Podcast - Yes or No?

Jennifer Reed
Director, Fund Development and Public Relations
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