Narrative Shift: Storytelling, Homelessness, and the Media

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Barriers to Progress

What America Believes About Homelessness
Health messages and messages that emphasize the possibility that anyone could be homeless are the most believable, with at least two-thirds agreeing. Messages focused on systemic causes were still believable to the majority of people. If the homelessness sector wants to speak authentically and build credibility, it needs to ground the messages it sends and the stories it tells in the humanity of the people it serves.

![Believability Chart]

**Believable**

STRONGLY/SOMewhat Agree

- Happen to Anyone: 77%
- Recovery: 70%
- Health: 70%
- Same Struggles: 66%
- Economic: 60%
- Systemic: 57%
- Self-Sufficiency: 56%
- Discrimination: 54%
- System Success: 46%

Q6: [MESSAGE STATEMENT]. Keeping the above message in mind, how much do you agree or disagree with the following statements? TOTAL: TJB SUMMARY
A Bigger Vision Films
Don Sawyer, Tim Hasko
SHOULD I DO A MEDIA INTERVIEW?

KEEP IN MIND

You are the expert when it comes to your own life story.

You don’t have to give your last name.

You can decline to answer certain questions.

You can change your mind at any time.

You can ask the interviewer to send you some of their questions ahead of time.
GOOD THINGS TO CONSIDER BEFORE YOU DECIDE

1. What personal strengths & successes would you like to share?
2. Are you willing to be photographed?
3. Do you have any outstanding warrants? Do you have any other legal reasons you want your whereabouts known?
4. Do you have any safety reasons that you may not want your whereabouts known
5. Do you have children? Have you talked with them about the interview?
6. Do you have things that you want to keep personal from the reporter?
Question & Answer
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