

# Is the Big, Bad Wolf at the Door?

Florida ALHFA Annual Conference  
July, 2017

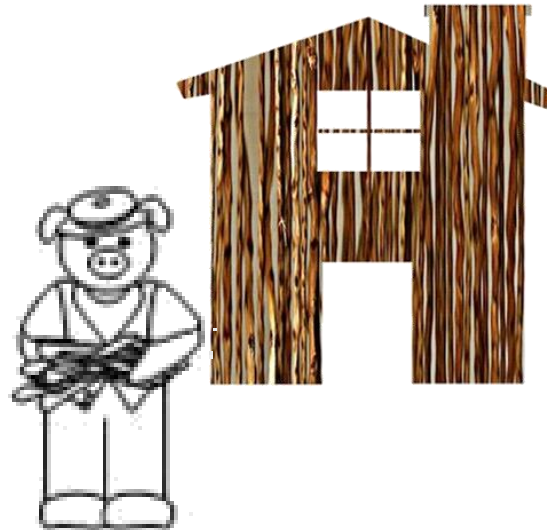
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# Is the big, bad wolf at the door of a house made of...

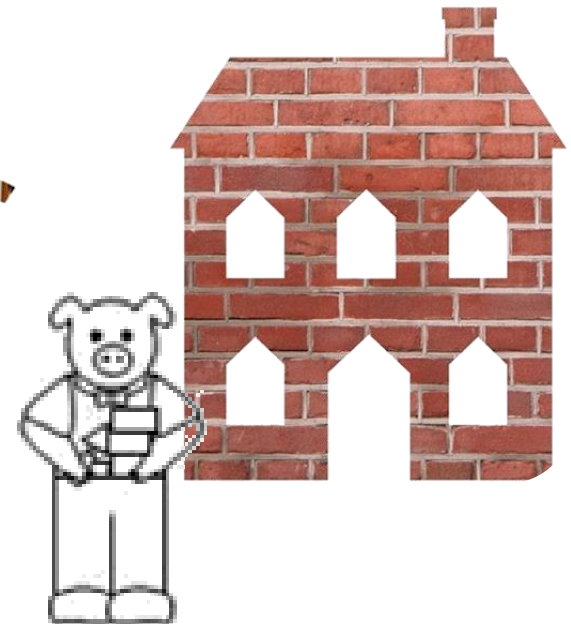
Straw?



Sticks?



Bricks?



Did you build your house well?

# Why is the wolf at the door?



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# To avoid bad press

The primary way to avoid bad press is to

## **do a good job:**

- At least once a year, do an internal assessment {SWOT} about the job you are doing.
- What changes could you implement to improve your practices or your programs?
- Longer term affordability?
- Use all the funds you have available? (FHFC example)

# But doing a good job,

Is not always going to keep the wolves at bay.



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# Optics:

- What something will look like to the outside world
- It may be legal, but does it pass the “front page test?”



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# Be prepared

There are a number of ways to be prepared so that you do get good press or prevent bad press.

Number one rule is to have a good relationship with the media.

How do you do that?





# Having a good relationship with the media

- Treat the media with respect
- Take reporters' calls – do not keep them waiting
- If you can't speak right away, let them know that you'll get back to them. Do it quickly!
- Remember that reporters are on tight deadlines
- Listen carefully to the reporter
- Give them whatever background info they need to fully understand the topic



Two things you should never do:  
The first thing is:  
Never lie.



AND PROSPERITY  
1776













# Lying to the Press....

- “I didn’t get any sun, “ he told the media  
Yet, the media had irrefutable evidence (photos)  
“He did not get any sun,”  
(Christie’s spokesperson, Brian Murray said....  
“He had a baseball hat on”



The second thing you should  
never do:  
Never say “No comment”

# When you say..



“No  
comment.”

They  
think,  
“Guilty!”

# How to prepare for an interview

- 1. Have Spokesperson identified
- 2. Avoid jargon
- 3. Know what you want to achieve
- 4. Announce your news first
- 5. Ensure that you are understood

# Editors and reporters

- The difference between editors and reporters
  - An editor has more time to talk and to understand an issue. Sadowski Trust Funds, for example.
- Letter to the editor
- Op Ed
- Editor can provide protection from a reporter with a biased agenda (one who won't listen to the facts)
- Email can also provide protection from a reporter who has a gotcha' agenda.

# Crisis Management

- 1. Provide a quick and accurate response to set the record straight.
- 2. If corrective action is needed, take that action, and communicate the corrective actions taken.
- 3. Deliver that message to key stakeholders; don't leave an information vacuum.
- 4. Provide a consistent message to anyone who might be asked about the incident (FHFC example)

# Ongoing Post Crisis

Establish such a good reputation that when a crisis does occur, your agency is trusted.

- Tell your own story.
- Publicize your successes.  
Groundbreakings/ribbon cuttings.
- Include elected officials.
- The community and the media should understand the value and importance of your work.

# Our Thanks to the Florida Housing Catalyst Program



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