

the PURSUIT of MEDIA

Working with the media to advance the goals of your Ten Year Plan



CITY OF KNOXVILLE
BILL HASLAM, MAYOR

Keys to **media efforts**

- ◆ Have a good plan in the first place
- ◆ Political will is crucial
- ◆ Understand the media's role
- ◆ Present clear information

Why have **a media plan**?

- ◆ Point #8 of Knoxville's Ten-Year Plan:
*Recognize Homelessness as a
Community Challenge*
- ◆ Create a coherent message
- ◆ Educate the public
- ◆ Demonstrate political will
- ◆ Change the public view

Knoxville's Plan:

Recognize homelessness as a community challenge

- ◆ *Old view: Homelessness is the responsibility of shelters and providers*
- ◆ *New message: Chronic homelessness can be ended if there is collaboration and cooperation among government, private and public services, businesses, faith-based organizations, and neighborhoods.*

Create a **coherent message**

- ◆ Ten-Year Plan represents a new approach to homelessness
- ◆ Raise awareness that the plan exists
- ◆ Get the message out that changes are being made as a result of the plan
- ◆ Continually build more support for the goals of the plan

Educate **the Public**

- ◆ What are the facts?
- ◆ What are the myths?
- ◆ Why a Ten Year Plan?
- ◆ How is it different?
- ◆ Why should anyone care?
- ◆ What can the community do?

Present the basic facts

- ◆ Who are the homeless?
- ◆ Who are the chronically homeless?
- ◆ How big is the problem?
- ◆ How does it affect the community?

Dispel **the myths**

- ◆ The homeless are all just a bunch of lazy people who need to go get a job.
- ◆ My community is a “Mecca” for the homeless
- ◆ Handing out socks and sandwiches under the bridge is the answer

Why a Ten-Year Plan?

- ◆ USICH and the national initiative
- ◆ Comprehensive plan needed to yield results

How is this **different**?

- ◆ Political will
- ◆ Housing First model
- ◆ Accountability
- ◆ Broad community ownership and involvement

Why should anyone care?

◆ Human costs

- It's the right thing to do

◆ Economic costs

- It's the right thing to do

What can **the public** do?

- ◆ Understand what helps and what doesn't
- ◆ Volunteer for things that help
- ◆ Contribute to things that help

Communicating **the message**

- ◆ Involve media professionals on your task force or advisory board
- ◆ Use Board and Plan leaders to communicate the messages
- ◆ Use the bully pulpit of the Mayor's office
- ◆ Engage media outlets
- ◆ Engage non-traditional outlets
- ◆ Highlight and celebrate successes as they are achieved

Involve communications professionals **at the board level**

- ◆ Knowledge of how the media works
- ◆ Can develop strategies
- ◆ Has media contacts

Use Board and Plan leaders to communicate the message

- ◆ Use talking points
- ◆ Public speaking opportunities
- ◆ Community networking

Use the Mayor's bully pulpit

- ◆ Media will respond when announcements come through the Mayor's office
- ◆ Keeping the Mayor involved in delivering the message demonstrates continued political will
- ◆ Related community task forces create opportunities

Engage media outlets

Some of Knoxville's experiences

◆ *Knoxville News Sentinel* editorial roundtable

- Sets a priority for coverage
- Creates media buy-in
- Provides greater depth of understanding and accuracy

Engage media outlets

Some of Knoxville's experiences

◆ *Knoxville News Sentinel* – WBIR joint series

knoxnews
Local News

NEWS
SENTINEL

'Housing First' ties knot at end of one man's rope

Former drug addict says program gave him shelter and hope

The logo for WBIR.COM features the NBC peacock logo on the left, followed by the text "WBIR.COM" in a bold, sans-serif font. "WBIR" is in blue and ".COM" is in red.

10NEWS EXTRA: Affordable housing is critical element in addressing homelessness

Engage media outlets

Some of Knoxville's experiences

knoxnews
Local News

**NEWS
SENTINEL**

Ex-homeless man saves ministry center

By ANSLEY HAMAN, hamana@knews.com

February 8, 2007

Embers soared past Kris Cook's window in the wee hours Wednesday morning, and he knew he had to keep his home from catching fire. "I saw that it was raining charcoal and saw that it was hitting us," said Cook, apartment manager of Volunteer Ministry Center's building at the corner of Jackson Avenue and Gay Street. Cook, 35, is one of 16 formerly homeless people who live in small apartments at the center, which provides shelter, meals and services to the homeless. Cook jumped into his slippers, evacuated residents and grabbed two fire extinguishers. Then he recruited resident Marvin Mitchell, 53, and informed Knoxville Fire Department officials on the street that he and Mitchell were headed to the roof...

Engage media outlets

Some of Knoxville's experiences

◆ WNOX Talk Radio

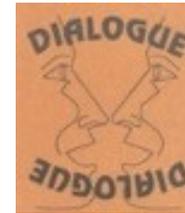


- ◆ Plan director, police chief, Chamber of Commerce, Shelter Directors all on morning and afternoon drive-time talk radio

Engage media outlets

Some of Knoxville's experiences

◆ *WUOT* - NPR Affiliate



February 07, 2007

Dialogue- Homelessness in Knox County

On any given night, there are as many as 900 people in Knox County without a home. How pervasive is homelessness in this region? How has it evolved over the years? On this episode of Dialogue, host Chrissy Keuper speaks with Dr. Roger Nooe and Michael Dunthorn. Dunthorn and Nooe are charged with finding solutions to the problem as part of Knoxville and Knox County's 10-year plan to end chronic homelessness...

Engage media outlets

Some of Knoxville's experiences

◆ Include alternative media outlets

downtown  knoxville

**20 Year Homelessness Report
Released**

...

**'Project Homeless Connect' Designed
to End Chronic Homelessness**



Celebrate **success**

- ◆ Announcement of the Plan
- ◆ Funding of the Fifth Avenue Motel
- ◆ Announcement of the Implementation Office
- ◆ Highlight the Lombard Street initiative
- ◆ Announcement of the Homeless Study
- ◆ Project Homeless Connect

Future Plans

- ◆ Public Service Announcements on cable TV
- ◆ Other things 'borrowed' from here...