



Quality Affordable
Housing Communities

Podcast – Yes or No?

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Eden Housing

- Celebrating 50 years!
- 10,776 affordable units / 159 properties
- Property Management
 - 132 Properties - Family, Senior, Disabled
 - 8,606 units under management



Podcasts: Things to Consider

- Dedicated internal staff
- External production
- Budget - \$2,500-\$3,500 for each podcast
- Targeted audience
- Platform capability
- Marketing Platforms



Developing Content

- Goal
- Audience
- Variety to appeal to wider range of listeners
- Frequency and Length
 - Affordable Housing Podcast
 - 50 Stories Campaign



50 Stories Campaign

- Campaign Summary
- Why Stories?
 - Housing issues = high priority
 - Tool to articulate the impact
 - Advocacy work
 - Positive shifts in attitudes/'Friendraising'

50stories.edenhousing.org

#affordablehousing

#50stories

#HomeMatters



