SEIZE THE NARRATIVE ON HOUSING JUSTICE

Imagine a Bay Area where we are bold enough, courageous enough, ambitious enough to embrace the cause of housing justice for all.

We have research-driven and field-practiced strategies, tactics, and messages that can help us grow public support and political will, that can change hearts and minds, and seize this powerful moment to drive new narratives for our movement.

Now, we just need you to join us.
INTRODUCING: SLACK

# general

- 1 Pinned

*Your Friend Doesn't Want the Vaccine: What Do You Say?*

Use our chatbot and learn the techniques that change minds.  

Wednesday, June 2nd

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Alexander Melendrez  2:59 PM

https://shiftthebay.org/ This is exciting! Love having the Shift The Narrative initiative material all in one place.

Monday, July 5th

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Alina Harway  9:52 AM

Yes, and please note for any fellow Bay Area allies, the ShiftTheBay has its own Slack channel within this Narrative Learning Lab workspace. Drop me a DM if you want to join! It's a space where our initiative's table members will lead the conversation and share details, questions, or outcomes from the narrative implementation campaigns they're running this year, and where our initiative consultants/experts will provide direct TA.

Wednesday, July 7th

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Aaron Eske  1:23 PM

Hi @here -- we're getting a few interview requests from Bay Area reporters this week. Many would like to speak with renters who are or were struggling with the high cost of rent in the Bay Area. *Do you know folks who have multiple jobs or multiple roommates to help keep up with the costs of rent that is out of step with wages? We’d love to connect the reporters to the impacted community voices if possible. You can use the Slack thread or DM to let me know!*

Monday, July 12th
WHAT TO KNOW ABOUT SLACK

What we’ll use Slack for:
● Quick questions, discussions, brainstorms
● Communicating time-sensitive requests (media interviews!)
● Sharing relevant housing justice news

Slack tips:
● You can be part of larger groups or channels (i.e. Shift the Bay) or message folks individually or in small groups
● Has a desktop and phone apps
● Typing @here will notify everyone in the channel who’s currently online

Need help setting up Slack? Email us!
● Rosa Colman, rcolman@mrss.com
● Rebecca Steadly, rsteadly@mrss.com
WHAT ARE WE GETTING INTO TODAY?

WHAT’S SPECIAL ABOUT PITCHING BAY AREA JOURNALISTS?

PR TACTICS & TOOLS

PITCHING PRESS
THE 411 ON JOURNALISTS IN THE 415
Building reporter relationships - even now

- Show that you regularly follow their stuff -- send short emails, ❤️ and RT their tweets
- Create Twitter lists and follow what’s going on with them
- Be responsive & a resource for data + voices
- Connect them to other information or orgs
- Meet them if you can -- even a phone “coffee”

The art of reporter follow-up

- Pitching doesn’t end at “send”
- Phone calls still work!
- Short & sweet emails tend to work best
- Space it out & follow up with new info or tie to current events
Local impacted community voices are extra important to Bay Area reporters.
The solar system of Bay Area media outlets is confusing.
Smaller outlets matter. The Bay Area’s press corps is close, supportive, and paying attention to each other’s work.
Reporters care about and understand this issue **first-hand**. And they share the goals of bringing in equity and housing justice into their coverage.
It’s ok to reach out to more than 1 reporter at an outlet.

Housing justice is an issue many are covering.
Bay Area TV news does not go deep on many issues. 

**Local radio, papers, and online outlets** are better bets.
QUESTIONS?
PR TACTICS & TOOLS
REPORTER BRIEFINGS

One-on-one background conversations with reporters that allow for a deeper dive into an issue, an organization’s work and their point of view
Reporter briefings

- Great for relationship building
- Can happen in-person or via phone
- Used on ongoing basis, but good for startup of new campaign / initiative
- Takes pressure off reporter to write right away (but, sometimes can result in a story!)
- Usually more for background, but should expect it on-the-record
OP-EDs & LTEs

Opinions and letters to editors
LETTERS TO THE EDITOR
150-200 WORDS

Submission: letter on County PG&E settlement funds -- $10 million for housing solutions

Audrey Baker <abaker@mcss.com> Fri, Oct 9, 2020, 3:22 PM  to jim.sweeney, letters

Hi Jim,

I'm writing to submit the below letter to the editor by Jen Klose, the executive director of Generation Housing, an independent housing advocacy nonprofit based in Sonoma County. Jen's letter responds to Guy Kovner's article, Sonoma County agrees to spend $35 million of PG&E settlement on fire prevention, affordable housing.

In the piece, Jen says that the Sonoma County Supervisors' allocation of $10 million in PG&E settlement funds to housing solutions is a huge win for our community, explains what the RED housing fund is, and calls on the City of Santa Rosa to allocate funds similarly.

Are you interested in running this piece? I'm including Jen's contact info below, but please reach out if you need anything else.

Best,
Audrey

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Audrey Baker
650-346-1923 (m)
on behalf of Generation Housing

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Saturday's Letters to the Editor

Money for housing

EDITOR: The Sonoma County supervisors' allocation of $10 million in PG&E settlement funds to housing solutions is a huge win for our community that will have generational impact.

The county's $10 million is contingent on the city of Santa Rosa matching the amount from its PG&E settlement. That combined $20 million would seed the Renewal Enterprise District housing fund, a revolving loan fund that works to bridge financing gaps for housing construction.

Following the 2017 wildfires, Sonoma County adopted the goal of building 30,000 housing units, including 16,500 desperately needed affordable homes. The need was and remains urgent. But it's expensive to build in Sonoma County. The innovative Renewal Enterprise District fund would provide a crucial local source of financing to get these housing communities built.

More affordable housing means more people can stay in our county and live closer to their work and the heart of their community. More affordable housing means that our community members can do better than just "make rent" — they can thrive.

We look forward to the city of Santa Rosa prioritizing housing solutions for our community and future generations by matching the county's investment in the Renewal Enterprise District.

JEN KLOSE

Executive director, Generation Housing
Best use of County’s PG&E settlement money
Posted on August 21, 2020 by Sonoma Valley Sun

Just as our community is facing an unprecedented housing, health, and economic perfect storm, the City of Santa Rosa and Sonoma County received their $245 million PG&E settlement dollars this month — an equally unprecedented and singular opportunity to take action toward solving these crises.

As our elected leaders are deciding how to allocate these funds, it is imperative that they listen deeply to the needs of their community. During last week’s Sonoma County Supervisors meeting about how to allocate these funds, a clear theme stood out: let’s use this money for more than one-time spending and fixes. Let’s leverage it and invest in our people, our homes, and our future.

For example, Charlotte Borg, a former Sonoma State University student, who, after losing her home in the 2017 fires, explained the impact of the pandemic on her family, leaving them with only one income and mounting bills. Her voice cracked during public comment as she pleaded with the Supervisors to fund rent or housing relief measures soon. Nearly every resident who made public comments said that at least some of the PG&E settlement dollars should be used to “keep people housed.”

Here at Generation Housing (Gen H), we couldn’t agree more. We must seize this one-time opportunity to work toward solving our housing crisis, and invest in the following initiatives:

Create a COVID-19 Rent Assistance Fund. We have a moral and economic obligation to dedicate some of the PG&E settlement funds toward a rent assistance fund for our neighbors who are out of work and being left behind by the federal government. We estimate the immediate need for six months of rent relief for our Sonoma County neighbors to be $28 million.

Fully seed the Renewal Enterprise District’s Housing Fund. We have a special opportunity to seed the Renewable Enterprise District’s housing fund to seal the deal on new affordable housing developments and jobs in Sonoma County for years to come. Developers are ready to build in Sonoma but they need the government to help close the financial gap and these funds (approximately $20 million) could do that right away.

These initiatives add up to just 11 percent of the City and County’s combined PG&E settlement. That means there’s still more funding available for unmet fire recovery needs and fire prevention investments among other priorities for our region. And by investing in housing and the local jobs that come with building more housing, we can keep thousands of our neighbors in their homes, make a leap toward solving our housing crisis, and jumpstart our economic recovery.

We encourage all community members to submit comments to the County Supervisors and Santa Rosa City Council before September 4. We must keep thousands of our neighbors in their homes, make a leap toward solving our housing crisis and jumpstart our economic recovery.

Jen Klose is executive director of Generation Housing, an independent housing advocacy nonprofit based in Sonoma County.
Before putting in all the time to writing an op-ed, you can test-run the idea by pre-pitching it to the editors at the outlet you most want to publish it. They'll give you a sign about whether or not they're interested.

**Steps to submitting an op-ed**

1. **Pre-pitch editor at outlet before you write (optional)**
   - Before putting in all the time to writing an op-ed, you can test-run the idea by pre-pitching it to the editors at the outlet you most want to publish it. They'll give you a sign about whether or not they're interested.

2. **Draft op-ed & make sure it includes the elements of a strong op-ed**
   - 600-800 words
   - Novel
   - Focused
   - Writing
   - Personality
   - Stories
   - Not self-promotional
   - Although it's ok for very timely op-eds, it's messy to submit 1 op-ed to multiple outlets at the same time.

3. **Submit op-ed to outlet at a time**
   - Rank your choice and submit to the top choice and so on.

4. **Follow up on email with op-ed editor after 48 hours and then submit to next outlet if it's a pass**
   - Editors are swimming in op-eds so give them some time to really read yours. Then, if an editor at 1 outlet says no, chances are that an editor at another outlet will say yes so just pitch to your next top choice.
EDITORIAL OUTREACH

Outreach to editorial board writers with the goal of influencing that outlet to write an editorial on your issue supportive of your position.
Editorial outreach

- Can be in the form of an ed board meeting or a memo
- Tailor your outreach (e.g., local data)
- Link to the outlet’s past stories on the subj (if possible)
- Find the right contacts
  - Big outlets: beat editorial writers
  - Smaller outlets: most likely the exec or deputy editorial board contact
- Editorial board contacts ≠ op-ed contacts (except sometimes at smaller papers)
BROADCAST

Outreach to TV, radio networks or podcasts to either secure an in-studio interview or drive cameras or reporters to your event.
Broadcast

- For in-studio interviews:
  - Keep pitches short & sweet
  - Keep in mind show format (guest vs. no guests)
  - Include spokesperson bios & photos
  - Note availability and areas of expertise
  - Link to past broadcast interviews

- For events:
  - Play up visuals
  - Make sure event is on the news desk’s calendar
  - Day-of follow-up is key!
TELEBRIEFINGS

A press conference held over the phone
Telebriefings

- Good for:
  - Getting reporters on the line quickly
  - Convening experts (and reporters) who are dispersed
  - When there isn’t time/capacity/$$ for a full press event or multiple interviews
- Usually used when there’s:
  - Breaking news
  - Big announcements
  - New report is released
- Setup
  - Consider vendors like Communique + Zoom Webinar
PHOTO DESKS

Outreach to secure photographers to attend and cover an event
Photo desks

- Great for on-the-ground events with strong visuals
- Make sure you’re on the AP Daybook
- Photogs are not always accompanied by reporters; can come on their own!
QUESTIONS?
PRESS OUTREACH TIMING

When to send your pitch email or submit your op-ed.
## General lead-time for reaching out to press

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<th>Media Advisory:</th>
<th>Press Release:</th>
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<td>1 Week</td>
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<td>(Rsvps W/In 1-2 Days Of Event)</td>
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EMAIL PITCHES

What do you say in an email pitch to a reporter?
New embargoed report on housing affordability in the Bay Area

Announce what’s newsworthy early

Hi Louis,

Reaching out to let you know that the National Low Income Housing Coalition’s 2021 Out of Reach report on housing affordability will be released this Wednesday, July 14th at 9:30am ET. We’ve got an embargoed copy of the report, and the data on the Bay Area housing affordability — and California housing overall — is striking.

Would you like to take a look at the embargoed report in advance of Wednesday’s release? Let me know - I’m happy to send it along.

Thanks so much,
Aaron
415-496-5551

Announce what’s newsworthy early

Hi Aaron, I’ll take the report under embargo. Best, Lou

Short, clear + timely subject line

Ok super - Attached is the embargoed NLIHC 2021 Out of Reach report, which is embargoed until tomorrow, Wednesday July 14th, at 6:30am PT.

A few toplines from the report:

- $39.03 is the hourly wage needed to afford a 2-bedroom apartment at fair market rent in California; this is the most expensive state housing wage in the country (pg. 39)
- $68.33 is the housing wage in the San Francisco metropolitan area; $58.67 is the housing wage in the San Jose metropolitan area; $45.63 is the housing wage in the Oakland-Fremont metropolitan area. (pg. 18)
- This means a person earning minimum wage in California would have to work 112 hours per week to afford a 2-bedroom rental home. That’s the equivalent of someone working nearly 3 full time jobs. Those hours climb in more expensive parts of the Bay Area.

Bold the info you want them to read

Bold the info you want them to read

Bold the info you want them to read

Make it clear what you can offer them – data, stories, experts, etc.
How to be pitch perfect

- Tailor, tailor, tailor
- Get right to the point (don’t bury that lede)
- Avoid attachments & images
- Use links when you can
- Short direct subject lines
- Triple check before sending

REPORTER: What is the reporter’s first name?

SPECIAL: Why is your story, your expert, your event or your issue something a reporter or producer should care about?

TIMELY: If the pitch is for news within the next week or two, why is it timely and in line with the news cycle?

RELEVANT: Why is this reporter a good match for this story?

OFFER: Who can you connect the reporter to interview to learn more (experts, personal storytellers, etc)? What breaking or background research can you send their way? What images will be available for them to include in their online story or point a camera at for TV?

NAME: What is your name?

Clear Form   Make My Pitch
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<th>B</th>
<th>C</th>
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<td>Doug Sovern</td>
<td><a href="mailto:Doug.Sovern@kcbsandiego.com">Doug.Sovern@kcbsandiego.com</a></td>
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<td>Emilie Raguso</td>
<td><a href="mailto:emilie@berkeleyside.org">emilie@berkeleyside.org</a></td>
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<td>KQED (SOLD OUT Podcast)</td>
<td>Erin Baldassari</td>
<td><a href="mailto:ebalddassari@kqed.org">ebalddassari@kqed.org</a></td>
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<td>JK Dineen</td>
<td><a href="mailto:JDineen@sfchronicle.com">JDineen@sfchronicle.com</a></td>
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<td>Juliet Williams</td>
<td><a href="mailto:JWilliams@ap.org">JWilliams@ap.org</a></td>
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<td>Lauren Hepler</td>
<td><a href="mailto:Lauren.Hepler@sfchronicle.com">Lauren.Hepler@sfchronicle.com</a></td>
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<td>Lou Hansen</td>
<td><a href="mailto:lhansen@bayareanewsgroup.com">lhansen@bayareanewsgroup.com</a></td>
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<td>Rose Aguilar</td>
<td><a href="mailto:rose@kalw.org">rose@kalw.org</a></td>
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QUESTIONS?