

YOUR NARRATIVE RESEARCH IN ACTION

CHANGING THE NARRATIVE ON HOUSING
MHP
2024

HOUSING
NARRATIVE
LAB

INTRODUCTIONS

NAME, ORGANIZATION, ONE THING YOU WANT TO LEARN TODAY

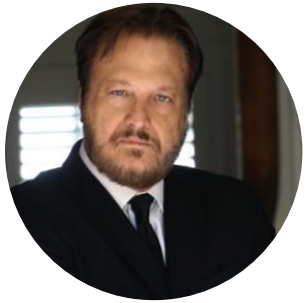
HOUSING NARRATIVE LAB



Marisol Bello
Executive Director



Sarah Armour-Jones
Deputy Director



Jeffrey Robinson
Research Director



Claire Sloss
Digital Content Strategist



Dustin Valdez
Project Coordinator



Grover Wehman-Brown
Narrative Specialist

MINNESOTA RESEARCH

- Interviews and focus groups
- Survey and dial testing
- Message development and testing
- Implementation and distribution

A FRAMEWORK FOR YOUR WORK AND SOLUTIONS

- Learn what moves Minnesotans to action
- Training
- Message guide
- Usage plans and sample digital assets



OUR GOAL

- **Putting your narrative research into practice.**



KEY FINDINGS

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Connect jobs and housing, including being able to live near where you work

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Narratives and messaging need to draw on inclusiveness and unity

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Top tested messages connect with rural, suburban and urban residents alike

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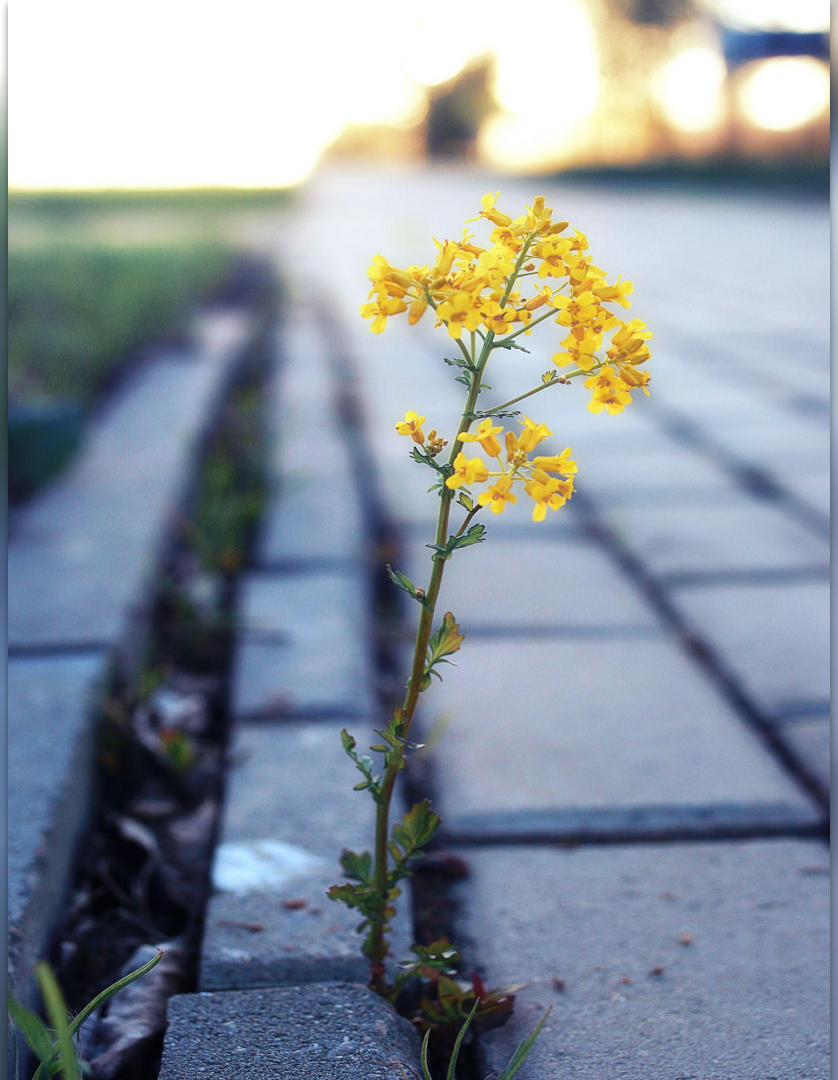
Top tested messages rise to the top for rural, suburban and urban residents alike

Messages test best with a clear call to action and an explanation of “how” we will accomplish the goal

EMOJI TIME

- In the chat, name a finding and add the emoji that best describes how you feel about it

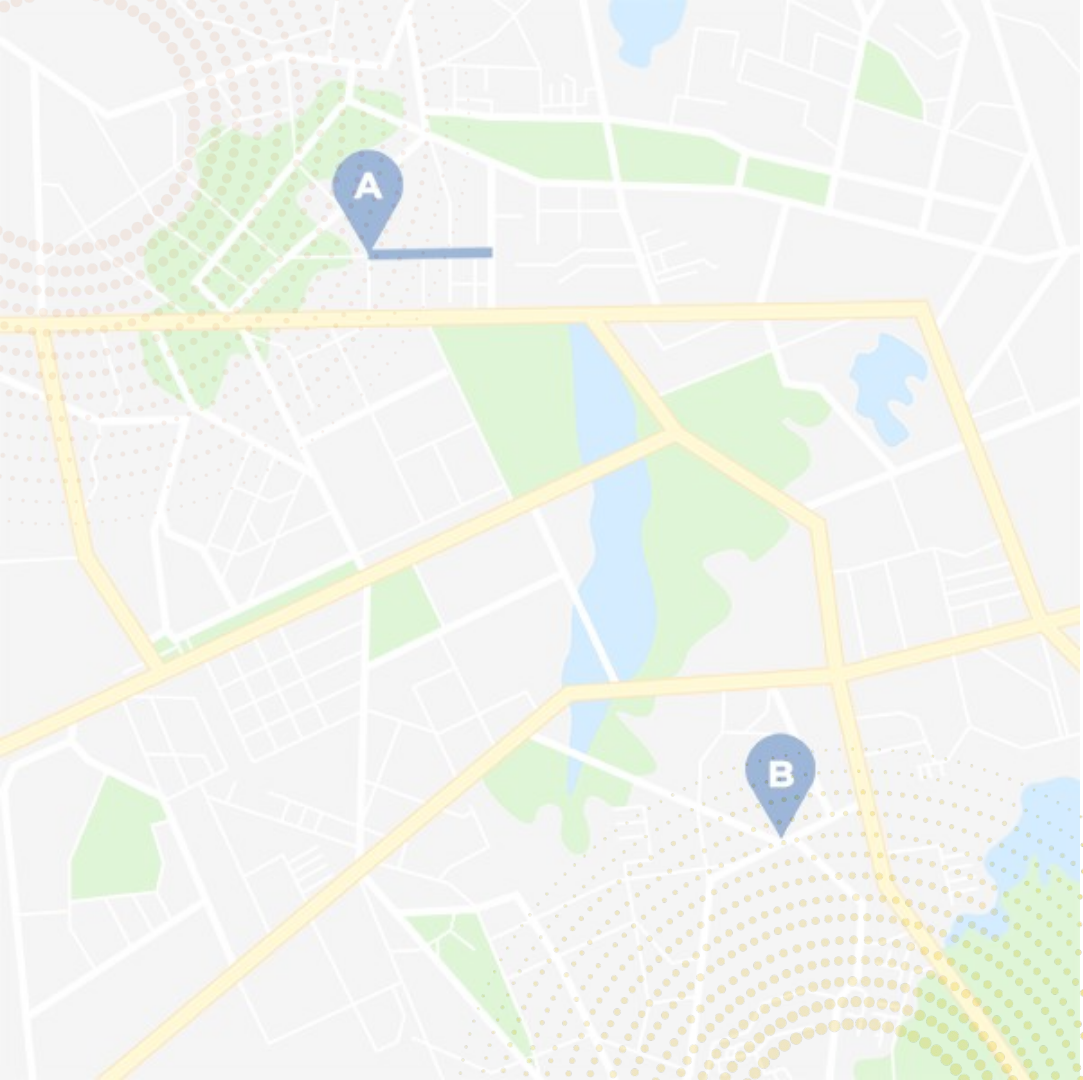






NARRATIVE ECOSYSTEM



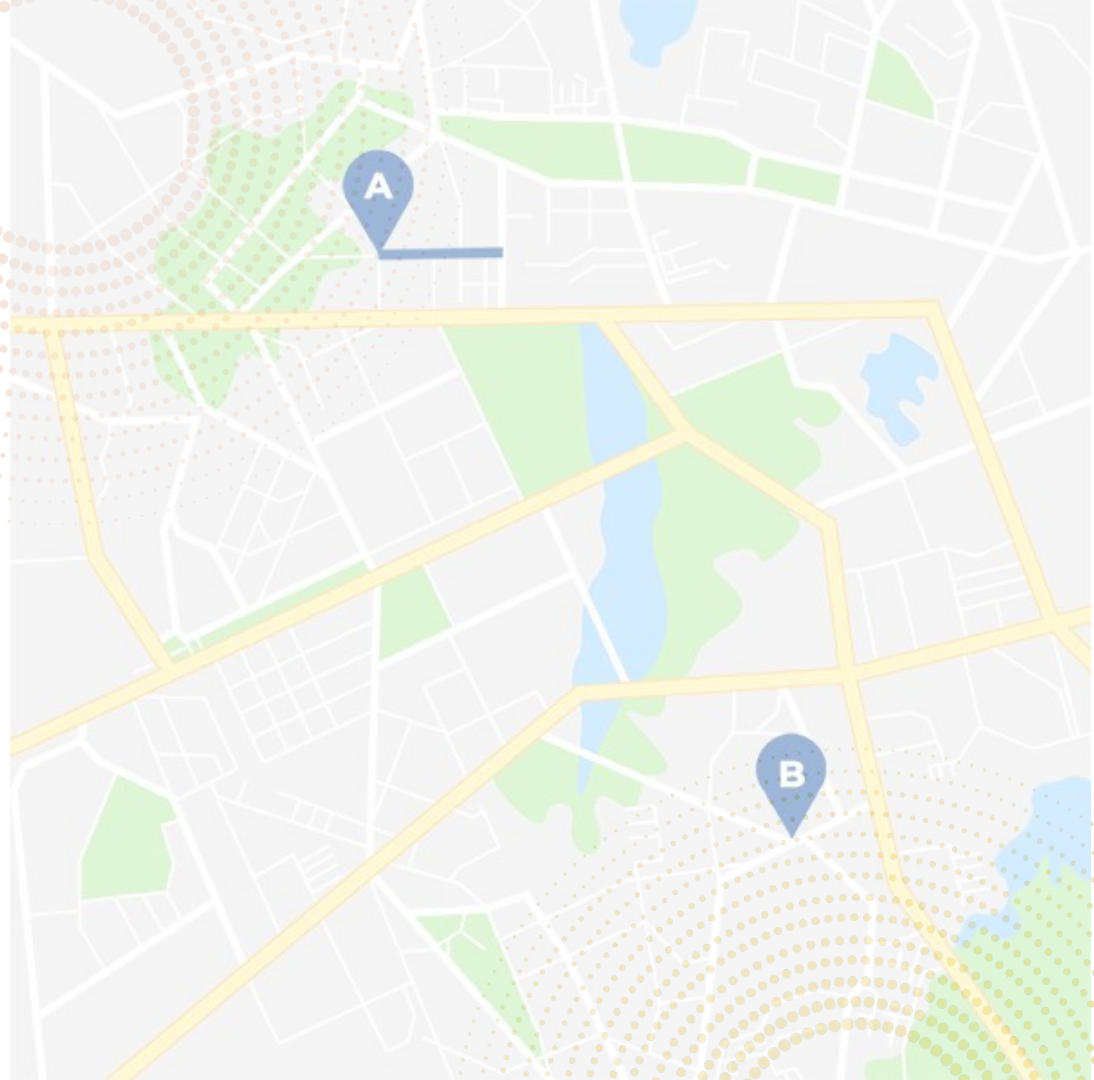


YOUR NARRATIVE ROADMAP

DESTINATION (YOUR NORTH STAR)

> THE BIG NARRATIVE

"Making sure our families and future generations of Minnesotans can live and thrive here by making stable housing affordable."

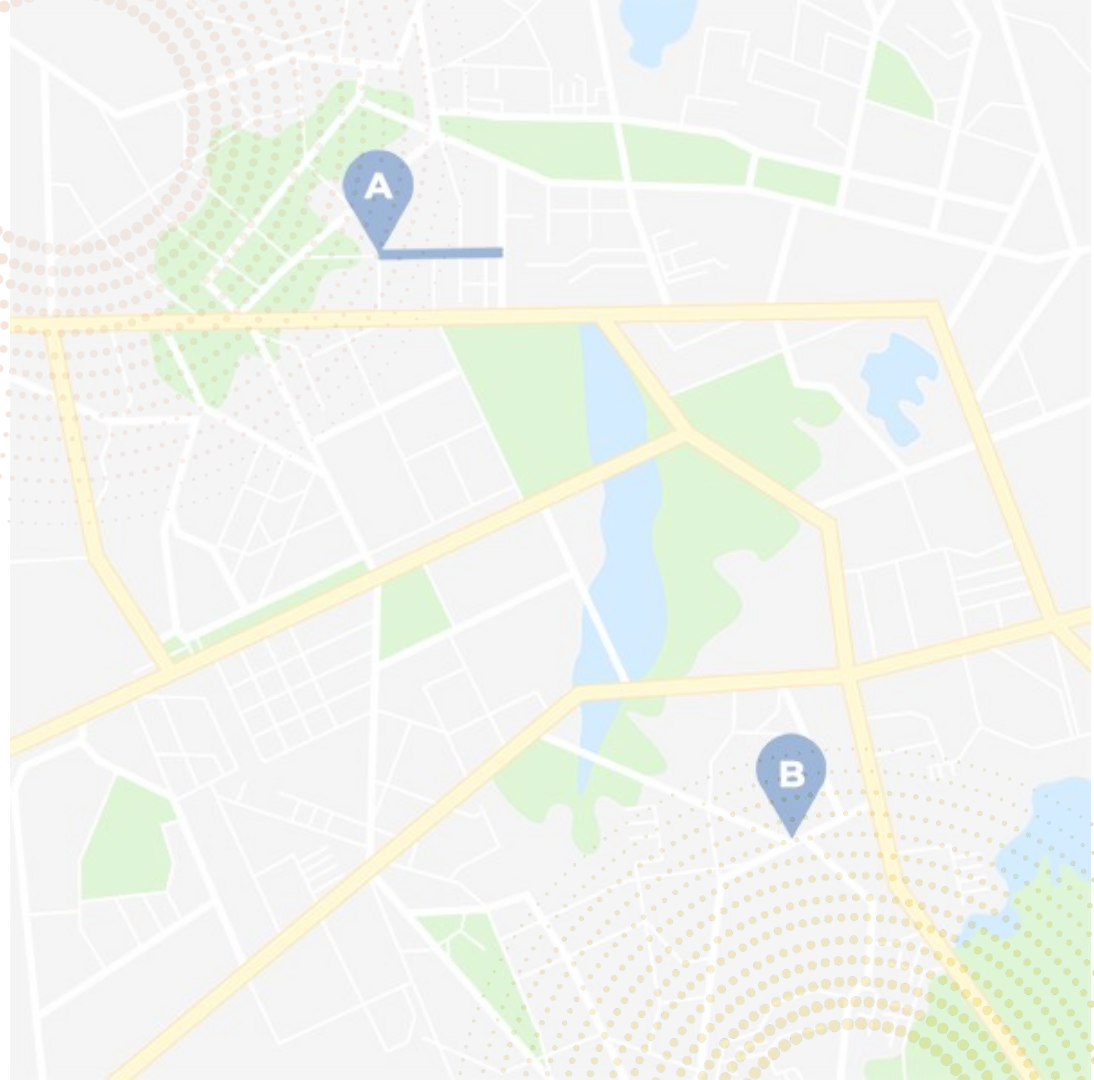


YOUR NARRATIVE ROADMAP

DESTINATION

NARRATIVE LANDSCAPE

- Housing is a basic human need and everyone should have access, but it is becoming an increasingly big problem to afford.
- Minnesotans think state government, followed by local government and housing and land developers, should play major roles.
- They see broad solutions for housing affordability - from passing tenant protections to investment to jobs.
- Minnesotans are drawn to narratives that reflect their lived experiences while also showing the universality of certain affordability struggles.



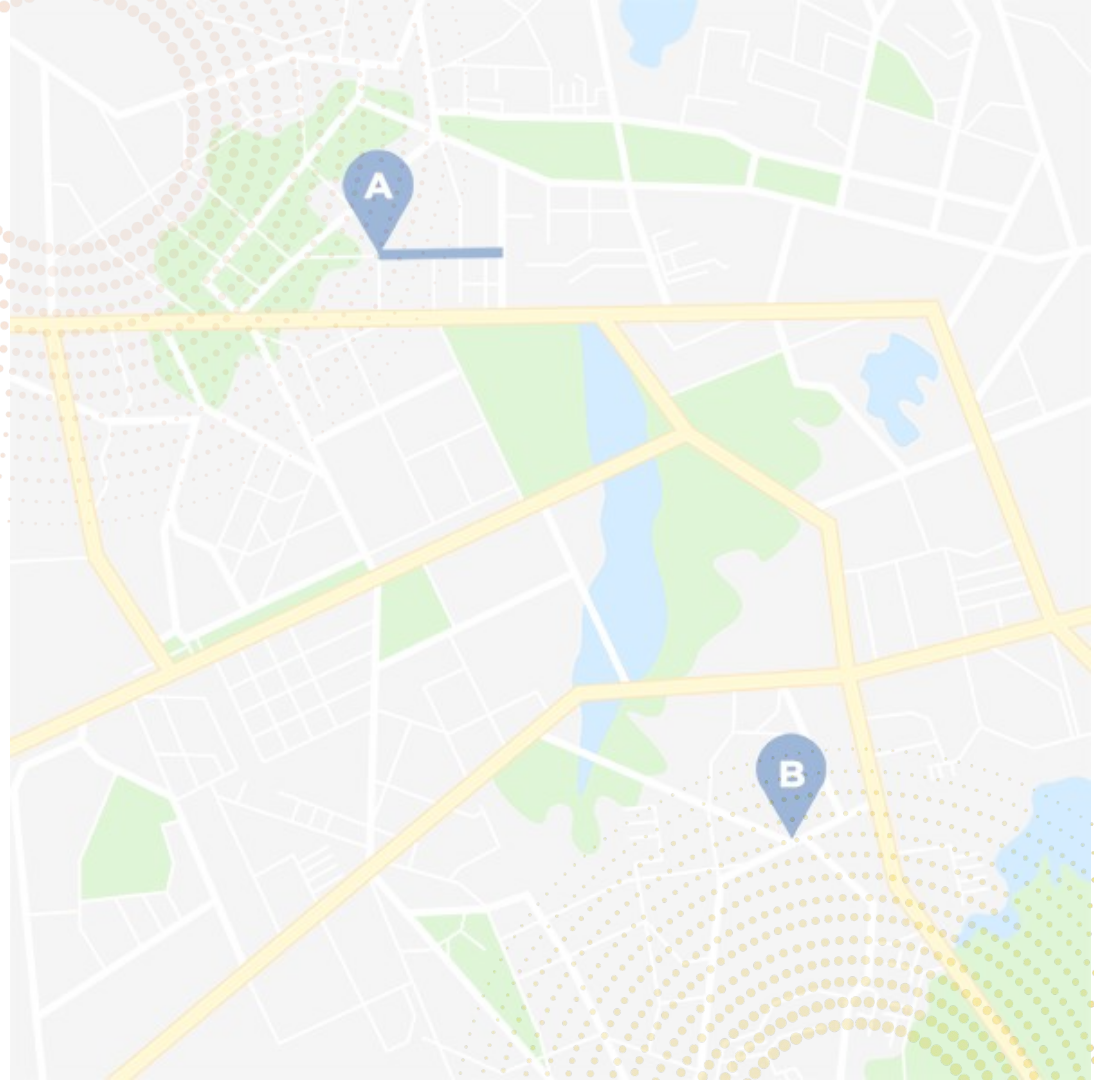
YOUR NARRATIVE ROADMAP

DESTINATION

NARRATIVE LANDSCAPE

UNDERSTANDING MINNESOTANS

- Base: Familiar with topic; mostly agree with values/solutions; concerned with high cost of housing; want state government to take an active role; believe high housing costs impact Black, Latino and immigrant communities most.
- Persuadables: Can/will change viewpoint if info resonates; believe economic factors (inflation) contribute to high housing costs; support livable wages as solution; more concerned about crime than base.
- Opposition: Oppose core goals of ensuring who has a home; unlikely to change minds.



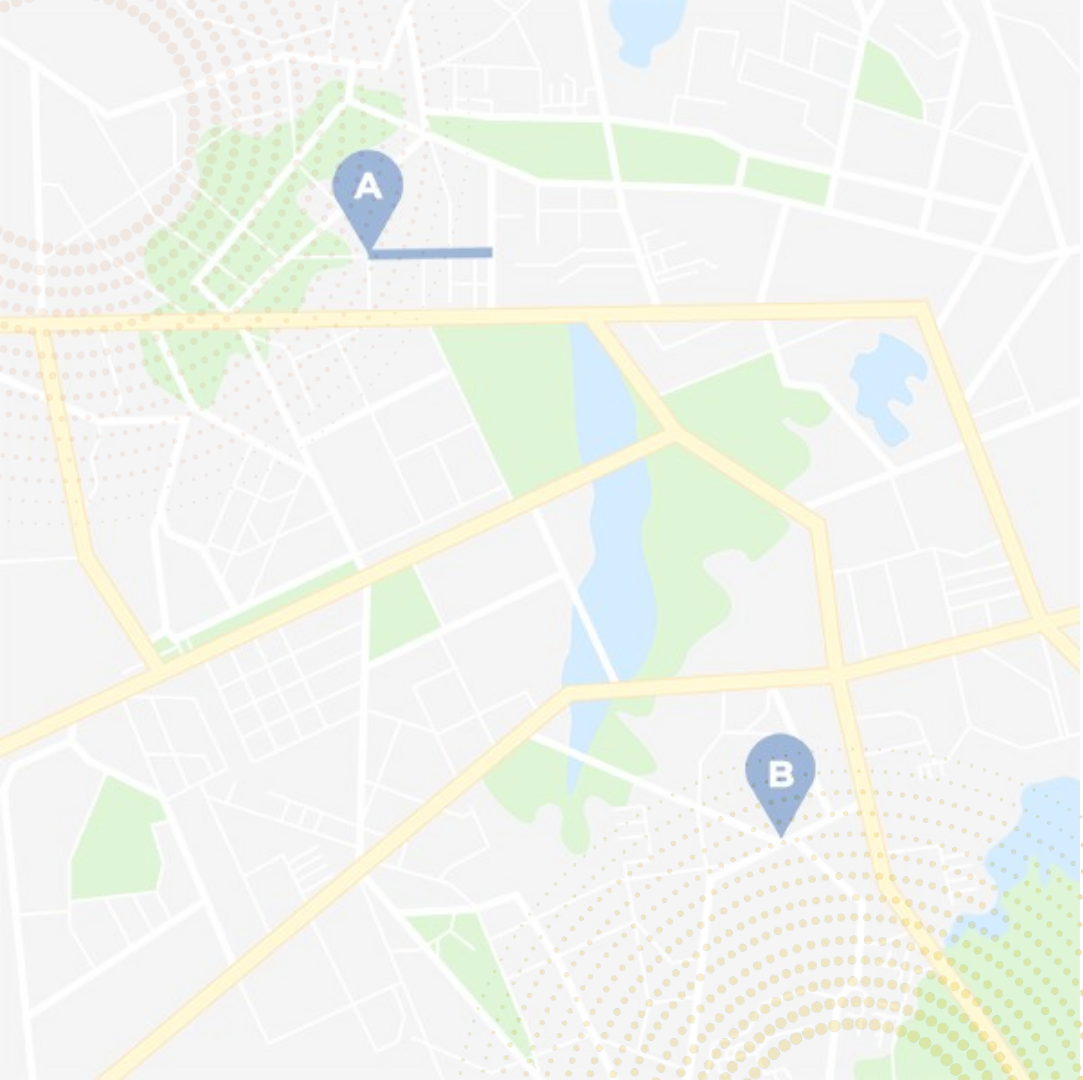
YOUR NARRATIVE ROADMAP

DESTINATION

NARRATIVE LANDSCAPE

UNDERSTANDING MINNESOTANS

- Minnesotans overwhelmingly support increasing dedicated funding for housing related issues statewide, but are sensitive to language that says, “even if it increases your taxes.”
- Minnesotans in the North and rural residents are especially likely to be tax sensitive, with Black Minnesotans being somewhat so..
- A plurality of Minnesotans do not believe race plays a role in housing affordability.
- Persuadables are less motivated by discrimination. Rural Minnesotans and those in the south are especially likely to say race does not play a role. Black Minnesotans are more open to race-explicit language.



YOUR NARRATIVE ROADMAP

DESTINATION

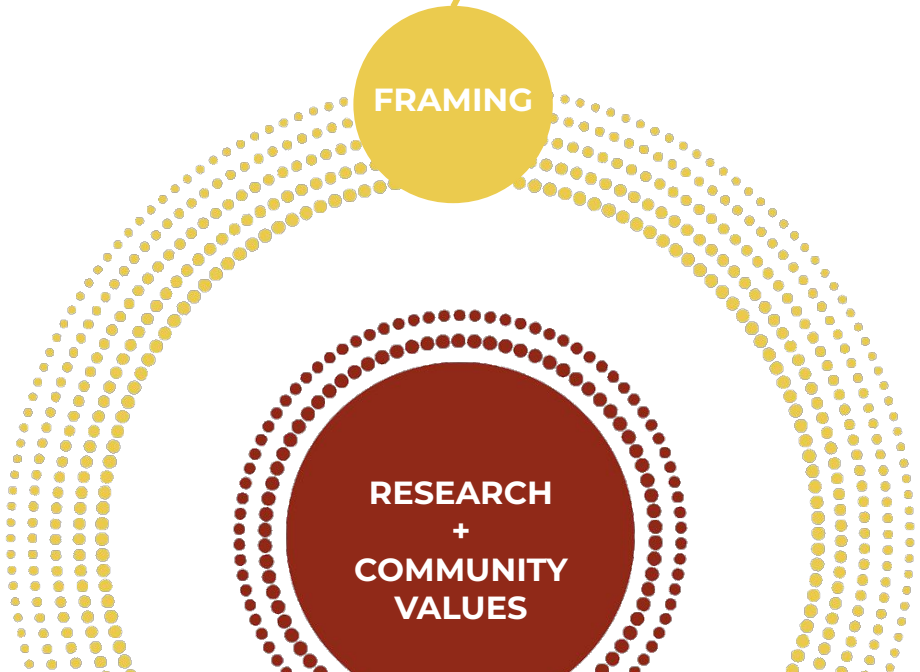
NARRATIVE LANDSCAPE

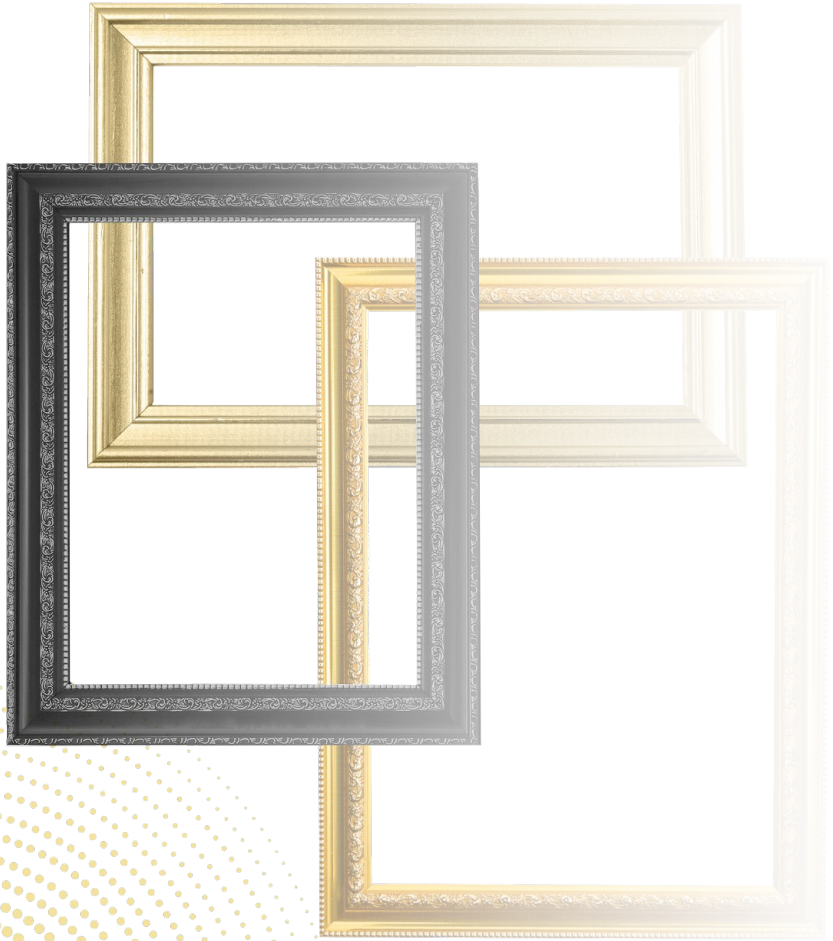
UNDERSTAND AUDIENCE

FRAMING/MESSAGES THAT WORK

- Lean into community and unity. Emphasize communities are stronger when everyone has a stable home they can afford.
- Tie together 'others' with 'us." "Our loved ones as well as other Minnesotans."
- Connect housing and financial struggles to need for higher wages and economic support.

The way you present those community values to shape how an audience receives the information.

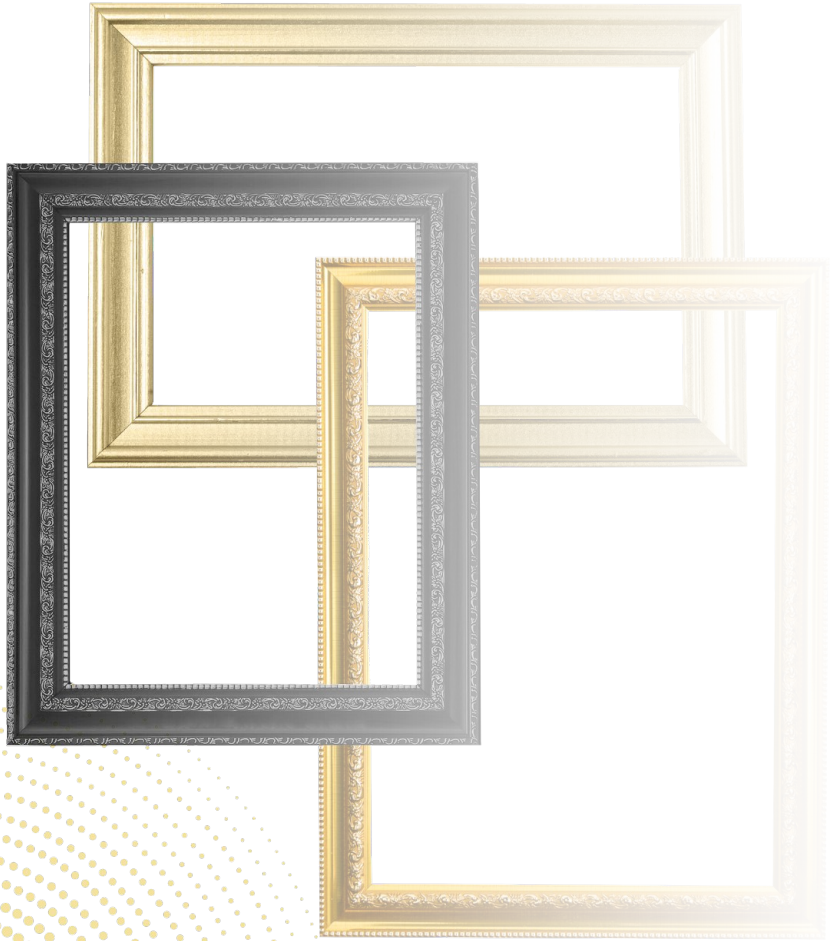




FRAMING

How we present information

- Connect how we/other Minnesotans/future generations can live and thrive in the state when we have stable housing that is affordable.
- Unity/inclusion: Minnesotans respond to coming together to solve problems when they see themselves in the solutions.

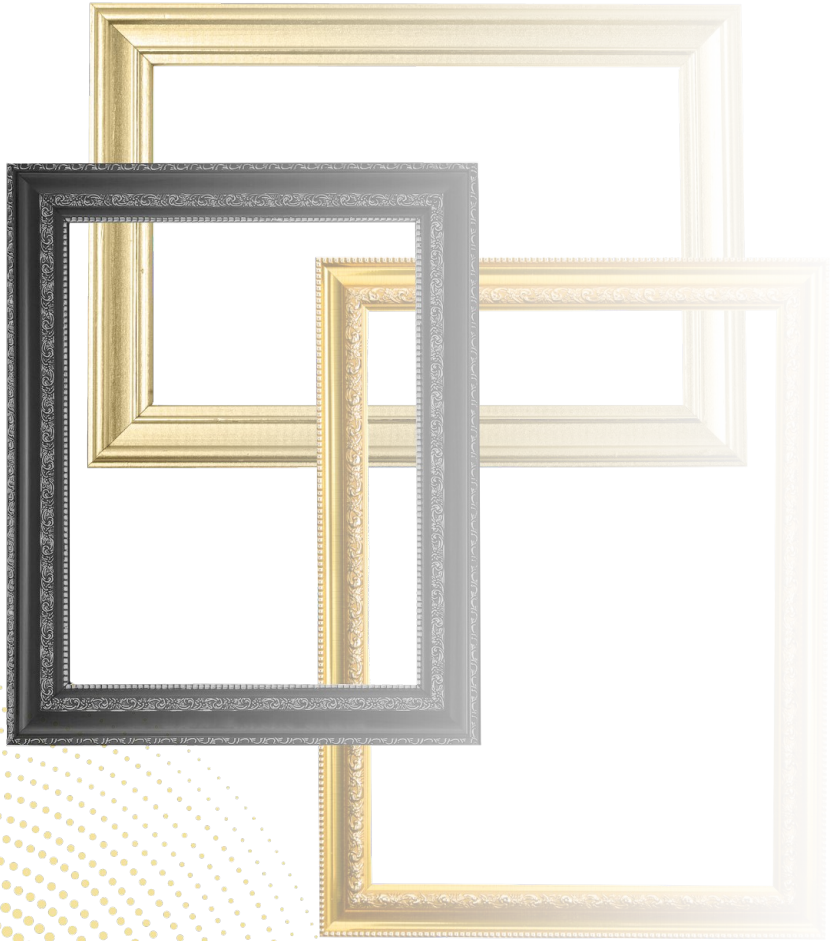


FRAMING

How we present information

What we emphasize

- Describe how local and state government and housing and land developers can play roles.
- Connect jobs and housing: A livable wage; workers benefiting when they can afford a place to live; creating a stronger state when every resident can afford stable housing; being able to live near your job.
- Specific solutions, such as ensuring a livable wage, passing renter and tenant protections, regulations that limit housing costs, investing more public funds.



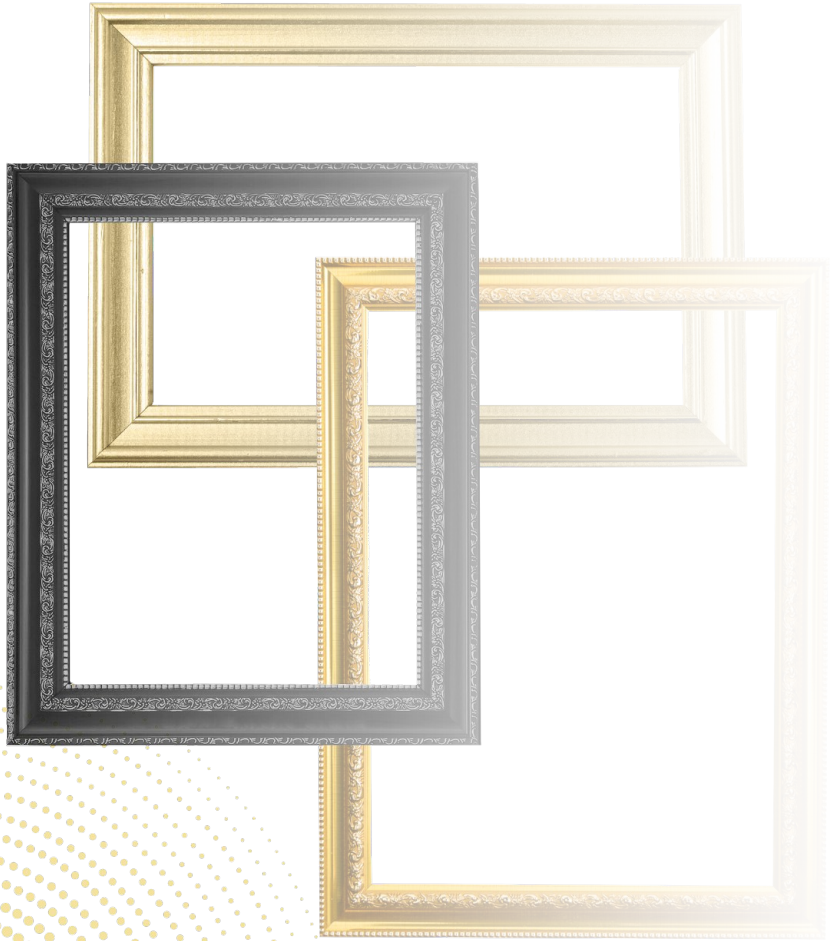
FRAMING

How you present information

What we emphasize

How and what we explain

- Connect dots. Be explicit.
- Show how a thriving strong Minnesota relies on housing everyone can afford
- Tie together high housing costs to inflation to livable wages to housing we can afford.



FRAMING

How information is presented

What we emphasize

How and what we explain

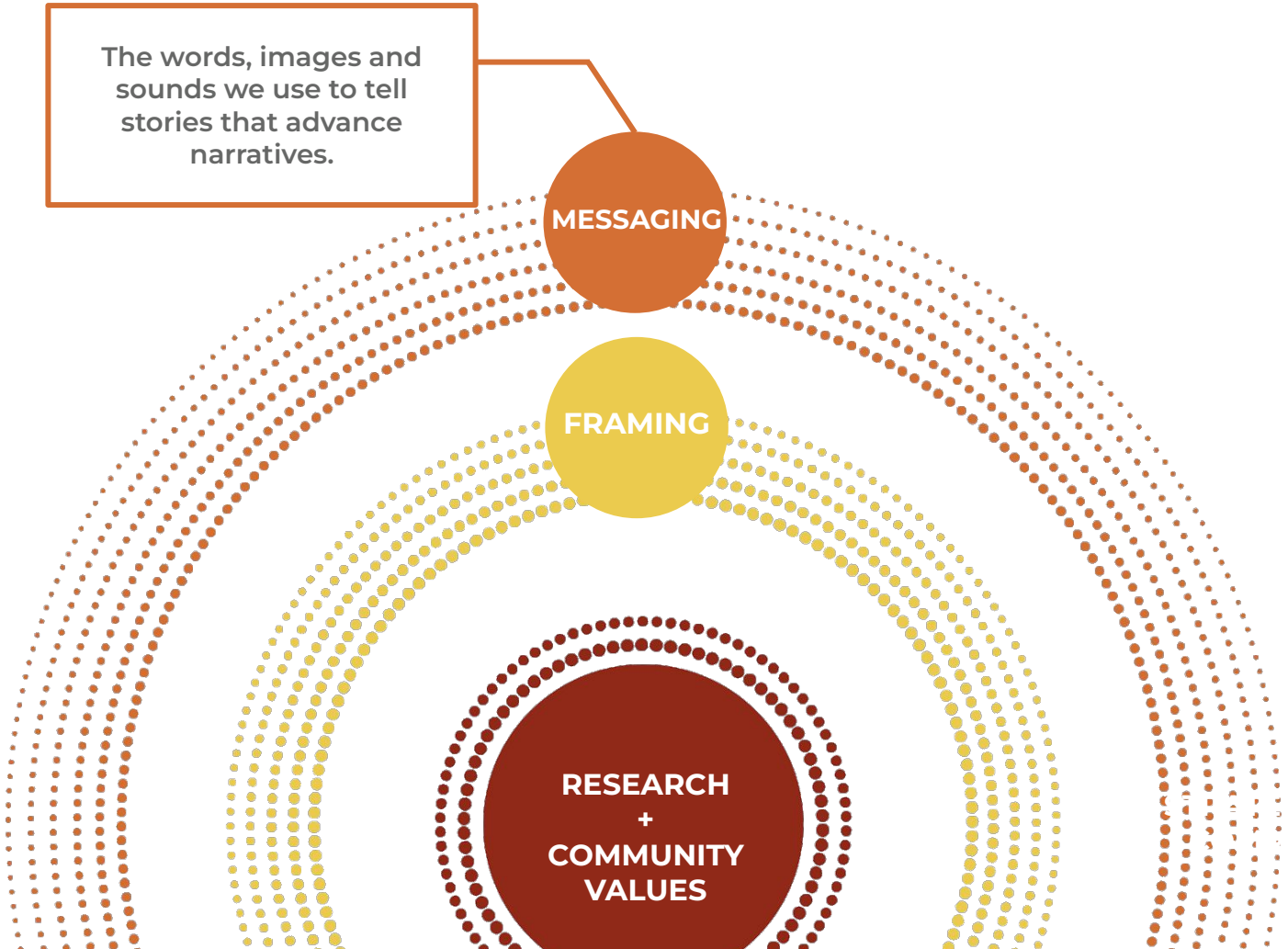
Asset Framing

- State their best before the rest: What do they contribute
- Define people by aspirations.
- Lead with a North Star.

QUESTION

- WHAT ELEMENT OF FRAMING WILL YOU FOCUS ON FIRST?

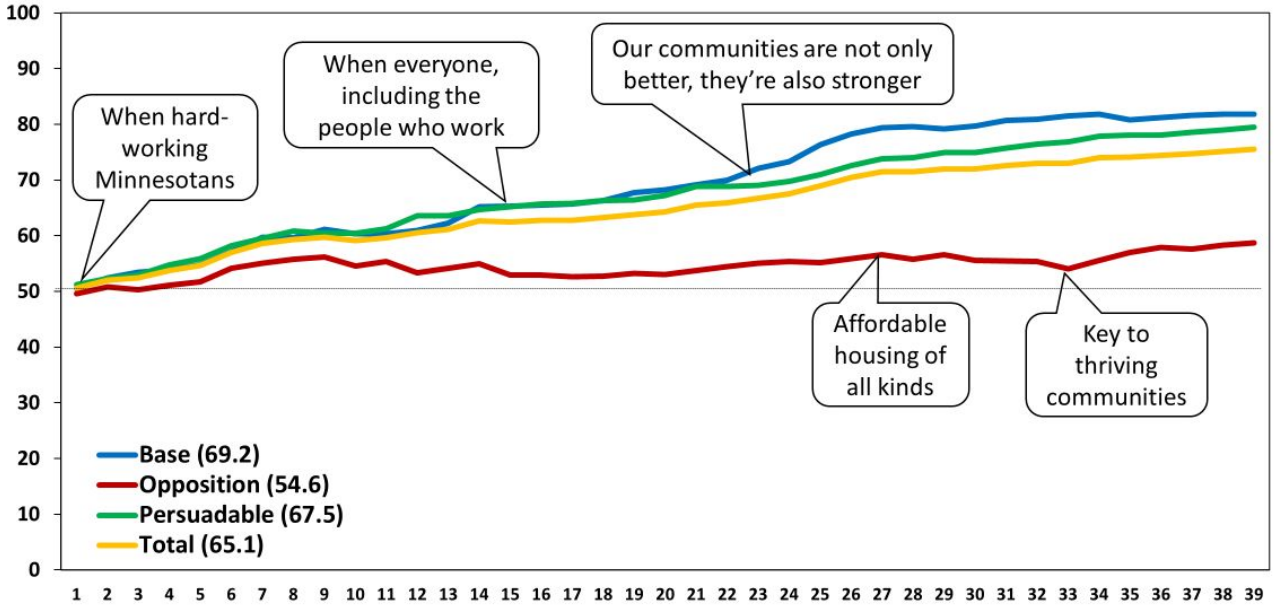



The words, images and sounds we use to tell stories that advance narratives.
MESSAGING
FRAMING
RESEARCH + COMMUNITY VALUES

TOP MESSAGES

Minnesota Strong x BPO

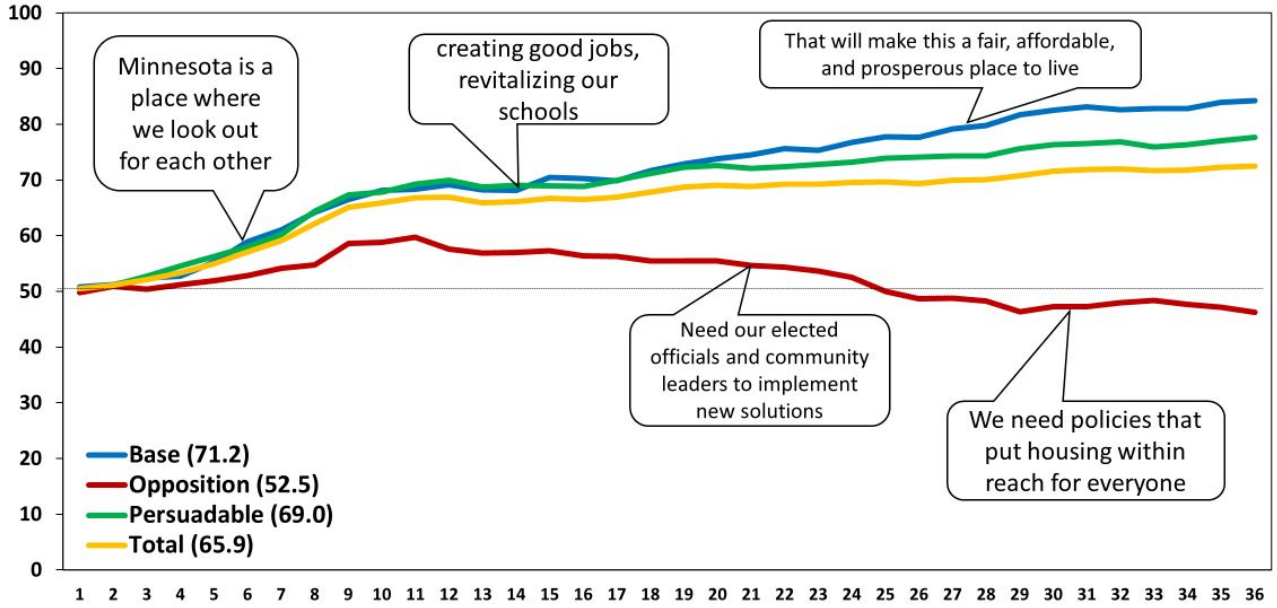
Modest dialing at the beginning of the message when teachers, nurses, and firefighters are mentioned. Modest positive dialing among our base and persuadables continues until the end. The opposition breaks away and flatlines at the mention of the problem. Our base is especially likely to dial positively when they hear "our communities are not only better, they're also stronger."



When hard-working Minnesotans – from teachers and nurses to firefighters and waitresses – are struggling to keep up with rising housing costs in our community, you know there's a problem. When everyone, including the people who work in everyday, regular jobs, can afford to live near where they work, our communities are not only better, they're also stronger. Affordable housing of all kinds is key to thriving communities, attracting good employers, improving the economic wellbeing for families, and growing the middle class.

MN Together x BPO

Strong start across the board, anchored on shared values. Persuadables dial like the base and, unlike the opposition who dials down at the mention of elected officials, continue to dial up through the end of the message.

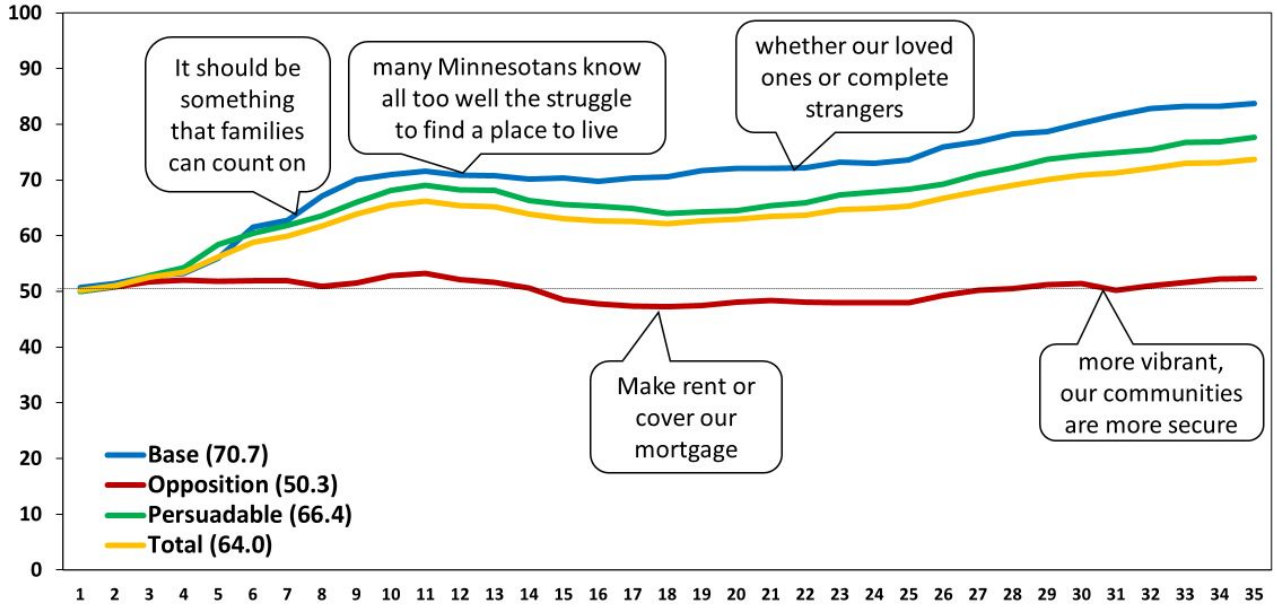


Whether we're digging each other out of the snow or sharing a meal, Minnesota is a place where we look out for each other. Today, we face many challenges: creating good jobs, revitalizing our schools, and ensuring everyone has a safe, secure place to live. We need our elected officials and community leaders to implement new solutions that will make this a fair, affordable, and prosperous place to live. We need policies that put housing within reach for everyone.

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

Vibrant, Secure, Thriving x BPO

Opposition is isolated from the beginning and persuadables align themselves with our base until they break away slightly when the "problem" is named. Both base and persuadables dial up at "making sure people, whether our loved ones or complete strangers, have a safe place to lay their heads at night."



Stable housing should not be something you have to think about and it should be something that families can count on every day. But today, many Minnesotans know all too well the struggle to find a place to live, make rent, or cover our mortgage. Making sure people, whether our loved ones or complete strangers, have a safe place to lay their heads at night means our neighborhoods are more vibrant, our communities are more secure, and our state thrives.

LRP LAKE RESEARCH PARTNERS Strategy · Precision · Impact

POLL

- WHICH MESSAGE DO YOU SEE YOURSELF USING MOST?



RESEARCH IN ACTION

RESEARCH IN ACTION

ESTABLISH SHARED VALUE

Housing is a basic need that everyone should have access to and should be able to afford.







RESEARCH IN ACTION

ESTABLISH SHARED VALUE

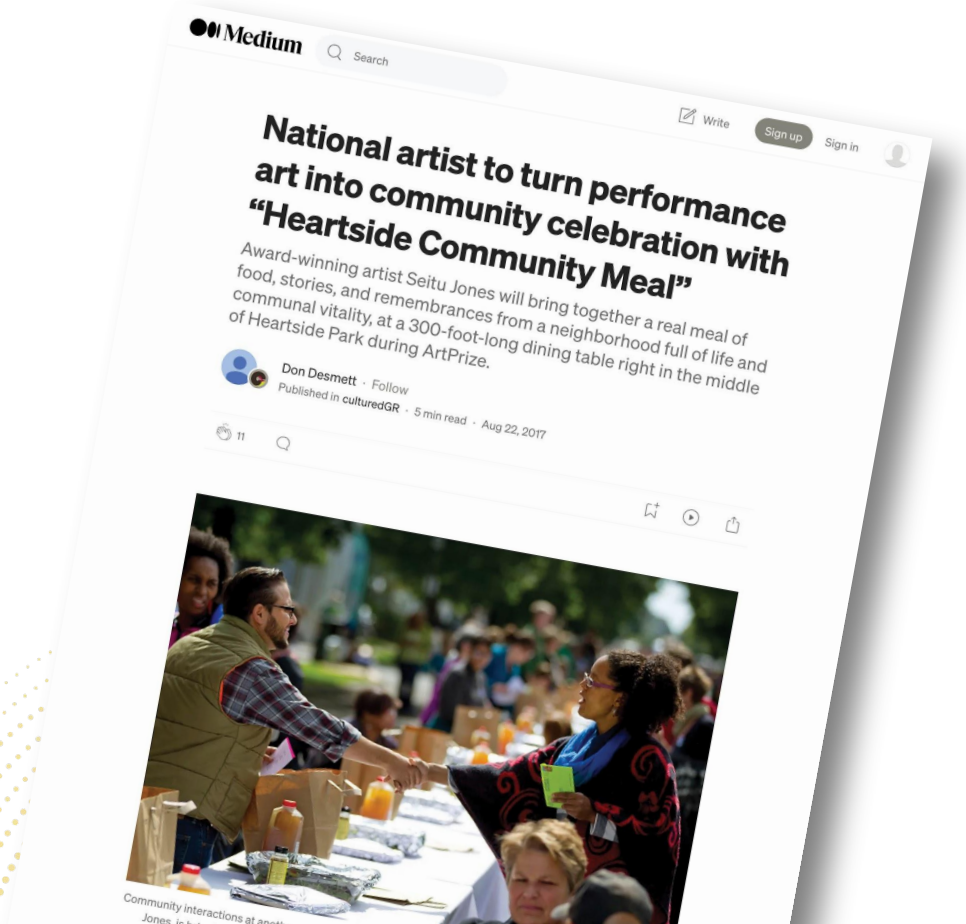
"We are stronger when we make sure our families and future generations of Minnesotans can live and thrive here by making stable housing affordable. "



RESEARCH IN ACTION

ESTABLISH SHARED VALUE

"Whether we're digging each other out of the snow or sharing a meal, Minnesota is a place where we look out for each other."



RESEARCH IN ACTION

ESTABLISH SHARED VALUE

LEAN INTO UNITY AND COMMUNITY

Name Race

"I want my community to be a place where everyone - young and old, Black and white, Minnesota-born and newcomer, rural and city - has a place to call home that enables us to do and be our very best.""



RESEARCH IN ACTION

ESTABLISH SHARED VALUE

LEAN INTO UNITY AND COMMUNITY

Name Race

"Making sure every Minnesotan - whether we are Black, White, Native or newcomer - has a safe place to lay their heads at night."



RESEARCH IN ACTION

ESTABLISH SHARED VALUE

LEAN INTO UNITY AND COMMUNITY

Show people working together so they see themselves in the solutions.

"Lending a hand is part of what makes Minnesota strong. Tell our legislators that Minnesotans, no matter what we look like or where we're from, need a home we can afford so we can be here for each other."



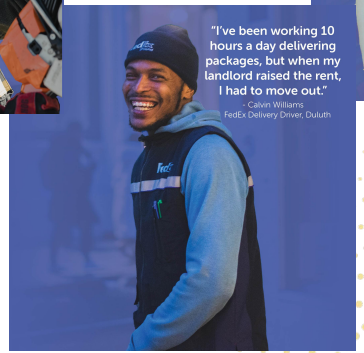
RESEARCH IN ACTION

ESTABLISH SHARED VALUE



LEAN INTO UNITY AND COMMUNITY





BE SPECIFIC

- ✔ Show don't tell.
- ✔ Show how we/us can solve this:
- ✔ "We can make sure the state invests in building more housing that people can afford so our families and future generations can live and thrive here."

RESEARCH IN ACTION

ESTABLISH SHARED VALUE

LEAN INTO UNITY AND COMMUNITY

BE SPECIFIC

SHOW LIVED EXPERIENCE





Show connection between housing insecurity and:

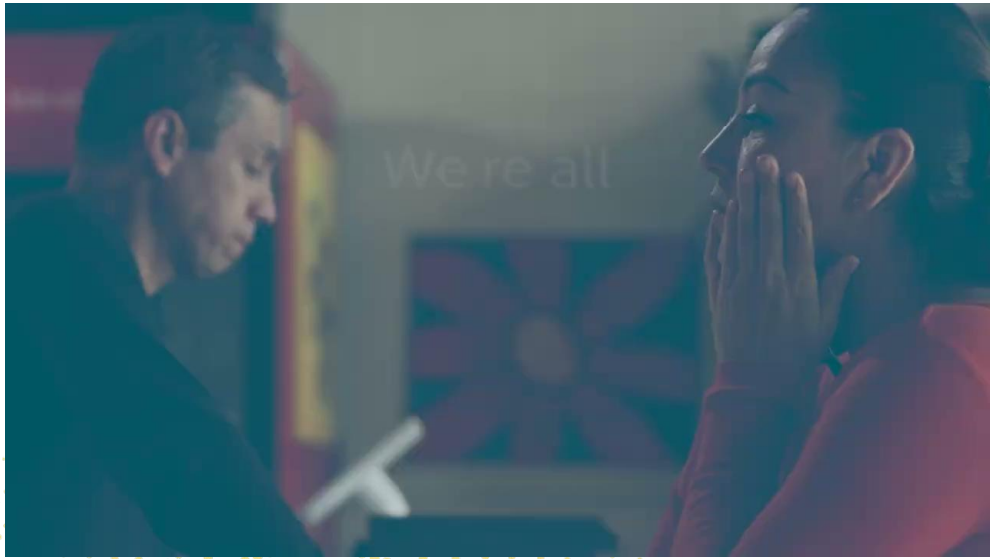
- ✔ jobs
- ✔ health and wellbeing
- ✔ education
- ✔ public safety

RESEARCH IN ACTION

ESTABLISH SHARED VALUE	LEAN INTO UNITY AND COMMUNITY	BE SPECIFIC	SHOW LIVED EXPERIENCE

NAME ROOT CAUSES WITH THE PROBLEM

- ✔ Show the WHY.
- ✔ Rising rents
- ✔ Inflation
- ✔ Wages that don't keep up with inflation.
- ✔ Not enough housing everyone can afford.



RESEARCH IN ACTION

ESTABLISH SHARED VALUE

LEAN INTO UNITY AND COMMUNITY

BE SPECIFIC

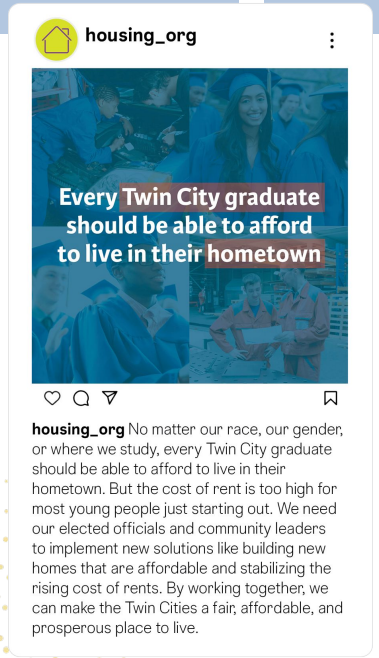
SHOW LIVED EXPERIENCE

NAME ROOT CAUSES WITH THE PROBLEM

FOCUS ON SOLUTIONS

Show what you are for and how you will get there.

✔ Talk about how Minnesotans want their political and community leaders to come up with real solutions.



RESEARCH IN ACTION

ESTABLISH SHARED VALUE	LEAN INTO UNITY AND COMMUNITY	BE SPECIFIC	SHOW LIVED EXPERIENCE
NAME ROOT CAUSES WITH THE PROBLEM	**FOCUS ON SOLUTIONS**		

Show what you are for and how you will get there.

- ✔ Explicitly connect a livable wage, job security and living near work to the need for housing we can all afford.



RESEARCH IN ACTION

ESTABLISH SHARED VALUE

LEAN INTO UNITY AND COMMUNITY

GO ON OFFENSE

SHOW LIVED EXPERIENCE

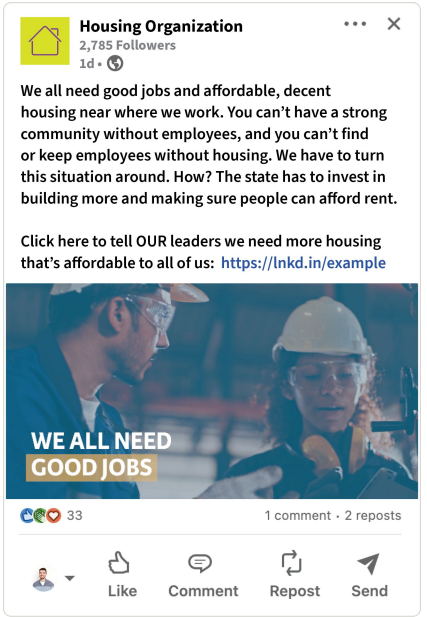
NAME ROOT CAUSES

FOCUS ON SOLUTIONS

PROVIDE COMPELLING/DOABLE CALL TO ACTION

Give your audience something to do, so they can be a hero in the story too.

"When we come together as Minnesotans, we can call for proven solutions"



RESEARCH IN ACTION

ESTABLISH SHARED VALUE

LEAN INTO UNITY AND COMMUNITY

GO ON OFFENSE

SHOW LIVED EXPERIENCE

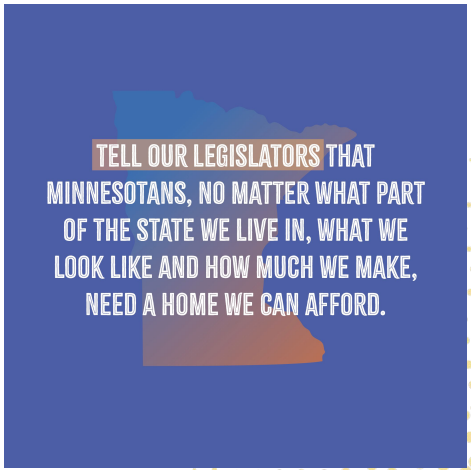
NAME ROOT CAUSES

FOCUS ON SOLUTIONS

PROVIDE COMPELLING/DOABLE CALL TO ACTION

Give your audience something to do, so they can be a hero in the story too.

join. learn. vote.
call legislators.
sign petitions.
share social posts.
follow us. donate.



RESEARCH IN ACTION

ESTABLISH SHARED VALUE	LEAN INTO UNITY AND COMMUNITY	GO OFFL	SHOW LIVED EXPERIENCE
NAME ROOT CAUSES	FOCUS ON SOLUTIONS	PROVIDE COMPELLING/DOABLE CALL TO ACTION	**BE CLEAR ON:**

#1 Takeaway

YOUR GOAL(S)

RESEARCH IN ACTION

ESTABLISH SHARED VALUE	LEAN INTO UNITY AND COMMUNITY	GO OFF…	SHOW LIVED EXPERIENCE
NAME ROOT CAUSES	FOCUS ON SOLUTIONS	PROVIDE COMPELLING/DOABLE CALL TO ACTION	**BE CLEAR ON:**

#1 Takeaway

- YOUR GOAL(S)
- TARGET AUDIENCE(S)

Base: Agree with all or most of your messaging. This is the group you want to mobilize. Mostly women, POC, Democrats, household incomes of $50K+, mostly urban.

RESEARCH IN ACTION

ESTABLISH SHARED VALUE	LEAN INTO UNITY AND COMMUNITY	GO OFF…	SHOW LIVED EXPERIENCE
NAME ROOT CAUSES	FOCUS ON SOLUTIONS	PROVIDE COMPELLING/DOABLE CALL TO ACTION	**BE CLEAR ON:**

#1 Takeaway

- YOUR GOAL(S)
- TARGET AUDIENCE(S)

Persuadables: The movable middle. Hold two opposing ideas, but can be moved with values-based messaging. Mostly white, over 45, non-college, HH incomes of $50K+.

JAMBOARD

Which one of these research in action essentials will you use?

Why?

The words, images and sounds we use to tell stories that advance narratives.

MESSAGING

FRAMING

Stories are how we communicate. Build trust, connection, empathy.

STORY TELLING

RESEARCH + COMMUNITY VALUES

STORIES ARE OUR SINGLE MOST POWERFUL TOOL



“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

MAYA ANGELOU





FROM FEELING TO ACTION:
PEOPLE ACT BASED ON HOW THEY FEEL

Emotions that can move people to action:

Pride	(Paternal) Love
Hope	Awe
Humor	Empowerment



FROM FEELING TO ACTION:
PEOPLE ACT BASED ON HOW THEY FEEL

Emotions that can move people to action:

Pride	(Paternal) Love
Hope	Awe
Humor	Empowerment

Emotions to use sparingly:

Anger	Fear
Sadness	

POLL

- WHICH EMOTION DOES THE RESEARCH MOST POINT YOU TO EVOKE IN YOUR STORIES?



DISCUSSION

What kinds of stories does the research point you to tell?

WORDS TO...

REPLACE	EMBRACE
✗ Minnesota has a housing crisis.	✓ Affording a home in Minnesota is an increasingly big problem.
✗ Build multi-family housing in neighborhoods.	✓ Build new housing in neighborhoods that people of all incomes can afford.
✗ Provide tenants and renters with protections.	✓ Pass renter and tenant protections.
✗ Some Minnesotans, especially Black, Indigenous and low-income residents, have historically faced barriers to housing.	✓ I want every Minnesotan – Black, white and Indigenous, Minnesota-born or newcomer, small-town and city dweller – to have a place to call home in our community.

WORDS TO...

REPLACE	EMBRACE
✘ Impact on businesses ✘ Impact of historical barriers ✘ People have a right to...	✓ Minnesota will be stronger and better for everyone when every Minnesotan, from every neighborhood and every income level, has a roof over their head.
✘ People have a right to housing. ✘ Housing is a human right.	✓ Every [Minnesotan / city resident] needs a decent, affordable place to live.
✘ City leaders must prioritize the most marginalized.	✓ Elected officials must make stable housing affordable to Minnesotans of every race, region and income level.
✘ We need to extend affordable housing opportunities to...	✓ No matter our race, gender or income, we all need a roof over our heads. ✓ We need policies that put housing within reach for everyone.

QUESTIONS?