



OBJECTIVES:

Hear, Here has six objectives with action plans and measurable components to make sure that we offer a strong contribution to our community after the project has been completed:

1. OBJECTIVE: REPRESENT ALL POPULATIONS AND EXPERIENCES, ESPECIALLY THOSE THAT ARE HISTORICALLY UNDERREPRESENTED.

Action Plan:

- Make a comprehensive list of all the identities in the area of research. Throughout the story selection process check back to see if people with a diversity of identities are represented.
- While selecting stories, ask these questions:
 - What population does this represent and how visible are they in our community?
 - Does the story tell us something we did not know about the neighborhood?
 - Is the experience of this story already represented, underrepresented or overrepresented both in other Hear, Here stories and in the standard narrative about the area?
 - Hear, Here does not participate in tokenism. We do not seek to have only one story from each historically underrepresented group but multiple stories to help to show the diversity of experiences and opinions of any given identity. Furthermore, while we seek to redress the historical erasure of certain identities, interviews or stories do not have to reflect these identities.

Measurable:

Keep a running tally of identities and type of story or experience represented. If it is possible to build a tour (3-4 stories) about a given subject we have a fuller picture of the issue at hand.

2. OBJECTIVE: MAINTAIN A CONSTRUCTIVE ATMOSPHERE FOR THE DISCUSSION OF CONTROVERSIAL TOPICS

Action Plan:

- Come to a group consensus about which stories are suitable to be chosen and which are not. Discuss the issues brought up by each story.
- Do not accept stories that include hate speech against a person, group or community. No one is allowed to enact racism, xenophobia, homophobia, transphobia, biphobia, or sexism through the project. Any time a slur is used it must be in the context of someone experiencing the phobia and their reaction to it.
- Do not exclude stories that may cause controversy.
- Create a statement on all publicity materials regarding controversial topics that explains that the project is a platform upon which personal experiences and opinions are shared for the greater good of the community, not to harm any one person or group.
- Oral history stories that have not been recorded as part of the Hear, Here project can include language considered offensive today. We have chosen to review and edit out offensive, outdated, and/or insensitive language if it is not integral to the story. Full interviews are available in the original repository for those who would like to hear unedited versions.

Measurable:

For the most part, controversy means we are doing something right. Keep track of the dialogue about the project to verify that no harm is being done by monitoring the complaints we receive and reviews people are giving the project on the website and in media.

3. OBJECTIVE: PROMOTE RELATIONSHIPS BETWEEN PEOPLE AND COMMUNITY SPACES.

Action Plan:

- In a pre-interview meeting, bring the narrator to the space they will speak about to tell their story and get oriented. Later do the interview in a quiet place.
- Center the stories around the place by reminding the interviewee to bring their tale back to the space. Have them direct where the listener should be looking, what they should be picturing, what time of day or night it is etc. Also have the narrator say their full name, who they are in the community and why their story matters.
- Avoid choosing stories that have little to do with place.
- Consider locations like parking lots or parks that may seem insignificant but have deep historical roots. For example in London Ontario, a parking lot was once the location of a fugitive slave chapel.

Measurable:

Keep a detailed map of the locations of stories with the story numbers to be updated as the project develops. Also keep a detailed table that includes: narrator, story number, story topic, post location, is there a transcript? Are there associated photographs? Are they uploaded to the website? Are they in the phone system? Is the archive file complete?

4. OBJECTIVE: GENERATE COMMUNITY INVOLVEMENT AND SUSTAINABILITY OF THE PROJECT.

Action Plan:

- Reach out to citizens beyond the area to come listen to the stories. Advertise at the local and state/province level.
- Plan and coordinate groups to tour the signs (schools, clubs and associations, conferences, special events in the neighborhood such as Doors Open or Bikefest etc.)
- Periodically have the project reviewed by an outside party to assess and direct the project moving forward.
- Develop a sustainability and succession plan to allow the project to continue after the first year(s).

Measurable:

Count the number of participants using the phone system and website, what state/province is using the phone system based on area codes, what countries are using the website based on google analytics. Check the answering machine periodically and note the comments and new story submissions in a spreadsheet. Re-record any relevant new stories submitted via the phone system and website.

5. OBJECTIVE: CREATE A SAFE SPACE FOR SHARING STORIES.

Action Plan:

- Interviewers have written up a proposal for the Human Subjects Review Institutional Review Board and undergone ethics training.
- Discuss with narrator the process of recording and dissemination before interviewing.
- Narrators can retract their stories from the project at any time (including after the signs are up) if they decide not to participate.
- After the story has been edited but before it is up on the website and phone system have the narrators listen to their story.
- If narrators wish not to disclose their names they are free to do so.

Measurable:

Ask the narrator at every step of the process if they are comfortable with the progression of their story and the project. The safety of sharing stories in the larger community will be assessed by whether or not the narrators choose to remain anonymous or whether they want to retract their story.

6. OBJECTIVE: THE PROJECT IS AS ACCESSIBLE AS POSSIBLE

Action Plan:

- Produce a website that will work in conjunction with the street level signs for people who may not be able to physically visit the sites.
- Offer a transcript on the website of all stories for people who have difficulty hearing.
- Make sure all the signs are in an area accessible to all people, making them especially wheelchair accessible.
- Any opening events will be wheelchair accessible.

Measurable:

Use Google Analytics to measure how often people use the transcript as well as the audio recording. Pay attention on tours and at openings to how many differently abled people attend.