

AGENDA

Telling the Story of Affordable Housing: Narrative Change and Tactical Communication

CONCURRENT SESSION

Thursday May 29th • 3:30 – 5:00 pm ET

Description:

Making the case for affordable housing is a complicated task, whether appealing to local neighbors or advocating with federal policymakers. We recognize that the perceptions of the public, policymakers and even investors are powerfully shaped by prevailing narratives and popular beliefs about housing and housing affordability. In this discussion, HPN members will reflect on narratives that are shaping public perceptions of their work and discuss the communications tactics they use to better advocate for their work, including in the first half of 2025. The conversation will consider individual and collective next steps.

Welcome, Framing & Introductions: Noel Poyo (EVP, Peer Exchange, Policy & Programs)
Angel Babbitt (Director, Communications)

- Welcome and introductions around the room
- Description of HPN's narrative change project
- Review purpose of the session
- Explain live polling tool to be used throughout the session and share QR code

Discussion:

- Discussion Topic 1: *What narratives are you hearing?*
(Live Poll Questions # 1 & 2)
- Discussion Topic 2: *Who is driving the most influential narratives about housing and housing affordability in the communities you serve?*
(Live Poll Questions # 3)
- Discussion Topic 3: *How does your organization engage in communications? How can your organization "control the narrative"?*
(Live Poll Questions # 4-9)
- Discussion Topic 4: *How could HPN support members to collectively drive narrative change?*