

Northern Kentucky Housing Study: Communication Plan

Objective

Share study data and educate and gather feedback from stakeholders, including residents, business leaders, policymakers, and others.

Timing

February – December 2024

Areas of Focus

- Messaging
- Partner Resources
- Media Relations
- Advertising/Marketing/Graphics
- Social Media
- Video Storytelling
- Coalition Communications

Community Awareness Focus

- Boone County
- Campbell County
- Carroll County
- Gallatin County
- Grant County
- Kenton County
- Owen County
- Pendleton County

Internal Coalition Communications

- Provide quarterly update on progress made on the comprehensive community response or plan.

Messaging

- Review NKY Housing Data Analysis and identify key messages; Messages to be adapted to target audiences – stakeholders, community, elected officials, etc.
- Review and leverage messaging provided through the FrameWorks.
- Support spokespersons/presentations as needs arise.

Messaging objectives:

- Create messaging that helps everyone speak the same language when discussing the Housing Study and the importance of income aligned housing.
- Help people understand what the problem is and what the possible solutions could be.

Partner Resources

- Create a one-pager for partners that includes overarching study messaging and county-specific datapoints (for each county).
- Include Household Income & Affordability graphic(s) created by Brighton Center.

Media Relations

- **Community Engagement** - Provide media relations support (print, radio, tv, digital, podcast), as needed for Community Engagement initiatives. This could include news releases promoting presentations, data walks and/or listening sessions.
 - Work with steering and outreach committee members to identify and support needs.
- **Op-eds/Editorials** – Support the development of up to two co-authored opinion pieces on issues tied to housing.
- **Media Relations** – Develop media materials as needed, over the course of the engagement, with the goal of securing coverage in all eight counties. Secure a mix of print, digital and TV coverage.

Advertising/Marketing/Graphic Design

- **Graphics/Images** – Develop selection of overarching graphics, photos that can be shared in presentations, shared with media, on social media channels, etc.
- **Presentations** – Support the development/refinement of presentation materials.
- **Email** – Develop email copy that can be shared by partners.
- **Advertising** – Identify opportunities to run ads promoting the study.

Social Media

- Develop social media copy that can be used across various platforms.
- Tag community partners in relevant social media postings for amplifying and resharing.
 - Goal: Engagement by partners in all eight counties

Website

- Review the landing page where the study is currently housed and provide recommendations for revisions (adding graphics, language, etc.)
- Monitor Google Analytics to ensure we are capturing traffic to the page, and the study.
- Share the study via community partner webpages.

Community / Stakeholder Presentations

- Develop talking points and presentations for speakers at various events.
- Present study data to community and stakeholder groups across the eight counties (Chambers, Business Councils, Planning and Zoning, city officials)
- Support Data Walk presentations through social media content and press releases.

Video Storytelling (Work w/Brighton Center)

- Leverage stories gathered by Brighton Center for policymakers and those with lived experience navigating the NKY housing market in media relations, advertising, email, presentations and social media efforts.

Objectives:

- Assemble stories and testimonials that will advance the messaging and support a counter-narrative against any bias.

Final Report Release

- Conduct final review and editing of the report, checking for key messaging and consistency.
- Develop materials such as a final press release, media alert, and key talking points for spokespeople ahead of release.
- Coordinate press conference and release efforts among stakeholders and coalition members.
- Create assets including social media graphics, email newsletter content,
- Monitor partner engagement and media coverage post-release. Present results of communication outreach.

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