



Housing Story-Telling Prep Kit

So you're going to tell your story in the media or on social media? Great! Thank you!
You can use this Prep Kit to get ready - and to make sure your story advances a narrative strategy that sets the stage for more people to support our campaign.

Who are you as a character in this story?

Stories with characters that people can identify with are an important narrative strategy.

What are your identities and how do you want them represented?

Don't forget to include any organizational affiliation you want included!

1

What is your housing issue?

What is the problem you are facing or have faced?

How do you want this problem represented?

2

Why? Who and what is causing your housing issue?

Work with people at your organization to do any research so you know who is doing what that is causing your housing issue.

Put it in your own words so you are comfortable talking about it.

3

What would it look like to solve your issue?

Paint the picture of what needs to happen to solve your issue.

Keep it simple and concise.

4



What does Home mean to you?

Think about what is important to you about "home".

How can you include these important meanings in the way you talk about your housing solution?

5



Put it all together.

Remember, reporters are going to ask you questions about the story they want to tell. You are trying to tell the story you are laying out here. You don't have to directly answer their questions. You can answer them by saying, "On background...." to give background info you don't want quoted. The say, "on the record..." and then give your talking points you do want quoted.

So, take a few minutes to synthesize what you said above into 3-4 talking points.

