

POLICY INNOVATION

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# Where Will We Live

Stories from the residents of affordable housing

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# 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



Randi Horst

Sassafra Terrace Resident



# Example: Ebony Sheftal



Ebony Sheftal

Activities Coordinator  
South Point Crossing



# 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



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