



Offering Framing Feedback

Reframing Housing and Community Development

This worksheet is a guide to identifying areas for improvement as well as effective framing strategies at work in communications. Offering feedback on these points is a critical piece of building organizational and individual strategic framing capacity. Framing feedback has the added benefits of building awareness of the importance of language cues, helping communicators effectively frame why their work matters, adding tested framing strategies to communications, and building capacity to evaluate framing in the future.

Use this worksheet to review products like social media posts, editorials, fact sheets, reports, policy statements, grant applications and brochures; any form of outreach communications is an opportunity to frame.

Step 1: Check your document for communications backfires.

Understanding what framing choices may backfire or cue up unproductive cultural models—deeply held, shared assumptions surrounding a social issue— is a key step to framing issues effectively. Read your document and search for language that might reinforce unproductive assumptions about housing. Make the following notes:

- Circle any passages that strike you as invitations to default to unproductive cultural models.
- In the margins or on a separate sheet, name the cultural models in the *Swamp of Housing* that these passages may activate. For example, *Corrupt and Inefficient Government*, *Consumerism* (a home is another product you buy/if you can't afford one, tough), and *Fatalism* (this problem is too big to solve) are all problematic assumptions.
- Underline any words or phrases that are crisis-oriented.

Step 2: Establish what is at stake.

Well-framed communications use values to show why an issue is a matter of public concern. Read your document a second time and make the following notes:

- Identify any passages that use a value to explain the issue's collective importance.
- Label any uses of the *Regional Interdependence* (we are all connected) or *Fairness Across Places* (where we live should not prevent us from thriving) values.