



Housing Story-Telling: Spokesperson Profiles

One way we can seek to change representations of marginalized groups in the media is through (attempting to) direct reporters on the stories we want them to tell.

One way we can do this is providing a spokesperson profile, where we can literally give them information on what we want them to share. Like all things with traditional media, we need to remember to keep it to the point and keep it short!

Here's how to make one - and feel free to edit this process for what works for you!

1

Do the Story-telling Prep Kit with the spokesperson.

The prep kit gives the spokesperson the chance to make decisions about the story they want to tell and choose how they want to be identified. You can then use that to write the profile.

2

Introduce the spokesperson.

Write one or two sentences introducing the spokesperson and naming the identities they wish to share.

3

Include background on their housing story.

You can help the reporter tell the story we want to tell by including background - such as how long this person has lived in their home or neighborhood. This is a chance to make sure the reporter knows positive meanings about this person and their community.

4

Describe the cause of the issue.

Give one or two sentences about the issue and why it is happening. This is a place to clearly explain how financialization is happening.

5

Give a solution and talk about what it means.

Give one or two sentences about what would solve the problem AND tell what impact it would have on this person and their community. This is a place to talk about the kinds of stability that home creates that we are fighting for.

6

Include a photo and make it count.

Include a photo of the spokesperson that conveys the meanings of home that are important to them. You might have to stage this photo - but the visual communication is important that it is worth doing if possible. Give the photographer name and contact info if the photo can be used for publication.

On the next page is a sample Spokesperson Profile that is completely made up. Feel free to use it as a model if it is helpful!

SAMPLE

Spokesperson Profile:

Juanita Robles is a Latina tenant and member of [Community Organization]. She is a healthcare worker, a mother, and loves to cook.

Ms. Robles has lived in the Elmdale neighborhood of East Oakland for twelve years, on a quiet street where she talks to her neighbors and walks her children to school.

Ms. Robles home was bought up by the private equity firm Blackstone, who have failed to make repairs while raising the rent. Ms. Robles faces another rent increase from \$2000/month to \$2500/month and she cannot afford to pay that increase on her salary working at [Name of] Hospital.

She is calling on the City of Oakland use their eminent domain powers to buy her home and place it into permanent affordability for the health and safety of her family and their community. Neighbors who know each other keep each other safe and Ms. Robles wants to continue to raise her children in their community, where they have friends, and walk to school.



Photo can be published. Photographer: Emma Smith, emma@email.com