Where Will We Live

Stories from the residents of affordable housing

Tai Coates

Media Campaign Organizer

National Housing Trust



About WWWL

CAPTURING, AMPLIFYING AND SHIFTING A NARRATIVE.

Resources for affordable housing are at risk. Where Will We Live is designed to change the way we advocate by building a broader coalition beyond traditional housing stakeholders.

Affordable housing residents, property staff, maintenance crews and community members in numerous states across the nation each have breathtaking stories on how stable housing has impacted their lives and community.

This campaign amplifies their voices and arms them with the knowledge to take action to ensure affordable housing resources are protected and expanded.



Story Collecting





What Makes a Good Story?

Relatability: The more people identify with a story, the more likely they are to be persuaded.

Drama: Stories with emotional dynamics catch the audience's attention. For our purposes, stories should have a barrier that the storyteller needs to overcome.

Immersion: The more the audience can put themselves into a story, the more likely they are to change their opinions. A story with a "that could happen to anyone" component is very powerful.





Example: Randi Horst







Example: Ebony Sheftall







Example: Kathy Myers







Tools and Resources

What We're Working With

Personnel

- 1 dedicated videographer
- 2 part-time coordinators

Equipment/Programs

- 1 DSLR Camera & tripod
- 1 external audio recorder
- Lapel microphone
- Wireless audio receiver
- Adobe Premiere
- Adobe Audition

Time

- 1 full-time staff
- 3 part-time staff

Connections

- Access to all our own properties
- Direct relationships with dozens of other developers

The Basics

Personnel

 2 people who know how to operate a smartphone

Equipment/Programs

- Two smart phones (one for video, one for audio)
- A cellphone tripod
- Microsoft Movie Maker (Windows) or iMovie (Mac)

Time

2 part-time staff

Connections

 Relationships with developers or owners OR relationships with other orgs that can connect you to their relationships





From Concept to Video: Step-by-step

- 1. Identify your target audience.
- 2. Identify a location.
- 3. Explore already established relationships with developers in that area.
- 4. Connect directly with the group you will be working with.
- 5. Visit and conduct interviews
- 6. Edit, review and publish!







Key Takeaways

- Storytelling is an effective way to engage audiences, convey information and influence people without using overt persuasion.
- A great story and storyteller features drama, relatability and immersion.
- You don't need fancy equipment. Storytelling can be done by anyone.
- Preparation sets everyone up for success
- Good audio is key

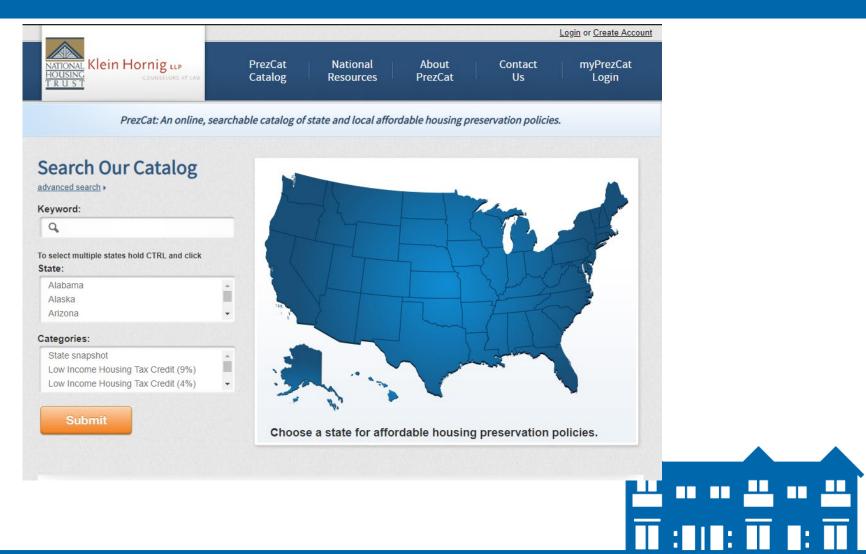


PrezCat





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Tai Coates

Campaign Media Organizer

Email: tcoates@nhtinc.org

Phone: 202-333-8931*138

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