

Radio Pitch Sample

Davis Land

In Detroit there is a house occupied by a woman named Auntie Na. More specifically, this house is in Highland Park, a city within a city surrounding a former Ford plant. It is a heavily impoverished area. This house acts as the basecamp of Auntie Na's outreach program, a community built support network that is changing and affecting the community in a very really way. This program comes into the wake of defunded and ineffective social programs. Auntie Na writes on her blog that, "in [these program's] attempt to conform to the expectations of foundations and the criteria for government assistance, many institutions end up excluding and ignoring huge populations of marginalized people."

The central element that keeps Auntie Na's program alive and effective is that it is community based, a grassroots movement. The backyard acts as a community garden, members of the neighborhood staffing and supplying the effort to their own ability. The house also functions as an informal daycare, a clothing and food distribution point, a shelter for those who are temporarily displaced via dangerous situations, a social justice organizing point, and just generally a tight-knit community center. Auntie Na, despite being in much the same economic situation as her neighbors, regularly makes trips to the food bank to deliver food door to door to her neighbors.

In this story, interviews from Auntie Na and others involved with her program would air, exploring the details of their work, why they do it, their background, and how they see their community growing. The story would also take a look at other government funded or private non-profit programs, exploring where those fail and why this grassroots program succeeds, hoping to ask questions and create a dialogue on effective community outreach and repair.