

APA Messages and “Opposition” Messages For Media Training at Fall Leadership Meeting Buffalo, New York

Overview

Good planning is integral to treating all residents fairly and building communities of lasting value. To achieve well-planned communities, planners must have the ability to use a number of different redevelopment tools, including eminent domain. The debate over the use of redevelopment tools has been fueled by recent U.S. Supreme Court decisions, including *Kelo*. These court decisions have opened the debate about redevelopment to a larger audience.

State legislatures and the federal government are currently re-examining redevelopment methods and uses. Since planners are trained in the use and application of redevelopment tools, it makes sense that they share their knowledge and perspective with this greater audience. This debate also provides an opportunity for planners to communicate broader messages about planning, the tools good planning requires and the benefits derived from good planning.

APA Messages on Eminent Domain

- Eminent domain is an important redevelopment tool that can be used to improve cities and older suburbs – specifically to create jobs, revitalize economies and improve quality of life.
- APA believes eminent domain should always be used as a tool of last resort. That said, eminent domain can, when used appropriately, help achieve a greater public good that benefits the entire community.
- For nearly 200 years, communities have used eminent domain to improve their economies and create jobs.
- Redevelopment policy that guides the use of eminent domain should be improved and reformed.
- Redevelopment reform is rightly a state responsibility.
- The use of eminent domain should be guided by a community's comprehensive plan and a participatory planning process.



**APA Media Training
2005 Fall Leadership Meeting
Buffalo, New York**

Bridging Terms

- I can speak to...
- My particular expertise is in...
- Let me put that in context...
- You make a good point, however...
- What is really important to understand is...
- Let me get back to you in ...
- I can't respond to a hypothetical, but what I can tell you is that...
- I appreciate that perspective, but my experience has been...
- In fact...
- The way planners view this is....



APA Media Training Worksheet

Your Three Key Messages About Eminent Domain

For purposes of this exercise, assume that your target audience is politically active and influential citizens who get their news from the media outlet that is interviewing you. Choose three key messages you wish to convey.

1: _____

2: _____

3: _____

Proof Points

For each of your three key messages, draw on your personal or professional experience to come up with factual or emotional stories that make your messages relevant, memorable and believable to your target audience. List those proof points below.

First Key Message Proof Points: _____

Second Key Message Proof Points: _____

Third Key Message Proof Points: _____

