

United States Interagency Council on Homelessness



National Project Homeless Connect

Best Practices Colloquy

Toolkit 2.0

August 2008



8. Media: One *Communications Strategy*



- **Partnering in USICH-coordinated National Project Homeless Connect activities is the first, easiest, and most effective step to any effective media engagement strategy.**



8. Media: One Communications Strategy



- PHC offers an opportunity to welcome homeless people in the community and to debunk myths and stereotypes about them.
- Public officials offering words of welcome and homeless people actively seeking to move beyond homelessness are messages to the community at-large that media can assist in communicating.





8. Media: Two

Maximizing Public Awareness

- Partner in National Project Homeless Connect
- Appoint an experienced point-person for media
- Develop a communications plan and press packet
- Invite media to cover the PHC's opening rally
- Arrange for media to track a willing client during your PHC
- Invite officials to greet homeless consumers as they arrive
- Report PHC results to the media same-day
- Contextualize your PHC as part of the National Partnership



8. Media: Three *Best Practices in Maximizing Visibility*

- 39 communities host their PHC event during National Project Homeless Connect Week and 35 jurisdictions screen major motion picture, *The Pursuit of Happyness*.
- New York City Project Homeless Connect consumer who obtained housing is positioned to be featured on PBS-TV broadcast on Housing First.
- San Francisco and Denver leverage recognition bestowed on their innovations and volunteers for greater media coverage.



8. Media: Four

Best Practices in Maximizing Visibility

- **Best practice PHC's implement a media strategy and disseminate a press release and information packet that tells the story.**
- **Communities plan a press event on the day of PHC that includes Federal Interagency Council leaders and local and state officials.**
- **Denver paired a reporter to a willing consumer on-site.**
- **San Francisco pitches PHC to various sections of the newspaper, records consumer and volunteer perspectives, and maintains a website and regular e-newsletter.**

Fourth Annual National Project Homeless Connect Week

December 1-7, 2008



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