

CO NAHRO Audiences and Communication Strategies



	ELECTED		CIVIC		BUSINESS / CITIZEN			ALL / GENERAL
	Mayor & City Council	County Commissioners	Civil Servant Leaders (police, fire, traffic, etc.)	Planning & Zoning Boards	Chamber of Commerce & Business Leaders	Engaged Community Members (community activists, faith-based groups, other NPOs, vocal citizens, etc.)	Local Media	
Motivations	Serve the electorate. Set policy. Fiscal responsibility.	Focus on county as a whole and rural areas. County policies, budget and taxes.	Do my job. Serve the community. Fix challenges, not make them worse.	Big-picture thinking. Think ahead about making the community great. Safety/building to code.	Business advocacy. Workforce housing. Attracting employers.	Passion. What they feel is right for the community they live in.	Overworked. Understaffed. Want to efficiently and objectively cover stories of local interest.	Understand their motivations. Ask questions first. Assume nothing. Look for common ground. Build on positive and accurate. Shift negative and inaccurate.
Strategies, FOR	Give them tools to share their affordable housing position with constituents. Publicly partner with and praise them.	Reaffirm the fiscal soundness of investing in affordable housing. Publicly partner with and praise them.	Encourage and acknowledge participation in community meetings and forums. Engage early. Make it personal - police, fire, EMTs, etc. often benefit from affordable housing.	Solidify partnership - you're better together. Engage them early and often.	Illustrate what you and they are doing to improve the business environment. Workforce housing. Housing diversification. Money from home building stays in the community.	Add economic impact talking points to their conversation. Encourage and acknowledge participation.	Ask what they need. Provide content they can publish. Give them exclusives. Make their job easier.	Keep them engaged. Empower them. Make sure they use the appropriate talking points when engaging those who are neutral or against. Ask questions.
Strategies, NEUTRAL	Make affordable housing simple for them - establish trust in your expertise and let them leave it to you.	Make affordable housing simple for them - establish trust in your expertise and let them leave it to you.	Focus on pain points in their work and demonstrate how you can alleviate those.	Ask about their vision for the future. Show how affordable housing fits in and how you're a necessary part of that.	Learn about their platform and priorities. Illustrate how affordable housing fits into that plan.	Find out what they're passionate about. Connect with them on that point of passion.	Invite them to public hearings, board meetings. Share local, statewide and national stories and statistics.	Ask questions and listen. Then listen. Identify, validate and strengthen correct, positive assumptions. Identify and allay concerns based on false assumptions. Agree to disagree on real philosophical differences.
Strategies, AGAINST	Housing diversification is good for the city. The community wants you to make affordable housing a priority. Service workers vital to the community: emergency services, nurses, teachers, etc.	Show you know county-wide data - rural, urban AND suburban. Show that you are great stewards of tax money.	Stats. Show you've done your homework and will make their jobs easier (or want to make them heroes). Demonstrate your accountability. We provide stability. We live here, too.	Affirm the place of housing diversification in the big picture for the future of your community. Demonstrate respect for and knowledge of code. Prove your accountability. We live here, too.	Public/private partnership. Private enterprise can't do it (and community will lose money) without our help. We can't do it without private partners. We're a business, too.	Just the facts: crime, property values, traffic, etc. We're better than slumloards. Higher standards. Property maintenance. Acknowledge and differentiate from old impression of the projects.	Just the facts. If outright opposed, offer a counter point of view. If uninterested or overworked, provide people-focused and business-focused narratives. ASK what they need and what they need to know.	Ask questions and listen. Identify with their concerns. Find common ground. Point out that the money is available - we either use it or lose it.
Strategies for the Future	Meet those running for office and make them informed partners.		Meet those running for office and make them informed partners.		Provide packets to new Chamber board members.	Build relationships with executive directors and self-appointed community leaders.	Provide packets to new editors and local news reporters.	Know and be known in your community.