

ABSTRACT

CREATIVE PROJECT: Habitat for Humanity of Madison County: A Working

Example of Advocacy Journalism

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Habitat for Humanity is a global nonprofit organization that creates affordable and sustainable homes for low-income families. This creative project serves to promote the work of Habitat for Humanity of Madison County. As a journalistic piece, given the accepted definition, this project falls short. This project, however, is not meant to be an objective piece of journalism. It is meant to act as a tool to educate, inform and promote. This creative project therefore serves as an example of advocacy journalism. There is not one accepted definition for advocacy journalism but every suggested definition includes the journalist taking an active role in determining a desired result. In other words, the journalist purposefully and transparently adopts a biased viewpoint for some positive purpose. This common understanding found in nearly every suggested definition is the basis for this project. In the case of Habitat for Humanity of Madison County, the journalist presents the organization as a positive way to provide low-income families with homes. Madison County's story is right in history and so is Habitat for Humanity's. This story is told to educate and confirm the need that still exists in America for an organization like Habitat for Humanity.

