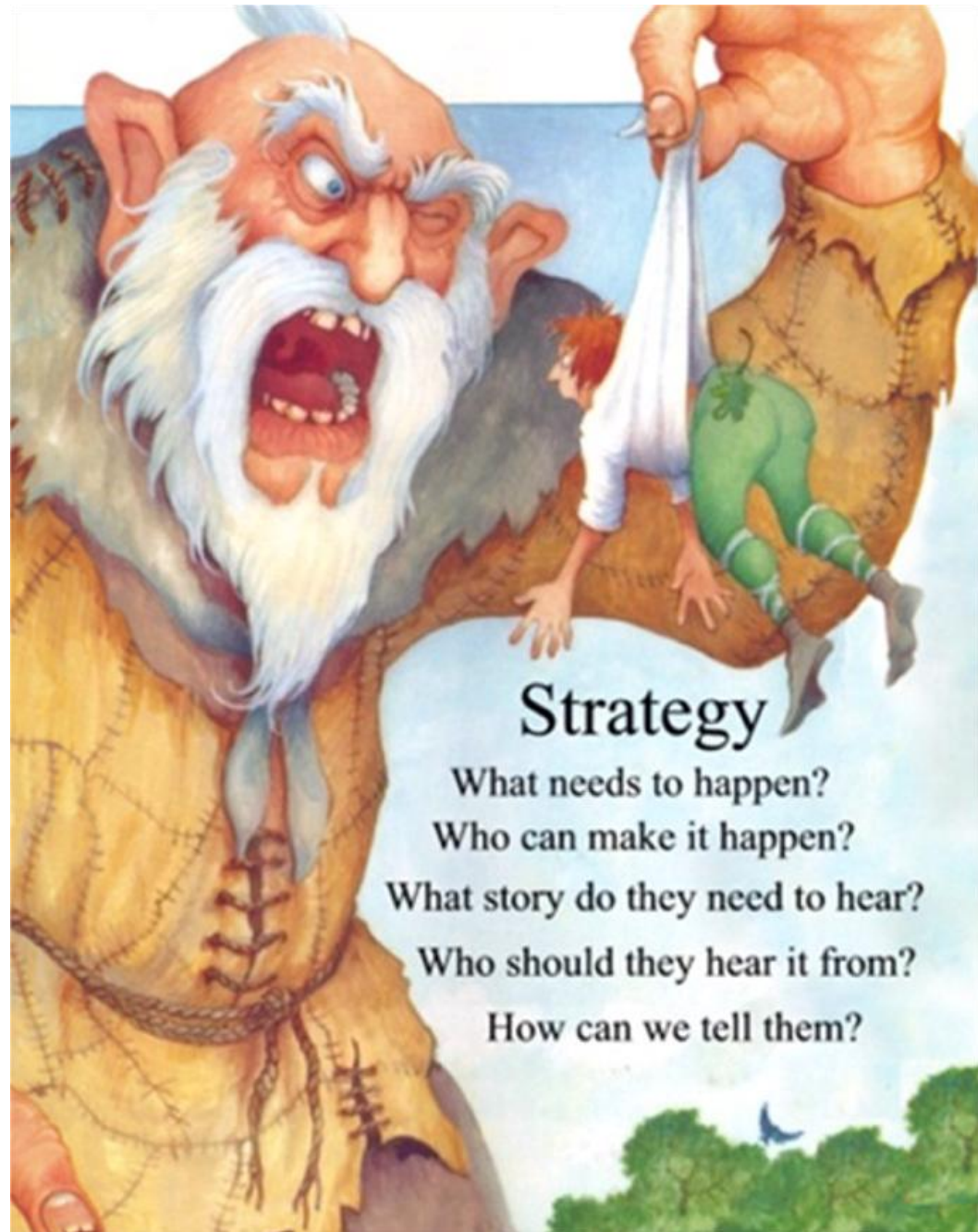
Don't offer Government as "The Solution"

Avoid jargon like "workforce housing"

Put economic benefits in context, with specific stories.

Strategy

The art of
getting
someone
to do
something



Strategy

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?



ActionMedia

Dick Brooks

Michael Goldberg

actionmedia@actionmedia.org

612-331-6466