

# Owned: A Tale Of Two Americas



Impact Plan  
Roza Chervinsky & Anika Hussen

# Run-Down

*"Owned* is a fever dream vision into the dark history behind the US housing economy. Tracking its overtly racist beginnings and its unbridled commoditization, the film exposes a foundational story that few Americans understand as their own."



Giorgio Angelini  
Director





Jimmy Silvestri  
Levittown Resident

Greg Butler  
Baltimore Resident





**42 %** | BLACK HOME OWNERSHIP



**70 %** | WHITE HOME OWNERSHIP

1940 1950 1960 1970 1980 1990 2000 2010 2016

# Art Vision + Impact Vision

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**Art Vision: Create a funny emotionally destabilizing fever dream film**

**IMPACT VISION: Raise awareness and interest in the issue of the U.S. racialized housing economy**

# Screening

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- Average Sized Crowd (50-100 people)
- Q&A included just the director
- Subjects were there for the screening, among other colleagues

# Goals

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- **CHANGING MINDS:** Spread awareness and educate about America's racialized housing economy in US metropolitan areas with known socioeconomic disparity
- **BUILDING COMMUNITIES:** Build and promote community events for open intersectional collaboration/communication
- **CHANGING STRUCTURES:** Put forth new or revised policies/programs that can overtly protect the right to equal ownership and wealth producing.

# HOW?!?! ---

- Screenings + Q&A's
  - In Levittown Public Library, Baltimore Carroll Park, Baltimore Alexander Hamilton Elementary, and John Jay College in New York
- Meet Politicians and give proposal on policies that should be implemented
- Have Publicly Broadcasted talks on the topic (NPR, MSNBC)
- Work with established Programs (Solid Ground, HERA-Housing and Economic Rights Advocacy)
- Hire publicists and celebrities to spread the word
- Work with corporations to receive neighborhood development grants



# Budget (Travel)

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(meeting with partners/policy-makers/celebrities)

## Flight and Expenses:

- California: \$600 per person per day
- Washington D.C.: \$320 per person per day
- Long Island/New York.: \$0 - \$60 per person per day
- Maryland: \$400 per person per day



# Budget (Screenings)

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University Venues (4 screenings, 3 hours each):

- \$150 per hour fee TOTAL: \$3,600

Park Outdoor Viewing (4 screenings, 3 hours each):

- \$25 Registration Fee TOTAL: \$300



Public Libraries Viewing (4 screenings, 3 hours each):

- \$150 per hour fee TOTAL: \$3,600

**Average Overall Total: \$143,410**

# WHO'S GONNA HELP!?!?!?

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- Richard Rothstein - Specializes in federal, state and local policies in segregated metropolitan areas nationwide
- Angela Hanks - Director for Workforce Development Policy on the Economic Policy team at the Center for American Progress, focusing workers' policy
- Elijah Cummings - Maryland 7th Cong. Dist. Representative
- Peggy Marengi - Levittown Public Schools Board of Edu; year-to-year 2.7% budget increase



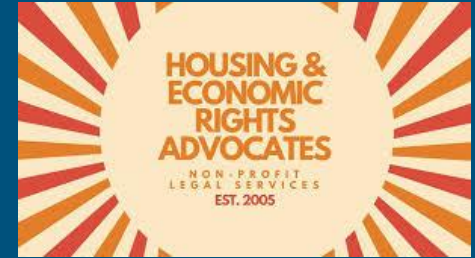
# NO ONE'S GONNA EVEN KNOW ABOUT THIS::((((



- Distribute to Netflix, Youtube, PBS
- Non-theatrical screenings in New York, Baltimore District 9, Levittown, Fort Greene Brooklyn - more specifically Levittown Public Library, Baltimore Carroll Park, Baltimore Alexander Hamilton Elementary, and John Jay College in New York
- Michelle Obama and Brad Pitt have already supported racial and housing equality movements so their Social Media with hashtags #StandforFairHousing and #RemovetheRedLines



# DO PROGRAMS EVEN EXIST???!!!!?



- Self Help - Nonprofit loan fund advocate for community development
- CLASP (Center for Law and Social Policy) - Non-partisan non-profit advancing policy solutions for low-income people
- Solid Ground - help families keep or obtain housing & get support to overcome poverty & thrive
- HERA (Housing and Economic Rights Advocates) - Provide free legal services, consumer workshops, professional training and organizational workshops





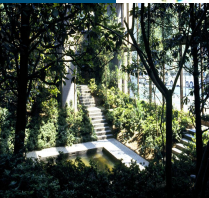
# WHO'S GONNA PAY FOR ALL OF THIS??!!?!?!?

- The Ford Foundation - "Cities and Regions" improving community grants go from \$50,000 to 3 million
- Open Society Foundations - Supports civil society groups globally to advance justice, education and public health
- J.P. Morgan Chase - Launched PRO Neighborhoods, \$125 million 5 year initiative to solve issues of distressed neighborhoods in the U.S.



**FORDFOUNDATION**

*Working with Visionaries on the  
Frontlines of Social Change Worldwide*



JPMORGAN  
CHASE & CO.

**PRO  
Neighborhoods**



# Evaluation: WHERE ARE WE GONNA GET THE INFO?!!!?

CENTER for  
COMMUNITY  
CAPITAL



THE UNIVERSITY  
of NORTH CAROLINA  
at CHAPEL HILL

- UNC's Community Advantage Program -- conducted long-term study of the nearly 50,000 low- and moderate-income/minority homeowners to identify specific lending practices and policies that enable or inhibit successful homeownership
- Freddie Mac: Annual Evaluation of Housing and Economic Correlation (focusing on lower income communities)
- Consumer Financial Protection Bureau -- Administers Center for American Progress annual issues, race, economic reports



# Evaluation: Awareness/Involvement of Racialized Housing

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- Survey asking demographic questions; Quantify range of audience
- Amount of likes/shares/engagement on our celebrity/social media campaign posts (ie. FaceBook insights) \*See if other celebrities are joining
- Quantitative data from general public, either in-person or mass email (ie. in target communities like in Levittown, Baltimore etc.)
- Keep track of mentions of racialized housing issue in media/publications (tone)



# Evaluation: Build Relations Between Community Groups

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- Record increase/decrease of attendees to our partner, CLASP's events/workshops
- Monitoring the meeting holdings or leaders creating new organizations/groups to combat the community disconnect (ie. Levittown Community Barbeque)
- Look out for cross-sectional collaboration between groups like between the larger Levittown Community Council and Long Island Center to hone into community housing

# Evaluation: Policy Implementation

## Protecting Equal Ownership

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- If invited to screen *Owned* at a larger policy-maker council, develop a detailed record of who attended (ie. party affiliation, location of representation, title etc.)
- Keep track of the oversight and legislative hearings to see the progress on the racialized housing issues (if possible, attend a hearing/session)
- Keep track of political social media and news outlets for related legislation passing (ie. what sub-issues are being resolved and to what specific degree)

# So, Something Can Be Done?

Yes.

