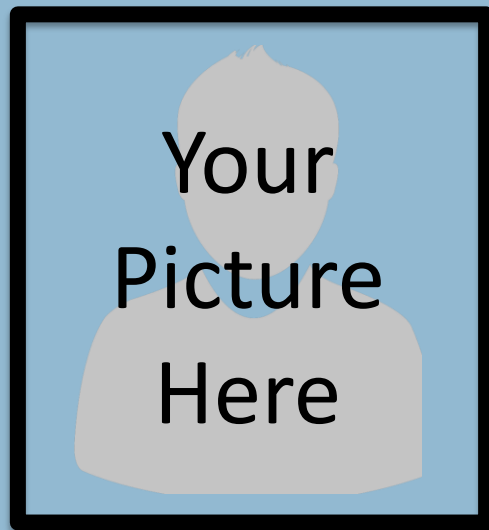
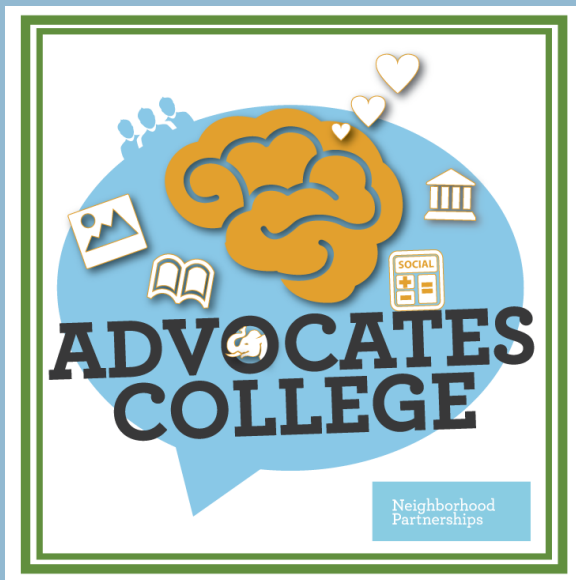
A high-contrast, black and white close-up portrait of Richard Rorty. He is looking directly at the camera with a serious expression. His face is wrinkled, and his hair is white. The lighting is dramatic, with deep shadows on the right side of his face.

**“ . . . A talent  
for speaking  
differently,  
rather than for  
arguing well, is  
the chief  
instrument of  
cultural  
change . . . ”**

**- Richard Rorty**



**Neighborhood Partnerships**  
Janet Byrd, Executive Director  
Matt Kinshella, Communications Director

# Who are we?



## Janet Byrd, Executive Director, Neighborhood Partnerships

- Convenes Oregon Housing Alliance
- Lengthy background in housing policy
- History in community engagement

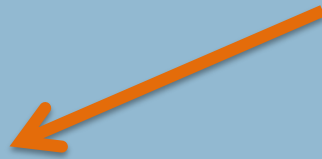


## Matt Kinshella, Communications Director

- 7 years nonprofit and political communications work.
- Years of nonprofit training experience
- Brain science nerd

# None of us are blank slates

(Upbringing, Ideas,  
Culture, Friends,  
Education, etc.)

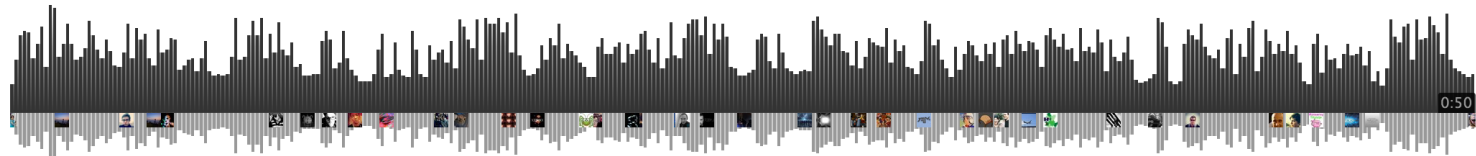


**Past Experiences = Current  
Reality**

WHYY The Pulse

2 months

 An audio illusion



# 10 scientifically proven ways advocates can speak differently and get results

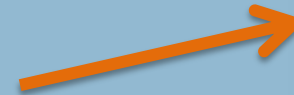
---

- 2 golden rules
  - Recipe for a truly effective story
  - Supercharge your message

# Two Golden Rules

## 1. Lead with values

i.e. protection, justice, family well-being, equality, freedom, opportunity, prosperity.



Evidence alone can lead to “backfire effect.”

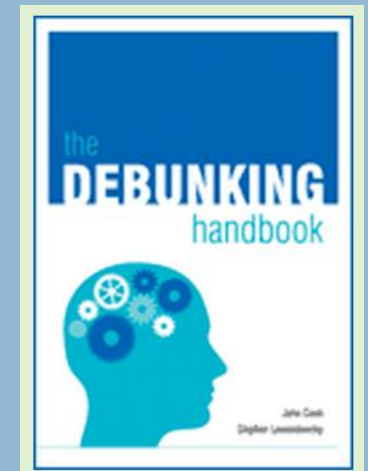
## 1. Talk About Solutions

Crisis = what's the point

Solutions = I can see how we can get there!



The clearer & smaller the steps the better!



Not paying attention  
anymore.

You know what we  
should do...

Depressing

Today, we have over 20,000 kids who've experienced homelessness during the last school year. We have a huge shortage of affordable housing here in our state, which means kids and families end up sleeping in cars and in homeless shelters. Kids go to school hungry, and aren't ready to learn. As a state, we need to preserve the tools that make it easier to build and maintain affordable housing, like the Homebuyer Opportunity Limited Tax Exemption. A variety of tools and strategies are needed to create homeownership opportunities in different communities, and this program has proven effective in our state.



Kids learn better, parents can work better and everyone is healthier when we have safe, stable and affordable homes for all our residents. But today, you could fill the local basketball arena with the amount of kids who don't have a place to call home. We can solve this problem — we know how to help families end or prevent their homelessness and return to stable housing. By passing this bill, we will increase funding for affordable housing, and make sure more kids and families in our state have a safe, stable place to call home. Please call your elected official today, and ask them for their support.



### Toolkit Exercise

Try writing 1 sentence on why it matters, 2 sentences on the problem and 4 sentences on the solution.

# Recipe for effective and strategic storytelling


- Unexpected Messengers
- Feature shared benefits
- Avoid “otherizing”
- Talk about public structures
- Tell landscape stories
- Plus the two golden rules



**Public Works**  
*Building Public Will for the Common Good*



Stories that focus on individuals make you think about individual solutions.

 NATIONAL GEOGRAPHIC MAGAZINE



The New Face of Hunger

847

↑

Millions of working Americans don't know where their next meal is coming from. We sent three photographers to explore hunger in three very different parts of the United States, each giving different faces to the same statistic: One-sixth of Americans don't have enough food to eat.

CLICK BELOW TO LAUNCH GALLERIES

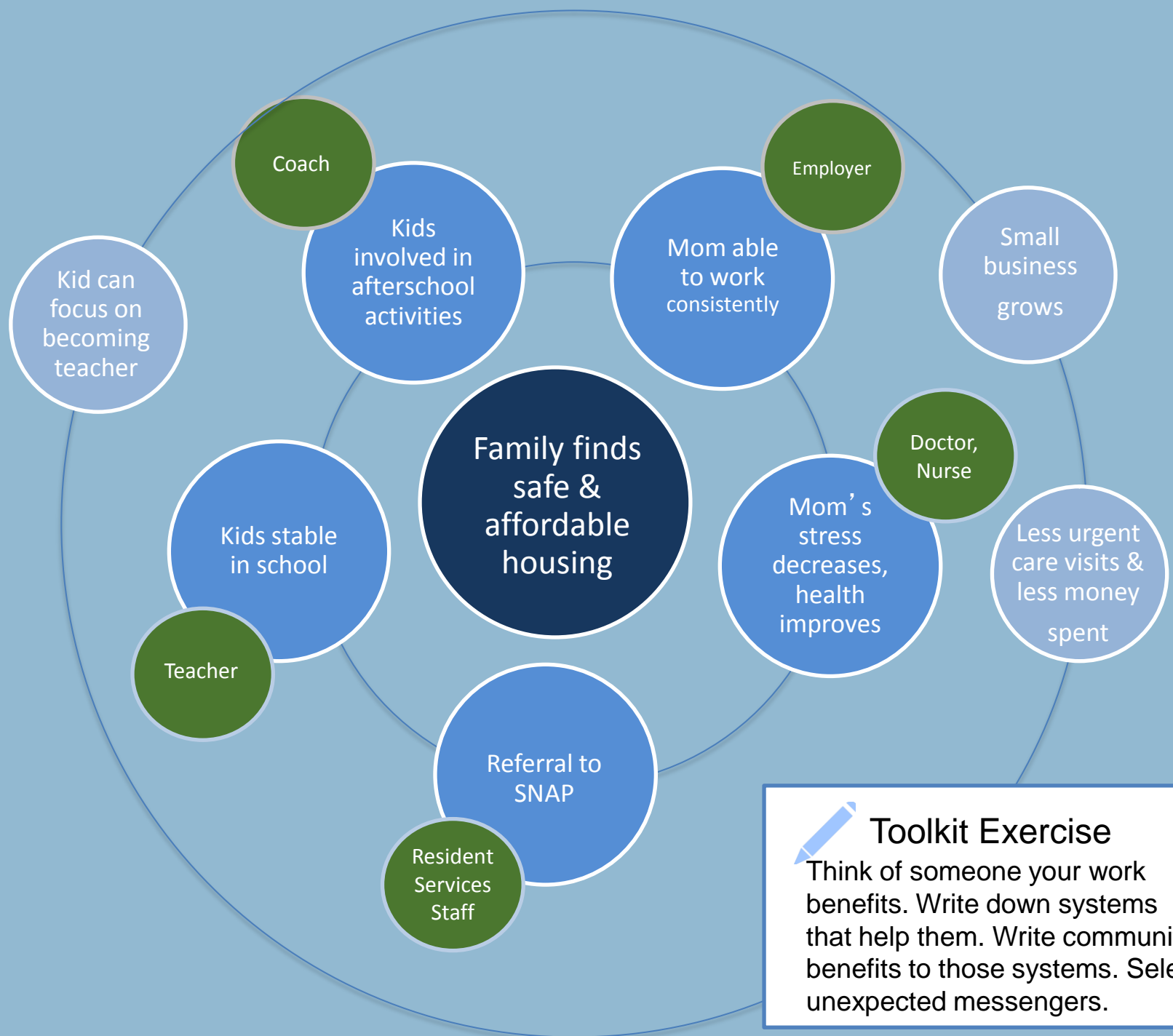


Hunger in the City of Plenty

 Drew

6 days ago

This article is full of contradictions. Blame hunger on wages, but then lay out plentiful examples of poor financial management by those who are the working hungry. I take my inspiration from the views of a family member that grew up in abject poverty of the variety not seen in this country in the last 50 years (prior to a comprehensive web of social and community programs allegedly helping today). This family member, who become a very successful business man by hard work and ambition, frequently says that “**poor people have poor ways**”. The take away from this article is that the hungry of America suffer not just from financial mismanagement, but largely from total life mismanagement. They lack the ability to budget, set priorities or exercise even basic self-discipline.



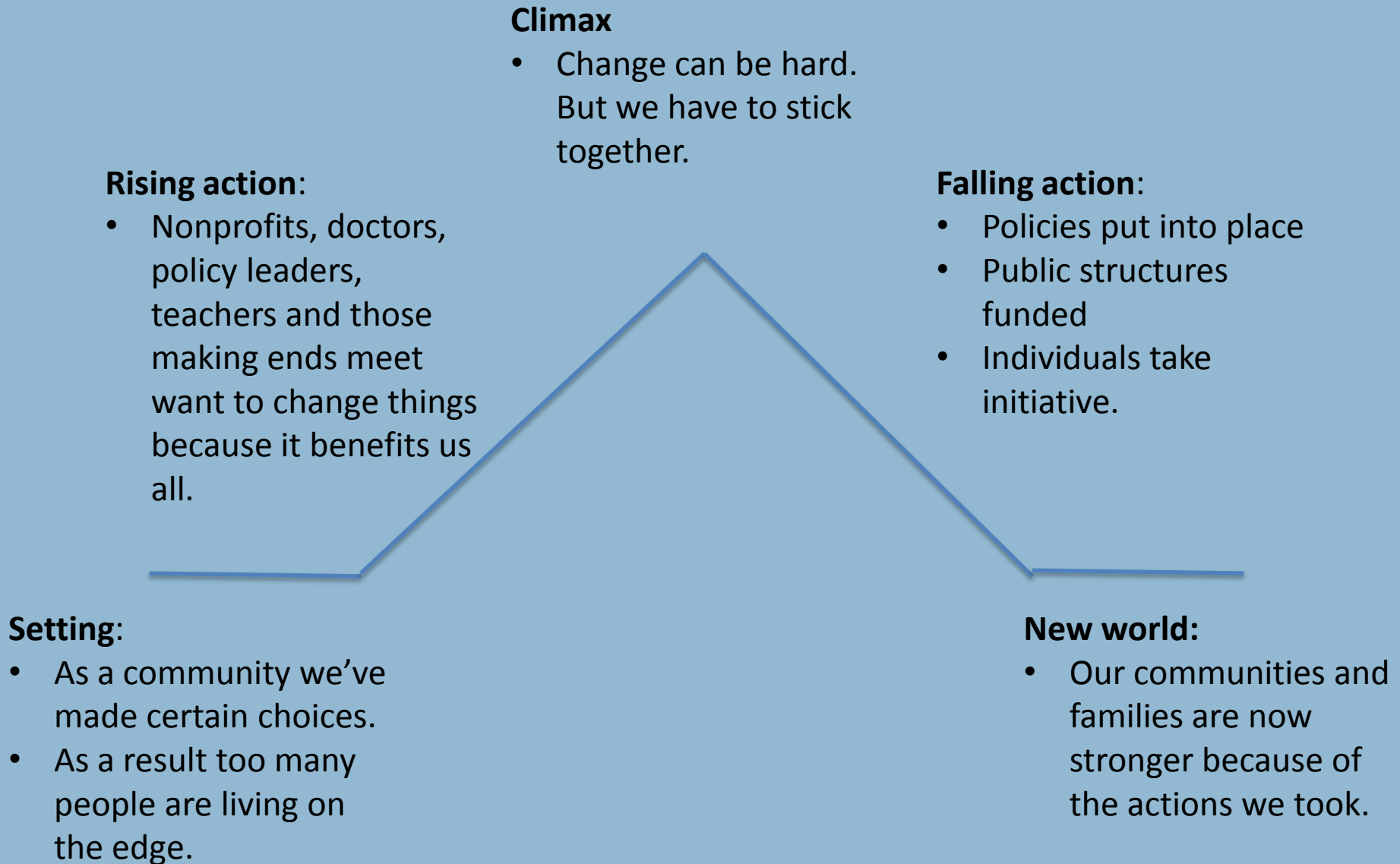
## Toolkit Exercise

Think of someone your work benefits. Write down systems that help them. Write community benefits to those systems. Select unexpected messengers.

# CASE STUDY: Paid Sick Leave

Nurse	Teacher	Mom	Restaurant Owner
Sick leave is good for the health of the community	Sick leave helps keep kids healthy	Sick leave helps moms be healthy and take care of kids	Sick leave keeps employees AND customers healthy which is good for business

# Effective Landscape Story Arc



# Quick version



charity: water

July 28

We caught Masho and Hadase as they were eagerly making their way to school in Ethiopia one morning. These are two girls who both have a better chance of pursuing their dreams (of becoming a doctor and a teacher) because their community has clean water now and they're healthier as a result.



# Supercharge your message!

- Metaphors
- Social math
- Local narratives

Play for an awesome 1970s  
Super Chargers fight song!





# Metaphors trump facts

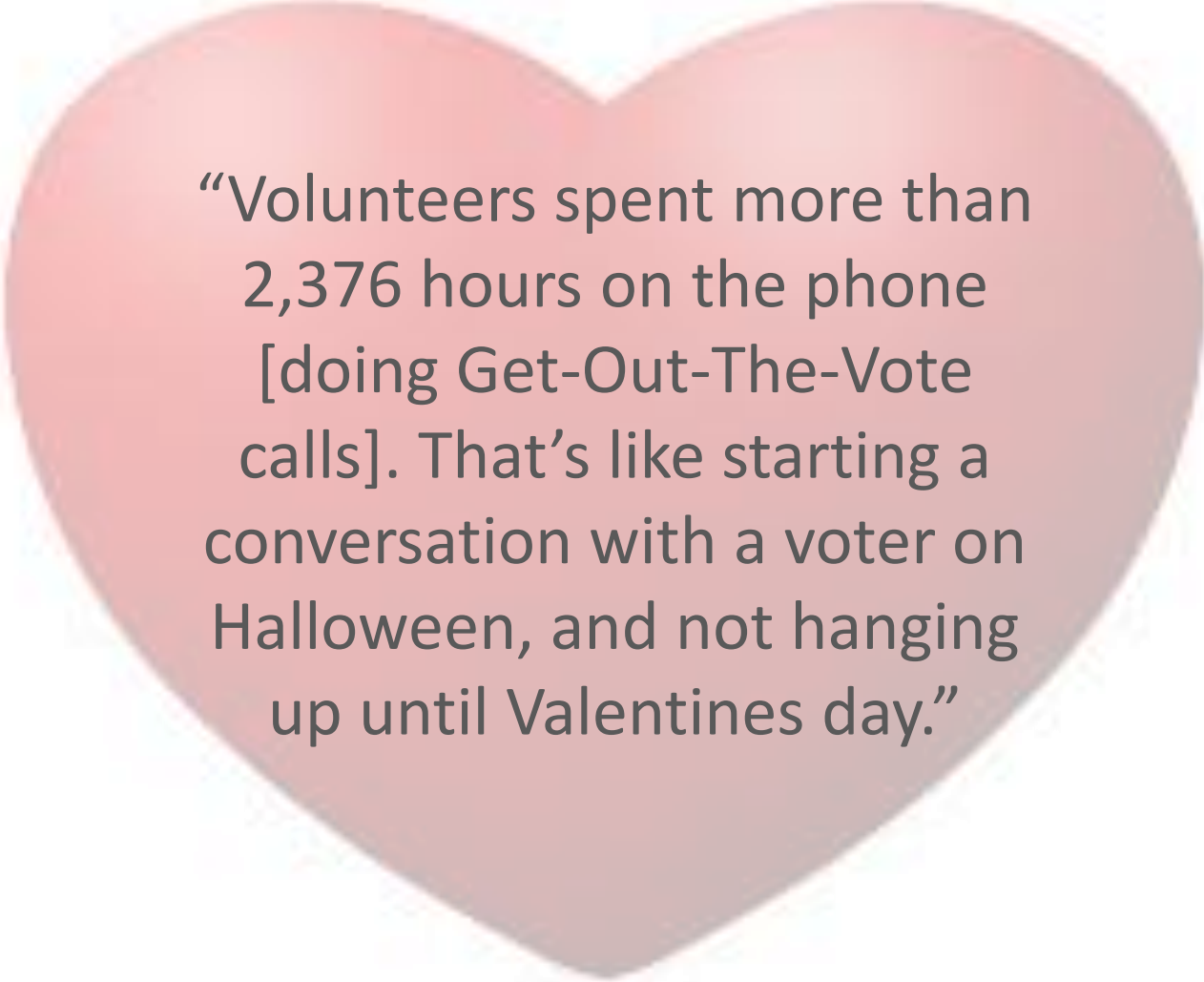
Alzheimer's disease is a progressive disease that destroys memory and other important mental functions. (*Mayo Clinic*)

**OR**

Alzheimer's disease is like a cat burglar. It slips into a person's life without making a sound, and soon treasured possessions start disappearing: memory, personality and independence. (*Chris Woolston, CONSUMER HEALTH INTERACTIVE*)

Which  
is  
better  
?

# Use social math



“Volunteers spent more than 2,376 hours on the phone [doing Get-Out-The-Vote calls]. That’s like starting a conversation with a voter on Halloween, and not hanging up until Valentines day.”

- Simplify fractions
- Find a comparison (city, sports stadiums)
- Break number down by time (how many times does X happen in X time?)
- Make a comparison (ironic or relevant)



Oregon has a history of ingenuity, innovation, and independence. The beauty and resources of our state have inspired and nurtured us for generations. We have worked hard to come together, and to build communities and the public systems – roads, schools, cities, and towns – that sustain us. If we harness our spirit and our energy, and invest in people, we can create a better future for the next generation. We can ensure that every person, every family, and every community in Oregon can prosper.



“Narratives are stories that do not end...Stories are about plots and action while narratives are about people and potential “



### Toolkit Exercise

What are the unique characteristics and aspirations your state shares? Can most people see themselves in that story? Does this story exclude?

## **Learn More**

<http://hub.nhc.org/toolkit/messaging-framing>

## **Where to Find Us**

<http://NeighborhoodPartnerships.org>

<http://advocatescollege.tumblr.com/>

## **How to Contact Us**

[jbyrd@neighborhoodpartnerships.org](mailto:jbyrd@neighborhoodpartnerships.org)

[mkinshella@neighborhoodpartnerships.org](mailto:mkinshella@neighborhoodpartnerships.org)

@NPartnerships

@mkinshella

@byrdjanet