Communications Training

Summer 2019
Why Engage The Media?

1. Tell The Story
   - Educate reporters on complicated issues
   - Articulate your message and perspective
   - Clarify the facts
   - Share real world examples

2. Build And Strengthen Relationships
   - Establish credibility and build trust
   - Cultivate future opportunities for engagement and positive coverage
How Reporters Create A Story

<table>
<thead>
<tr>
<th>Story Formulation</th>
<th>Gathering The Elements</th>
<th>Choosing Sources</th>
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<tbody>
<tr>
<td>• Ideas are considered during editorial meetings</td>
<td>• Reporters or producers generate all parts of a story</td>
<td>• Journalists tend to use a minimum of 2-3 sources per article or segment</td>
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<tr>
<td>• Every story needs a &quot;hook,&quot; or reason for existing</td>
<td>• This includes:</td>
<td>• They typically have a stockpile of go-to sources on a variety of topics</td>
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<tr>
<td>• Hooks include:</td>
<td>– Topical research</td>
<td>• To be a go-to source, you need to be available and smart on an issue</td>
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<tr>
<td>– Timeliness</td>
<td>– Quotes</td>
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<td>– Point of controversy</td>
<td>– Data and charts</td>
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<tr>
<td>– Audience interest</td>
<td>• Editors will often cut quotes and change headlines</td>
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The News Cycle Is More Crowded Than Ever Before

Reporters Are Dealing With...

1. Fewer Resources
   - News is constantly breaking, and speed takes priority over substance
   - Shorter attention spans demand good information at a fast rate

2. More Competition
   - There is a proliferation of news websites, blogs, and insiders reporting on a diversity of topics
   - Greater competition exists for public's attention
   - Atomized coverage is shared on social media

3. A New Political Landscape
   - Reporters are blamed for bias and fake news
   - Politicians are quick to point fingers at sourcing
   - More issues have national stakeholders
   - Local reporters track national news

...So you have the opportunity to serve as a credible resource to provide reporters with:
   - Quick, valuable insight or data
   - Local stories
   - Respect for their role in helping you tell your story
Work With Reporters, Not Against Them

What A Reporter Wants

- Factual, comprehensive view of a policy discussion
- Quotes or sound bites to use in an article
- Newsworthy, attention-grabbing facts, details, or new ideas

What You Can Provide

- Expert knowledge of a complex subject
- Simple, distilled message for their audience
- Local stories and data to personalize and illuminate an issue

Outcome:
A story that incorporates your messaging and achieves the reporter's goals
Three Steps To Be Best Prepared

1. **Rehearse**
   - Write down your main points and relevant facts and figures to back up your claims
   - Practice reading your points aloud

2. **Research**
   - Research the reporter conducting the interview to understand their background and point of view
   - Read other articles to understand the state of play and what unique value you bring to the discussion

3. **Anticipate**
   - Know how you will answer potential questions
   - Be aware of your critics' arguments and be prepared to proactively rebut those points
   - Know your role in the interview
### Three Principles Of Effective Messaging

<table>
<thead>
<tr>
<th></th>
<th>Show, Don't Tell</th>
<th>Meet People Where They Are</th>
<th>Account For Adversarial Points</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Use local data and examples to guide people to the answer</td>
<td>Your ability to persuade depends on where your audience currently stands and the strength of your facts</td>
<td>Understand that the audience may have been exposed to opposing messages</td>
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"Show, Don't Tell" Builds Credibility

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<th>Show</th>
<th>Tell</th>
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<td>More than 3,000 low-income homes will be renovated through the Solar Chicago Fund, which plans to raise over $100 million to update and preserve thousands of affordable housing units in Opportunity Zones across the city's South and West sides.</td>
<td>Opportunity Zones will help spur investment in affordable housing.</td>
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<tr>
<td>Allows your audience to draw their own conclusion</td>
<td>Forces people to trust you</td>
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## Win The Interview

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<tr>
<th>Use Questions As A Guide</th>
<th>Flag Key Points</th>
<th>Bridge To Your Messages</th>
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</table>
| • Satisfy the question, then pivot back to your message | • "The most important thing for people to know is…”  
• "The main point is…”  
• "What I really want to make clear is…” | • "That is a good question; but, the key concern is…”  
• "What I do know is…”  
• "Let me put that into perspective…”  
• "What's important to understand is…” |
Each Opportunity Zone Has A Positive Narrative—It's Up To You To Share It

When armed with localized data and real-world success stories, local media is more likely to accentuate the positive impacts of Opportunity Zones.

Opportunity Zones Are A Bipartisan Solution

- Emphasize the bipartisan legislative history of Opportunity Zones
- Cultivate supportive statements from officials of both parties

Opportunity Zones Serve High-Need Communities

- Employ publicly available, localized data to demonstrate economic need
- Connect reporters to sympathetic community leaders who can attest to the need for new investment

Opportunity Zones Are Economically Impactful

- If available, share local investment, job creation, and revenue impact estimates from your project

Use EIG as a resource for local and national Opportunity Zone research and data.
Be Prepared To Respond To Common Anti-Opportunity Zone Narratives

**Will Opportunity Zones really help residents, or just wealthy investors?**

- Opportunity Zones were developed to encourage investment in high-need communities struggling with divestment, depopulation, and economic decline in order to create new economic opportunity that otherwise may not exist in these communities.

**If Opportunity Zones reduce investment taxes, how do they serve the wider community?**

- The *Investing In Opportunity Act*, which created the Opportunity Zone incentive, was championed by a bipartisan coalition of nearly 100 congressional co-sponsors committed to generating new opportunity in economically declining communities, which often struggle to attract investment. By incentivizing that investment, Opportunity Zones help to forge more dynamic local economies for residents and workers.

**Don’t Opportunity Zones simply lead to gentrification that hurts, not helps, residents?**

- Where gentrification occurs, that is a concern for us. However, most Opportunity Zone tracts struggle with population decline, not inflow, and over 96 percent of tracts do not show readily observable signs of gentrification, according to Economic Innovation Group research.
- The ratio of Opportunity Zones losing population compared to those showing signs of gentrification is more than 12 to 1.
## Be Clear, Consistent, And Disciplined

<table>
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<tr>
<th>Characteristics</th>
<th>Explanation</th>
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</table>
| **Clarity**      | • Responses must be clear and concise  
                   • Keep sentences simple; avoid jargon and laundry lists  
                   • Don't bury the lede  
                   • Use examples to reinforce what you're explaining |
| **Consistency**  | • Always come back to your key messages  
                   • Be aware of past statements you, or the organization you represent, have made on the topic |
| **Discipline**   | • Wandering answers lose the audience  
                   • Long, confusing responses don't make it into the story  
                   • Avoid hypotheticals and rabbit holes |
**Proactive Communications Efforts Can Extend The Value Of Your Engagement With Elected Officials**

<table>
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<tr>
<th>Social Media</th>
<th>OZ Statements</th>
<th>Amplification</th>
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<tr>
<td>• Take a group picture after your meeting and tweet/post your gratitude for the officials' support for extending opportunity in struggling communities.</td>
<td>• Proactively highlight positive impacts of your Opportunity Zone with a statement or press release to local media.</td>
<td>• Place op-eds and letters to the editor (LTEs) in relevant outlets, directly informing readers of the real-world benefits of Opportunity Zones. An example is Alex Flachsbart's January op-ed in <em>The Hill</em>.</td>
</tr>
<tr>
<td>• Share and retweet targeted legislators' own social media content supportive of Opportunity Zones.</td>
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</table>

Consult with elected officials as you develop statements related to your engagement with them, and with your attorneys to ensure compliance with lobbying rules.
Why meet with and educate policymakers?

- Develop a relationship with a member and their staff
- Become a resource to the member and their staff on a specific issue
- Enable them to be a better resource to you for navigating government red tape
- More effectively serve as a connector in your community
- Gain insight into initiatives/legislation
- Ask them to support a specific piece of legislation or champion a cause
Policymakers in Congress want to hear from you!

- **Opportunities in Washington, D.C.**
  - Request a meeting with the legislative director or tax legislative assistant by email. Call Congressional office for staffers email.
  - Request a meeting with the Member of Congress directly:
    - Call Congressional office for their scheduler/chief of staff email.
    - Include who you are, where you work/live, where you are operating an OZ fund or OZ investments in the meeting request.
    - Create a story policymakers will remember about the communities you are investing to support the tax incentive.

- **Opportunities in home districts**
  - Members of Congress spend time meeting with constituents in their home districts every month during Congressional recesses.
  - They are looking for opportunities to tour projects in opportunity zones.
  - Meet with district staffs to brief them on your plans within their district. Call district office for the email of the district director:
    - They can be a resource to you for navigating government red tape.
    - They can also serve as a connector in the community.
Capitol Hill Meeting in Profile

- Meetings are typically 30 minutes in D.C.
- More time during Tours and Meetings in their Districts
- Know your audience: You will find a range of knowledge about opportunity zone policy
- Connect the tax policy to outcomes in their districts
- Create a visual OZ one-pager of your work or use EIG’s OZ resources available on their website
Telling your Opportunity Zone Story

- **WHO YOU ARE**
- **WHAT YOU DO**
- **VISION FOR YOUR OZ INVESTMENT**
- **TAX INCENTIVE MAKES OZ INVESTING WORTH THE RISK**
- **EXPANDING INVESTMENTS TO UNTAPPED REGIONS**
- **INVESTMENT AND JOB CREATION FACTS**
Opportunity Zones in the Spotlight

1. Tracking Increase Jobs Numbers
2. Poverty Reduction and Job Creation for Low-Income Residents
3. Affordable Housing/Thoughtful Community Investing
4. Operating Businesses and Manufacturing
5. Investments in Minority-Owned, Women-Owned Businesses, or Veteran-Owned
## AL-7 Congressional District Opportunity Zones

<table>
<thead>
<tr>
<th></th>
<th>Minority Population</th>
<th>Poverty Rate</th>
<th>Average Median Family Income</th>
<th>Bachelor's Degree +</th>
<th>Adults Not Working</th>
<th>Housing Vacancy</th>
<th>Rent Burdened</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Alabama</strong></td>
<td>34%</td>
<td>18%</td>
<td>$59,100</td>
<td>25%</td>
<td>33%</td>
<td>13%</td>
<td>49%</td>
</tr>
<tr>
<td><strong>Alabama Opportunity Zones</strong></td>
<td>51%</td>
<td>30%</td>
<td>$42,500</td>
<td>18%</td>
<td>41%</td>
<td>15%</td>
<td>55%</td>
</tr>
<tr>
<td><strong>7th District Opportunity Zones</strong></td>
<td>78%</td>
<td>35%</td>
<td>$35,800</td>
<td>16%</td>
<td>46%</td>
<td>16%</td>
<td>60%</td>
</tr>
</tbody>
</table>

To learn more, visit [eig.org/opportunityzones] // Contact: info@eig.org
U.S. Opportunity Zones

Data Notes

Minority Population reflects the share of the population that does not identify as white, non-Hispanic.

Bachelor's Degree + reflects the share of the population age 25 and older who hold a bachelor's degree or higher.

Adults Not Working reflects the share of the population age 25 to 64 not working (i.e. either unemployed or not in the labor force).

Housing Vacancy reflects the share of housing units that are vacant, adjusted for recreational, seasonal, or occasional use vacancies.

Rent Burdened reflects the share of renter-occupied households that spend 30%+ of their household income on housing.

Businesses and jobs data sourced from ESRI, 2017 data. All other data sourced from the American Community Survey, 2013-2017 data.

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</thead>
<tbody>
<tr>
<td>United States</td>
<td>39%</td>
<td>15%</td>
<td>$70,900</td>
<td>31%</td>
<td>8%</td>
<td>51%</td>
</tr>
<tr>
<td>Average U.S. Opportunity Zone</td>
<td>56%</td>
<td>29%</td>
<td>$44,700</td>
<td>18%</td>
<td>36%</td>
<td>13%</td>
</tr>
</tbody>
</table>

National average statistics do not include U.S. territories.
Congressional Tax Writers: House Ways and Means Committee

- Chairman Neal (D-MA)
- Rep. Lewis (D-GA)
- Rep. Doggett (D-TX)
- Rep. Thompson (D-CA)
- Rep. Larson (D-CT)
- Rep. Blumenauer (D-OR)
- **Rep. Kind (D-WI)**
- Rep. Pascrell (D-NJ)
- Rep. Davis (D-IL)
- Rep. Sanchez (D-CA)
- Rep. Higgins (D-NY)
- Rep. DelBene (D-WA)
- Rep. Chu (D-CA)
- Rep. Moore (D-WI)
- Rep. Kildee (D-MI)
- Rep. Boyle (D-PA)
- Rep. Beyer (D-VA)
- Rep. Evans (D-PA)
- Rep. Suozzi (D-NY)
- Rep. Panetta (D-CA)
- Rep. Murphy (D-FL)
- Rep. Schneider (D-IL)
- Rep. Horstford (D-NV)
- Rep. Gomez (D-CA)
- Ranking Member Brady (R-TX)
- Rep. Nunes (R-CA)
- Rep. Buchanan (R-FL)
- Rep. A. Smith (R-NE)
- Rep. Marchant (R-TX)
- Rep. Reed (R-NY)
- **Rep. Kelly (R-PA)**
- Rep. Holding (R-NC)
- Rep. J. Smith (R-MO)
- Rep. Rice (R-SC)
- Rep. Schweikert (R-AZ)
- Rep. Walorski (R-IN)
- Rep. LaHood (R-IL)
- Rep. Wenstrup (R-OH)
- Rep. Arrington (R-TX)
- Rep. Ferguson (R-GA)
- Rep. Estes (R-KA)

* Denotes Congressional champion for OZ reporting Bill (H.R. 2593)
Congressional Tax Writers: Senate Finance

- Chairman Grassley (R-IA)
- Sen. Crapo (R-ID)
- Sen. Roberts (R-KS)
- Sen. Enzi (R-WY)
- Sen. Cornyn (R-TX)
- Sen. Thune (R-SD)
- Sen. Burr (R-NC)
- Sen. Isakson (R-GA)
- Sen. Portman (R-OH)
- Sen. Toomey (R-PA)
- Sen. Scott (R-SC)*
- Sen. Cassidy (R-LA)
- Sen. Lankford (R-OK)
- Sen. Daines (R-MT)
- Sen. Young (R-IN)*

- Ranking Member Wyden (D-OR)
- Sen. Stabenow (D-MI)
- Sen. Cantwell (D-WA)
- Sen. Menendez (D-NJ)
- Sen. Carper (D-DE)
- Sen. Cardin (D-MD)
- Sen. Brown (D-OH)
- Sen. Bennet (D-CO)
- Sen. Casey (D-PA)
- Sen. Warner (D-VA)
- Sen. Whitehouse (D-RI)
- Sen. Hassan (D-NH)*
- Sen. Cortez Masto (D-NV)

*Denotes Congressional Champion for OZ reporting bill (S. 1344)

Note: Senator Booker (D-NJ) is the lead Democratic champion of Opportunity Zones
Congressional Leadership

- Speaker Pelosi (D-CA)
- House Republican Leader McCarthy (R-CA)
- Senate Majority Leader McConnell (R-KY)
- Senate Democratic Leader Schumer (D-NY)
- Chairman Grassley (R-IA)
- Ranking Member Wyden (D-OR)
- Chairman Neal (D-MA)
- Ranking Member Brady (R-TX)
Opportunity Zones Reporting Requirements:

Opportunity Zone **reporting requirements** are critical for collecting data from investors and stakeholders to measure the effectiveness of the tax incentive.

We want accurate national data to back up what we are seeing across the country in opportunity zones.

Without data collection to demonstrate the effectiveness of the incentive—negative outliers could dominate the headlines and distract from the intent and successful projects around the country.

**Make an Ask:** Will you cosponsor S.1344/H.R.2593 to require Treasury to collect opportunity zone data?

Examples of other potential future legislative asks: Extending Opportunity Zone tax incentive for additional year; creating new legislation to allow Governors to re-designated zones.