

**#ROTTERDAMMERSFORROTTERDAMMERS**  
**→ A GUIDEBOOK ON HOW TO MAKE MIGRANT**  
**HOMELESSNESS VISIBLE IN POLARIZED**  
**MEDIA SPACE**

**BY HANNAH HERMANN & POLINA FELIKSOVA**

# INSTRUCTIONS

## HOW TO USE/UNDERSTAND THIS GUIDEBOOK

The following pages are a guidebook created by us to help the Pauluskerk with ideas on how to reach bigger, newer audiences especially those who have not been supporters of them before.

Based on the interviews conducted one thing emerged that seemed important to all parties: unity. It was mentioned that only by working together the issues could be solved and a fairer representation could be ensured. Using this idea of unity we have decided to create the hashtag #RotterdammersForRotterdammers. This hashtag symbolizes the people of Rotterdam coming together, for their city and their peers. It creates a sense of in-group loyalty, something that is particularly important to more conservative people.

# INSTRUCTIONS

## HOW TO USE/UNDERSTAND THIS GUIDEBOOK

Based on our research results we have created five distinctive ideas for TikToks that the Pauluskerk can create. On the following slides a script for each video is provided as well as some visuals of how it could look like. The text in the script is of course only a suggestion, as parties from outside are involved in the creation of these videos.

The last page offers suggestions for possible collaborations the Pauluskerk could do on their TikTok, to reach even more diverse audiences.

#workingtogether

feeling human

unity

in-group loyalty

**#ROTTERDAMMERSFORROTTERDAMMERS**

being seen

#makeithappen

support

# TIKTOK 1

## SCRIPT

### SCENE 1

Voice from off: "What does it mean to you to be a Rotterdammer?"

Person in picture (standing in the middle): "Hmm that is a good question. Maybe to be open to new cultures"

### SCENE 2

Cut to different person standing at same position, but different location.

Speaker 2: "I think celebrating life, being just happy and enjoying life."

### SCENE 3

Cut again to next person.

Speaker 3: "Oh that is a good one. Probably being multicultural, always meeting new people, hearing new life stories."

### SCENE 4

Cut to next person.

Speaker 4: "Not taking life too seriously. Enjoying the busy character of the city and just going with the flow."

### SCENE 5

Cut to worker from Pauluskerk.

Worker: "For me it means working together, being a community and helping each other. Especially those who need it the most"

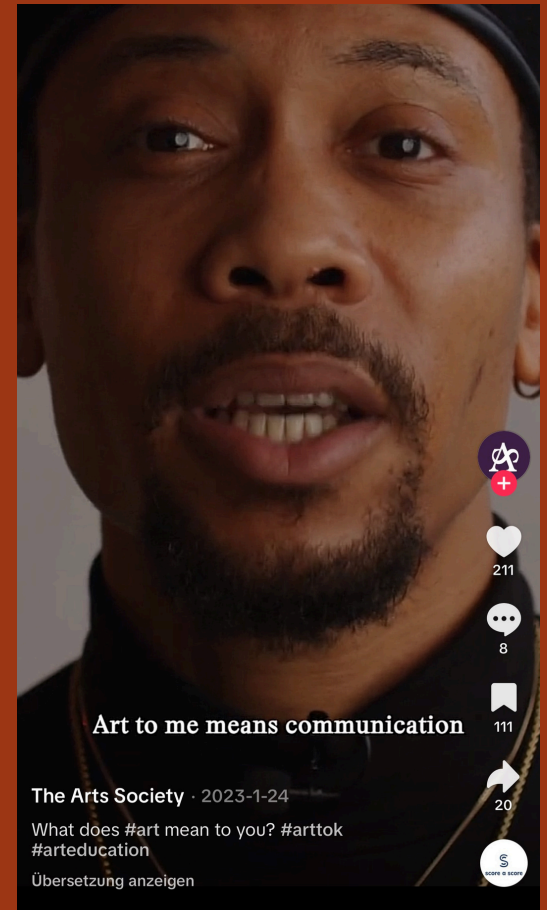
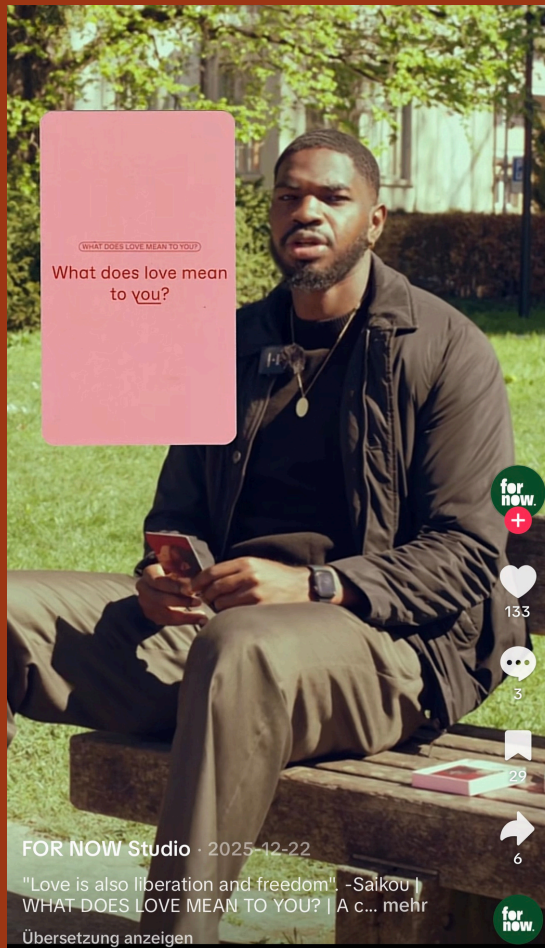
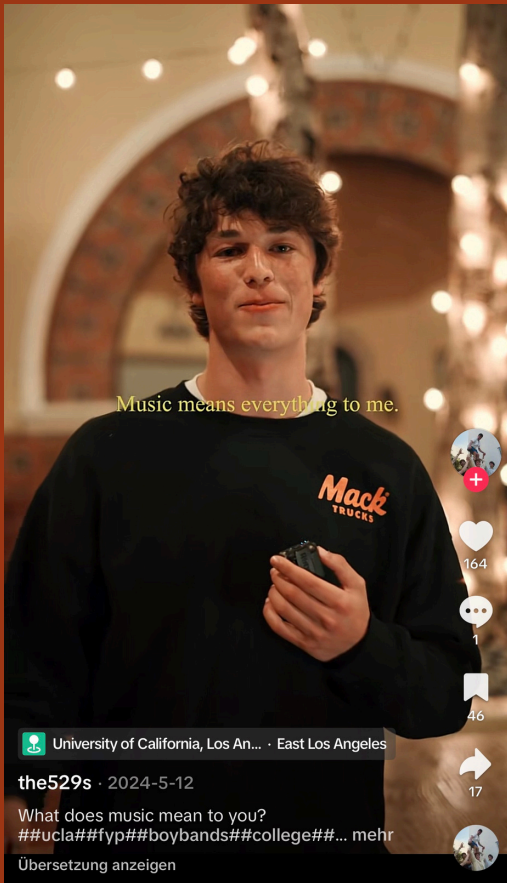
### SCENE 6

Worker still in picture, but camera pans more to side so Pauluskerk can be seen.

Worker: "And this is exactly what we do here. In Rotterdam we hold together, we are there for each other."

# TIKTOK 1

## VISUALS



# TIKTOK 2

## SCRIPT

### SCENE 1

The video shows a shot of the city, with a residential area being shown. Voice from off: “You know what makes me angry? When I step out of my front door and notice that someone once again has pissed against my door. Why do they do that?”

### SCENE 2

Silhouette of a man walking through the city is shown. He is filmed from behind, we can only see his head up until his hips and he is wearing normal clothes. We can hear chatter from other people walking past him.

### SCENE 3

Man suddenly stops. His voice is heard again: “But you know what? I was homeless once and it also could have been me pissing against someone’s door. Do you want to know why?”

### SCENE 4

Video cuts again and it shows public restrooms that have a closed sign or empty spaces where there once was a public toilet. Once again a cut and the window of a shop is shown where it says: “Toilet only for paying customers”

### SCENE 5

Video shows man from behind again, standing in a busy street surrounded by many people. He speaks again: “You know I can now see both sides. I get why people are mad, the rents are insane. You are working hard every day just to make ends meet.

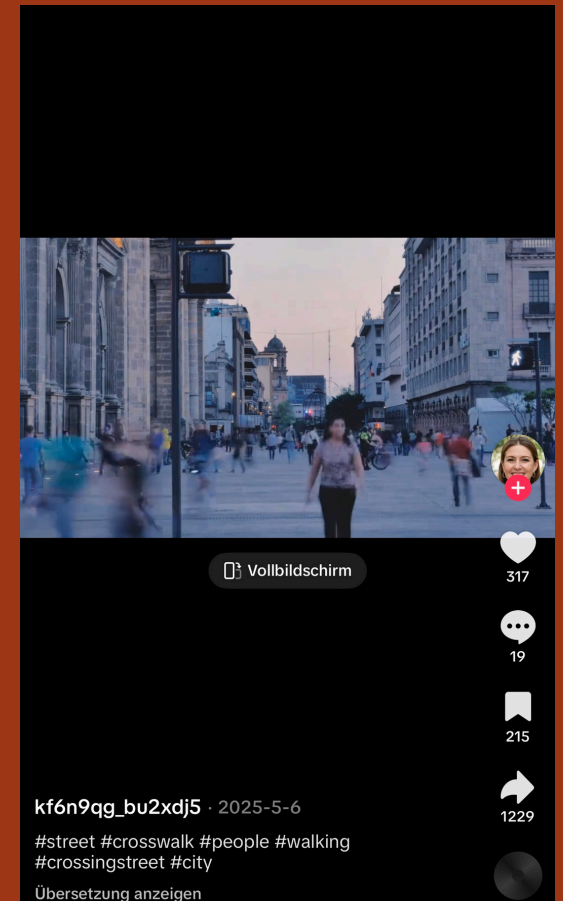
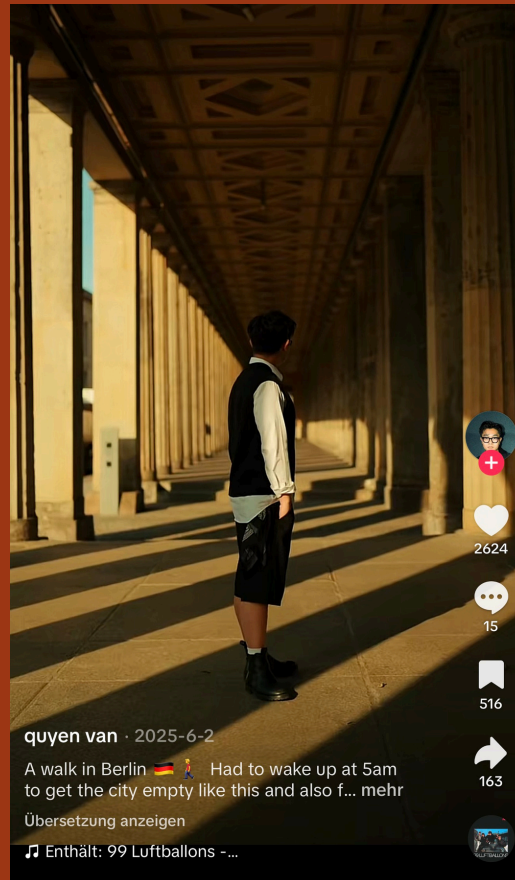
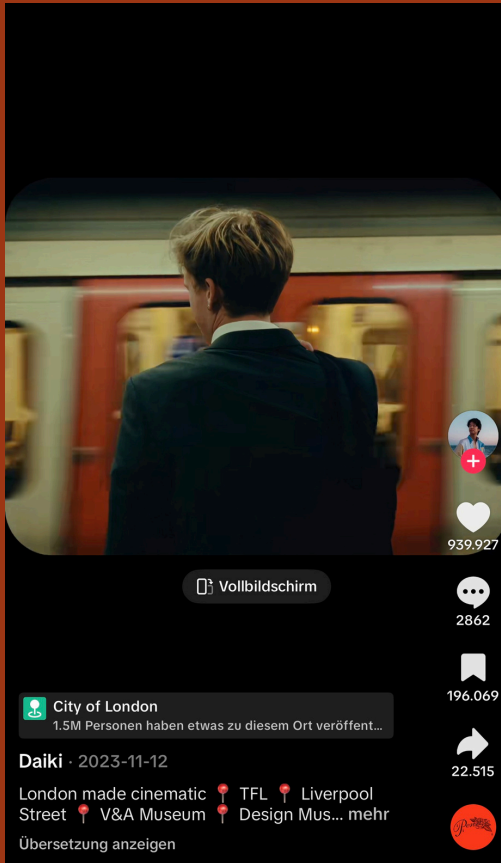
### SCENE 6

And if you’re homeless you simply often just don’t have the choice. Everyone is angry at everyone. But the ones responsible, the ones who are to blame up there, just get away. That’s why we have to stick together. We are one city, Rotterdammers help each other



# TIKTOK 2

## VISUALS





# TIKTOK 3

## SCRIPT

### SCENE 1

The video first shows a public restroom that has a closed sign on it. Then it cuts to another scene where it shows a sign for a public toilet, however that toilet is not there anymore. A cut again and a window of a shop where it says: Toilet only for paying customers

### SCENE 2

It cuts to show a bench where there are railings installed, so you cannot lay down. It cuts to show another bench where during the night spikes get put up, so no one can lay down.

### SCENE 3

The next clip shows a sign saying “No loitering”. It cuts to show another sign where there is written: “No sleeping here” with the sign showing someone on a bench and that being crossed out. The camera zooms in on the sign below “Everything is being recorded”

### SCENE 4

The video then cuts to show a brokerage office and the apartments and houses being advertised and especially the prices. It cuts to show the online advertisements and how much a small room costs + the requirements for it.

### SCENE 5

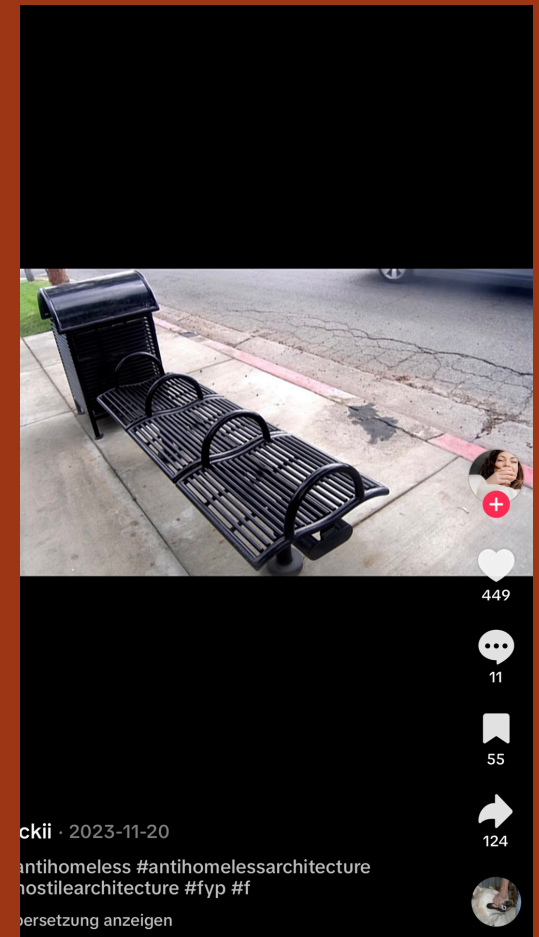
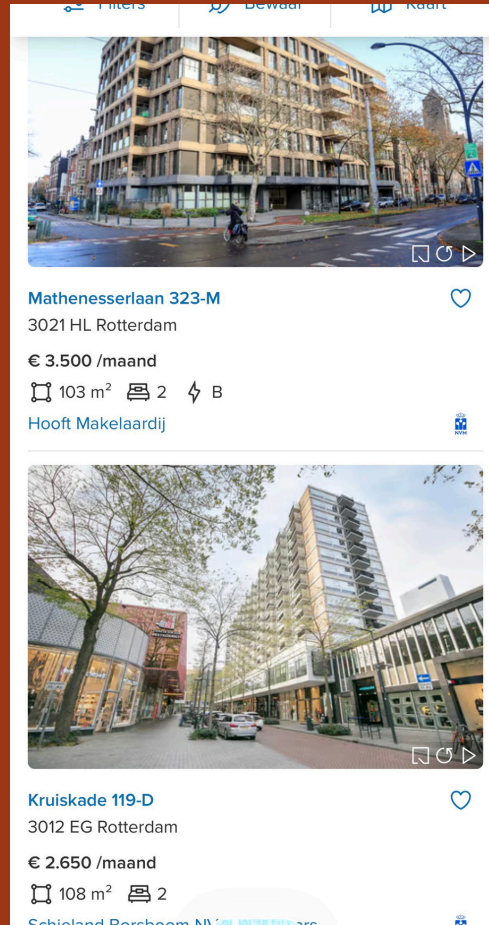
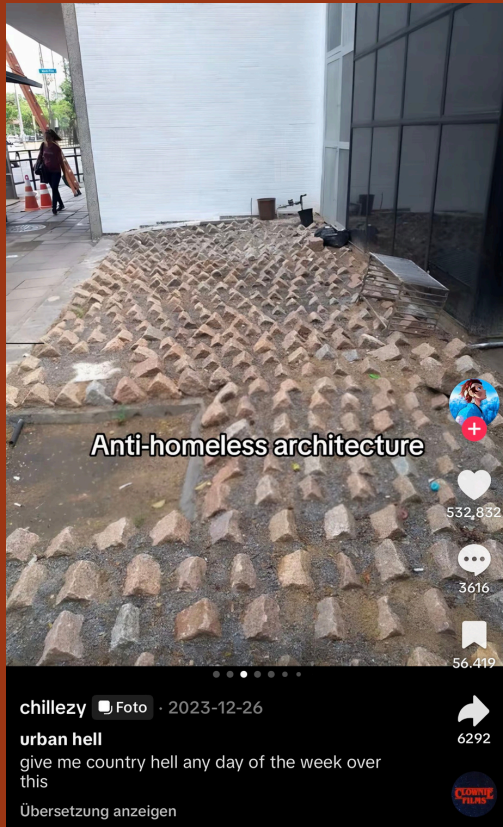
The video cuts to the inside of a shelter that is full with people and it seems that no bed is free. It then cuts to show the outside of another shelter with the sign: “Sorry, we are full”

### SCENE 6

The final scene shows the city during the day and specifically a park, where there are many people meeting up. A text on the screen is shown: Even after all of these “solutions” homelessness is still a problem in Rotterdam

# TIKTOK 3

## VISUALS



# TIKTOK 4

## SCRIPT

### SCENE 1

Voice from off: "How are you doing today?"

Person looking into the camera: "I'm good. I got a job interview today, but the night was a bit rough because it got really cold and there were also some drunk people being really loud and I was a bit scared of them."

### SCENE 2

Voice from off: "You got a job interview? That is really nice!"

Person: "Yeah it is the first time in a long time that someone is giving me a chance again. It is not easy, because they only see the fact that you are homeless and then start to think the worst of you."

### SCENE 3

"But I of course also cannot get an apartment without the job, because the prices are crazy. In the beginning I was sleeping on some friends' couches, but they moved away so now I always try to get a bed in a shelter, but they are often full during these temperatures."

### SCENE 4

"You know I had a good life two years ago. I had a nice apartment, a good job. But then someone really close to me died and that just threw me off track. I first lost my job, because I just mentally couldn't show up anymore "

### SCENE 5

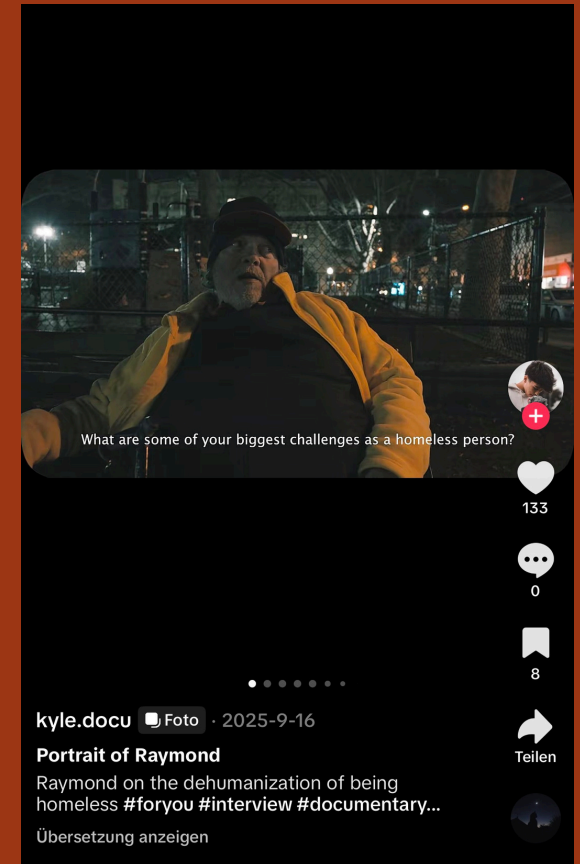
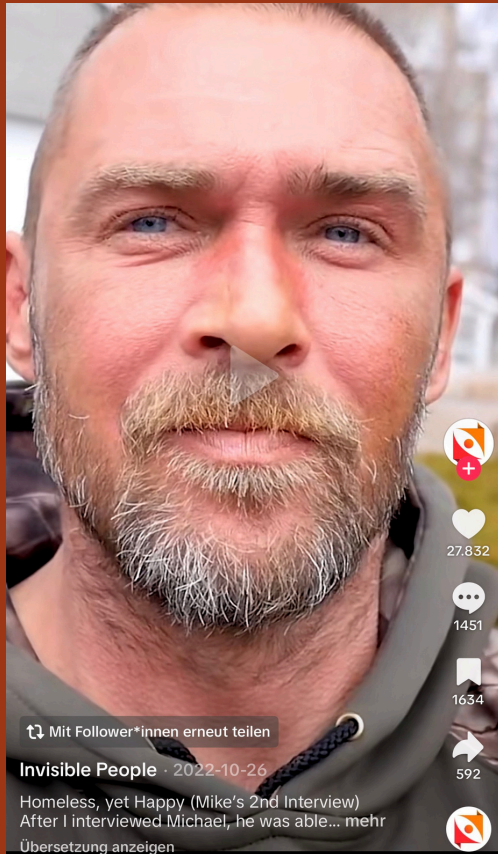
"And then of course if you don't have a job, you lose the apartment. It's just a vicious cycle. But I want to get back on my feet. You always hear people saying that if you're homeless that's your own problem and you're just lazy"

### SCENE 6

"But I mean look at me, it can happen to anyone. There just needs to be one bad thing that happens to you and suddenly you find yourself on the streets. I always try to have empathy for others, I would just hope they would do the same and not see me as dirt."

# TIKTOK 4

## VISUALS





# TIKTOK 5

## SCRIPT

### SCENE 1

Picture showing two women in their mid-thirties sitting outside on a bench. They both have rather old clothes and there are empty bottles laying around them. Their hair looks a bit disheveled and they look tired. There is text next to their heads that reads: Anna and Claudia are homeless

In the background of the picture you can see a mother with her daughter in the stroller. The mother is giving her daughter some snacks. Both of them are dressed well and look healthy. Next to their heads, in a slightly smaller font, it says: These are Anna and Claudia.

### SCENE 2

A new picture with a man looking through the trash. He is holding a bag where you can see other empty bottles. He has his hand in the trash can and you can only see him from the side. Over his head is written: Karl is homeless

### SCENE 3

To the left side of the man is another man in a blazer and with a phone in his hand talking to someone. He is walking towards the trash can and the man looking through the trash there. It says over his head: This is Karl

The last picture shows a student sitting alone on campus, with a broken backpack and only a notebook with a very short pencil writing something down. We can see into the backpack and there is only some paper in it. Next to the head it says: Miguel is homeless.

A bit to the left next to the person is a bigger group of students, sitting at a table laughing and they have laptops in front of them. One guy has glasses and he is laughing very hard, while typing something on his laptop. Next to his head it says: This is Miguel.

# TIKTOK 5

## VISUALS



# COLLABORATIONS

**Michelle van Tongerloo**



**General practitioner in  
Rotterdam & street doctor  
at Pauluskerk**

- already works with the Pauluskerk
- knows a lot about homelessness and the problems
- has a big following on social media
  - Pauluskerk can profit from new following
- puts Pauluskerk in the spotlight