



ALMA Workshop 2022 Class

Buford Highway Community Archive

Project Description

February 16, 2022

Summary: We Love Buford Highway is one of ALMA's Workshop 2022 organization of focus. In this document, the agency provides a topline of the proposed project for the class made of local leaders, influencers, and artists.

Project: A community archive built from the collection of short and long-form audio recordings, photography, and/or videography (film) of people who live, work, or play as an immigrant who connects to Buford Highway through lineage, identity, and/or belonging.

A Community's Interest: Through boots-to-ground data collection and a pivot back to the agency's STORY programming pillar, community has revealed not only an interest in hearing immigrant stories of the corridor, but highly value its empowerment and potential positive impacts.

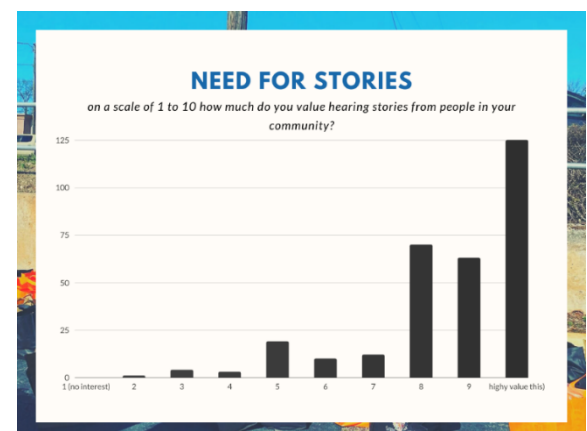
A Problem to Solve: Despite the desire for stories, there are no current archive collection efforts that targets or reaches the immigrant communities of this area. With a mission to preserve the multicultural identity of Atlanta's Buford Highway, the agency realizes the importance of collecting and archiving, and how storytelling can raise awareness to make the intangible cultural values of local human stories into tangible advocacy spokes within the greater preservation wheel, those that can capture real needs for relevant future projects and/or programming.

A 3-Step to STORY: We Love Buford Highway creates a dynamic and comprehensive archive (housed digitally and owned by WLBH) through the following initiatives and existing projects/programs:

1. Collection

The on-going work of WLBH's STORY pillar includes an array of existing methodologies and mediums that best capture the human stories of the Highway. Projects and pipeline include:

- Oral History Project, In Whose Heart is a Highway
- Podcast: Voices of a Highway
- Photography: We Are Buford Highway
- Other programming pillars: Arts & Culture, Care, and Enterprise as initiatives to collect real-time stories



Survey results from August's Feeding Families event, 2021.



2. Archive

Collected stories will be archived by way of a landing site outside of the agency's existing homepage and will serve as a standalone, multilingual community collection and soundboard. WLBH will work with local UX expert to ensure the archive meets user expectations and needs.

3. Mobilize

With the expertise from ALMA Workshop 2022 class participants, WLBH seeks a solution in how best our local communities access the archive in a way that fosters interactivities, perspective gathering, and engagement to delivering a project scope of work that can include (but not limited to) the following:

- Creative directive and concept including nomenclature for the digital archive
- Identifying and explanation of deliverables
- Production timelines
- Instructions and costs

About We Love Buford Highway:

We Love Buford Highway is a charitable, 501(c)(3) nonprofit preserving the multicultural identity of Atlanta's Buford Highway. The organization sees the corridor's communities, a ten-mile stretch that connects three metro municipalities, as the epicenter of an evolving south where immigrant communities thrive for generations. The potential risks and outcomes of activities that impact livelihoods of these communities, are issues where the organization seeks to work. Over the course of the pandemic, the agency served over 96,000 people through Feeding Families and Vaccine initiatives, has collected over 65 immigrant stories, and launched a children's orchestra of 24 elementary students from 11 local district schools. The organization began as an Instagram account to document a changing Buford Highway corridor, internationally recognized for its sizeable immigrant population and businesses. The organization meets its mission through four key program pillars: Story, Arts & Culture, Care, and Enterprise. Learn more at www.welovebuhi.org or on [Instagram](#), [Facebook](#), and [Twitter](#).

