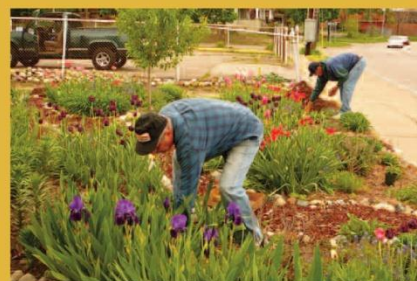




Center for  
**COMMUNITY PROGRESS**

Turning Vacant Spaces into Vibrant Places

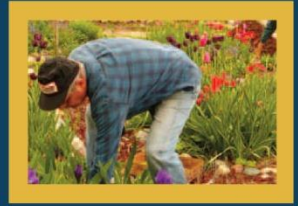


# Managing the Message

Center for Community Progress  
2012 Land Bank Conference • New Orleans, LA  
June 20, 2012



# Session Goals



All communication without defined purpose is vanity

- Understand the whys, whats and hows of strategic communication
  - What is strategic communication?
  - Why do it?
  - How to do it?



# Strategic Communication



- Defining Strategic Objectives
- Audiences
- Definable outcomes
- Messages
- Medium
- Measurement



# Strategic Communication

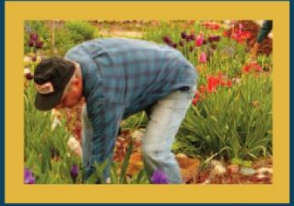


## Defining Strategic Objectives

- What are the purposes of communications?
  - Garner funding
  - Create or change policy
  - Inform those who need to know of goods, resources, or services available
  - Create customers



# Strategic Communication



## Defining Strategic Objectives

- What is it that you want to accomplish?
- Who are the actors necessary to accomplish the task?
- What do you want them to do?
- How will your messages compel them to act as you wish?
- How will you reach them?
- How will you measure success?



# Objectives and Strategies



- Different types of communication strategies
- Organizational goals
  - Ongoing, regular communications with defined sets of audiences (which may change)
- Campaign goals
  - Limited duration communications on an issue or activity with defined sets of audiences
  - Networking goals
- Define measurements for each



# Defining Audiences



Who are the “audiences” you seek to reach?  
Examples:

- funders
- policy makers
- neighborhood residents



# Audiences



## Internal

- Employees
- Partners
- Affiliates



# Audiences



## External

- Funders, foundations, donors
- Policymakers and influencers
- Organizations with compatible goals
- Potential clients for services
- Voters and the general public



# Reaching Your Audience



- What is the best way (or multiple ways) to reach them?
- Usually more than one mode
- Usually more than one set of audiences requiring different modes of communication



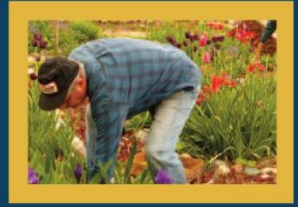
# Messaging



- Informational
  - What is the issue of interest and where does the organization fit into it?
- Persuasive
  - Why is the issue important? What will we do about it? What needs to happen to address issue?
- Call to action
  - What must happen and what YOU should do



# How to Reach Intended Audiences



- Communication takes many forms
  - Mediated (news reporting, what others say)
  - Unmediated
    - Advertising
    - Controlled (newsletters, brochures, etc.)
  - In person (conference, meetings, etc.)
- A good media strategy integrates all forms of media to achieve desired outcomes



# Media



- Mode of media must conform to audiences
- Broadcasting
  - Traditional media, both print and broadcast
  - New media: blogs, Facebook
  - Advertising
- Narrow casting
  - E-newsletters (or paper)
  - Websites
  - Direct marketing
- In-between
  - Twitter



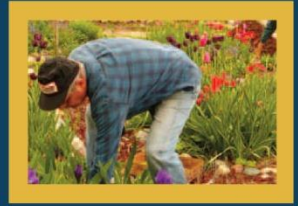
# Communication Types



- Broadcast media: radio, television, national, and daily newspapers
  - Benefit: broad reach, can be repackaged
  - Negative: little control
  - Best used for “news” stories, innovation, editorial
- Narrow cast media: blogs, specialty media
  - Benefit: more defined, “interested” audience
  - Negative: smaller reach
  - Best used for news and interest stories, developments in field



# Communication Types



- Unmediated Media: brochures, e-newsletters, brochures, advertising, etc.
  - Benefit: total control of stories
  - Negative: no third-party validation
  - Should be used at all times, including when going for broad or narrow cast stories as well



# Media Rhythm



- Create proactive calendar of activities, stories, and events
- Create once-a-month broadcast media contact
- Create stakeholders outreach plan
  - E-newsletters and alerts
  - Stories and documents



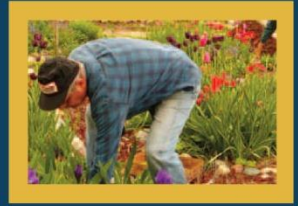
# Media, Measurement, and Outcomes



- Create metrics to measure effectiveness
  - Not just audience, but action
  - What is measurable over time?
- Create method and opportunity to adjust plans and tactics
  - All feedback welcome
  - Not failures, “tests”



# Your Communication Strategy



- Determine goals
- Determine audiences
- Determine key messages
- Match key messages to the audiences who need to hear them
- Find the right medium to make it happen
- Measure your results



# Putting It All Together: The Tools

- Materials
  - Print and e-newsletters
  - Brochures (e- and print)
  - Videos
  - Fact sheets
  - Flip books
  - Updatable overviews
  - Reports

**WORKING CAPITAL** SUMMER/FALL 2010  
LISC Chicago  
The Newsletter of the Chicago Program of Local Initiatives Support Corporation



Left: The Smart Communities program will help residents and businesses in underserved areas access technology. Right: Mayor Richard M. Daley announces a \$7 million grant for the program, on July 20, 2010. LISC also received a \$4.2 million federal Social Innovation Fund grant.

**DIGITAL ACCESS, FINANCIAL PLANNING FUNDING BOOST NEIGHBORHOODS**

LISC Chicago's expertise in neighborhood redevelopment was acknowledged this summer by the award of two significant federal grants that will help community residents stay afloat in the economic mainstream.

Early in the summer, LISC Chicago was awarded \$6.8 million as a sub-recipient to the City of Chicago's \$7 million Broadband Technology Opportunity Program (BTOP) grant from the U.S. Department of Commerce to increase digital access and training in five underserved neighborhoods.

Later, it was announced that LISC Chicago would receive part of a \$4.2 million grant from President Obama's groundbreaking Social Innovation Fund (SIF) to expand national LISC's Financial Opportunity Centers (FOCs), a program LISC Chicago pioneered as the Center for Working Families (CWF). The existing FOCs in Chicago help community members become more financially secure through job counseling and placement, benefits assistance, free tax preparation services and financial counseling.

"Whether it's a financial gap or the digital divide, these programs provide a bridge for people who are working hard to secure a better future for their families," said Joel Bookman, Program Director, LISC Chicago.

**Smart Communities**  
The Smart Communities grant will provide enhanced access to broadband technology and training, and opportunities to earn hardware and software to more than 11,000 residents and 360 small businesses and nonprofits in Humboldt Park, Pilsen, Ashburn Greenham, Chicago Lawn and Englewood, with the goal of overcoming barriers to technological access that exist in many parts of the city.

Mayor Richard M. Daley, announcing the grant at a press conference at Instituto del Progreso Latino in Pilsen, said that tough times mean "we must roll up our sleeves and redouble our commitment to address the challenges of the digital divide head-on."

"If you want to improve the quality of life of everyone in our city, we must make sure that every citizen 'goes digital' as well as possible."

See "Digital Access" on next page >>>

**INSIDE THE BELT**  
THE NEWSLETTER OF THE HISTORIC CHICAGO BUNGALOW ASSOCIATION

**EXPO '09 WELCOMES**  
Fully loaded, HGTV's "Design on a Dime," Leo Marder and his team, and The Home Doctor's Bob Yapp show home buyers how to find a house as well as software new faces, the HGTV has found its three presenters and design experts to help you find a house that's right for you. HGTV's "Design on a Dime," Chicago's "Mr. Fix-It" Leo Marder and "The Home Doctor's" Bob Yapp.

HGTV's "do-it-yourself" darling, Bob Yapp, has been named by the City of Chicago to present the Historic Chicago Bungalow and Green Home Expo '09. Being held this year on October 17 at the Merchandise Mart Chicago (near Wabash St.), the Expo will offer an expanded number of workshops, seminars and "open" to inspire you and provide expertise and resources to make restoring, preserving and improving your home easier.

Back by popular demand, former host of PBS's "The House Doctor" Bob Yapp has been named by the City of Chicago to present the Historic Chicago Bungalow and Green Home Expo '09. Being held this year on October 17 at the Merchandise Mart Chicago (near Wabash St.), the Expo will offer an expanded number of workshops, seminars and "open" to inspire you and provide expertise and resources to make restoring, preserving and improving your home easier.

Also back this year is Chicago native Leo Marder, HGTV's "Design on a Dime" host, who will be a keynote in these construction times. But that's not all. This year, at your request, we've added more workshops on everything from wood preservation to kitchen and bath design, from how to get the most out of your existing energy system to solar and other newer energy saving systems; from how to take out a loan that you can afford to how to obtain State, City, utility company and FCM grants (see chart on the back of the newsletter for the full workshop list). We're also bringing back the popular "Ask an Architect," where you can get individual consulting on your home rehab project, with other experts at your disposal. New this year, we'll have

**Turning Challenge into Opportunity**  
The Historic Chicago Bungalow and Green Home Expo '09

Tough economic times present families with many challenges, but they also present opportunities. And we want to make sure that every Chicagoan - whether or not they own a wonderful Historic Chicago Bungalow - is aware of them. Instead of selling a home or buying a new one, many of you are choosing to stay in your present historic home and just make it better for you.

To make certain you have access to all the ideas and resources available, this year the HCBA has once again teamed up with the City of Chicago to present the Historic Chicago Bungalow and Green Home Expo '09. Being held this year on October 17 at the Merchandise Mart Chicago (near Wabash St.), the Expo will offer an expanded number of workshops, seminars and "open" to inspire you and provide expertise and resources to make restoring, preserving and improving your home easier.

We know you'll want to be there and we've made registration easier than ever by providing an online registration service. In fact, if you register early online at [www.chicagobungalow.org](http://www.chicagobungalow.org), you will not only have faster entry into the Expo, but you'll also be entered to win a free home energy audit as well as an Energy Star washer and dryer. And of course, as always, admission is free. See you there!

This year you'll be able to get advice from familiar faces like Bob Yapp and Leo Marder, and new ones like HGTV's Kelly Edwards whose show "Design on a Dime" is sure to be a favorite in these construction times. But that's not all. This year, at your request, we've added more workshops on everything from wood preservation to kitchen and bath design, from how to get the most out of your existing energy system to solar and other newer energy saving systems; from how to take out a loan that you can afford to how to obtain State, City, utility company and FCM grants (see chart on the back of the newsletter for the full workshop list). We're also bringing back the popular "Ask an Architect," where you can get individual consulting on your home rehab project, with other experts at your disposal. New this year, we'll have

**HISTORIC CHICAGO BUNGALOW GREEN HOME EXPO 2009**

20 Workshops: Make Your Home Greener, More Historic, More Beautiful - Learn How to Improve Your Home's Energy Efficiency, Get a Free Energy Audit, and More!

FOR INFO: [www.chicagobungalow.org](http://www.chicagobungalow.org) or call 312.462.1234





# Putting It All Together: The Tools



- Media opportunities
  - The event (press conferences and more)
  - Media tours
  - The press briefing
  - The work in progress
  - The editorial board meeting





# Putting It All Together: The Tools



- Visibility campaigns
- Advertising



Example of a CTA Interior ad - please note that this is not actual size

**Client** - Historic Chicago Bungalow Association, DCD & DOE **Project** - Historic Chicago Bungalow & Green Home Expo

**Other items created** - Poster, flyers, JCDecaux newsracks & bus shelters, newspaper ads, web icon, directional signage



Example of a CTA Interior ads- please note that this is not actual size

**Client** - Chicago Department of Housing

**Other items created** - JCDecaux newsracks & bus shelters, CTA exterior ads, flyers, posters, newspaper ads  
PLEASE NOTE - everything was done in English & Spanish



# Putting It All Together: Form Follows Function



- What kind of communications campaign you engage in follows what your objectives are or don't use an elephant gun to kill a fly
- Use tools that meet your campaign or communications objectives – nothing more but nothing less



# Putting It All Together: The Public Awareness Campaign



- **Goal:** Make public aware of a program/product/action
- **Message:** We have something you need/want and here's how you get it
- **Actions:** Press conference, advertising, visibility, direct marketing



### Participating Sites

<b>Bessmer Park</b> 8920 S. Roselle Ave.	<b>Kennedy Park</b> 11220 S. Western Ave.	<b>North Park Village</b> 5801 N. Paulina Rd.
<b>DeVry Institute</b> 3401 N. Rockwell	<b>Kelwyn Park</b> 4438 W. Wrightwood Ave.	<b>Nonwood Park</b> 5801 N. Natoma Ave.
<b>Forestry Site</b> 900 E. 103rd St.	<b>Lake Meadows Park</b> 3117 S. Rhodes Ave.	<b>Portage Park</b> 4100 N. Long Ave.
<b>Garfield Park</b> 100 N. Central Park Ave.	<b>Lincoln Park</b> Cannon Dr. at Fullerton	<b>Rile Park</b> 6100 W. Fullerton Ave.
<b>Grant Park</b> 900 S. Columbus Dr.	<b>Margate Park</b> 4921 N. Montrose Dr.	<b>Rowan Park</b> 11544 S. Avenue L
<b>Humboldt Park Beachhouse</b> 1339 N. Sacramento Ave.	<b>Marquette Park</b> 6700 S. Kedzie Ave.	<b>Sheridan Park</b> 910 S. Aberdeen St.
<b>Jackson Park</b> 6300 S. Cornell Dr.	<b>McKinley Park</b> 2270 W. Pershing Rd.	<b>Warren Park</b> 6601 N. Western Ave.
	<b>Mt. Greenwood Park</b> 3721 W. 111th St.	<b>Wentworth Park</b> 5625 S. Mobile Ave.

### Environmental Holiday Tips

Make colorful wrapping paper with the Sunday comics.  
Save boxes, bows and wrapping paper to reuse next year.  
Recycle used batteries from those electronic gifts all year-round at any Chicago Public Library or Wegmans store.  
Make your home safe for the holidays by bringing your household hazardous waste to the City's new HHW collection facility... and Recycle your tree on January 12<sup>th</sup> and receive a blue recycling gift.\*

Chicago's National Green Days  
For More Information Call 311 Or Visit [www.chicago.gov](http://www.chicago.gov)

## It's Time to Turn Green Into Blue

On Saturday, January 12<sup>th</sup> From 9am - 2pm  
Recycle Your Tree or a Bag of Recyclables at a Participating Site and Receive a Blue Recycling Gift.\*

For More Information Call 311 Or Visit [www.chicago.gov](http://www.chicago.gov)  
\*CFL light bulbs, blue bags or a reusable water bottle (available while supplies last)



# Historic Chicago Bungalow Initiative



- **Goal:** Get people to preserve housing
- **Message:** Homes worth saving; we have the tools to help you do it
- **Campaign Duration:** 10 years
- **Materials and Events:** Press conferences, monthly seminars, expos, stories about successful renovation, awards, more
- **Measurements:** Membership, loans and grants taken, attendance at bungalow events



# Historic Chicago Bungalow Initiative





**HISTORIC CHICAGO BUNGALOW ASSOCIATION**



**RESOURCES TO MAKE CHICAGO'S HISTORIC BUNGALOWS YOUR HOUSING CHOICE**

**HISTORIC CHICAGO BUNGALOW AND GREEN HOME EXPO 2009**

**SPECIAL GUEST APPEARANCES:**  
Kelly Edwards of HGTV's "Design on a Dime," Lou Marabedini of HouseSitters TV and WGN 7.20 and "The House Doctor" Bob Yopp

**20 Workshops:** bungalow restoration and rehab • saving 'green' by going green — energy saving products and programs • redesigning your kitchen, garden, and more • buying and rehabbing your home with special loans and grants

**More than 100 Exhibitors:** tradespeople • architects • artisans • financial institutions

**FREE ADMISSION & RAFFLE PRIZES**

**FOR INFO:**  
Visit [www.chicagobungalow.org](http://www.chicagobungalow.org) or Call 311

**REGISTER ONLINE FOR A CHANCE TO WIN A FREE HOME ENERGY AUDIT!**

**PRESENTING SPONSORS:**



**INSIDE THE BELT**  
THE NEWSLETTER OF THE HISTORIC CHICAGO BUNGALOW ASSOCIATION

**EXPO '09 WELCOMES**  
Kelly Edwards of HGTV's "Design on a Dime," Lou Marabedini of HouseSitters TV and WGN 7.20 and "The House Doctor" Bob Yopp

**Turning Challenge into Opportunity**  
The Historic Chicago Bungalow and Green Home Expo '09

Tough economic times present families with many challenges, but they also present opportunities. And we want to make sure that every Chicagoan — whether or not they own a wonderful historic Chicago Bungalow — is aware of them. Instead of selling a home or buying a new one, many of you are choosing to stay in your present historic home and just make it better for you.

To make certain you have access to all the ideas and resources available, this year the HCBA has once again teamed up with the City of Chicago to present the Historic Chicago Bungalow and Green Home Expo 2009. Being held this year on October 17<sup>th</sup> at the Merchandise Mart (Chicago River at Wells St.), the Expo will offer an expanded number of workshops, exhibits and "experts" to inspire you and provide expertise and resources to make restoring, preserving and just plain old "busharing" of your home easier.

This year you'll be able to get advice from familiar faces like Bob Yopp and Lou Marabedini, and new ones like HGTV's Kelly Edwards whose show "Design on a Dime" is sure to be a favorite in these connoisseur times. But that's not all. This year, at your request, we've added more workshops on everything from wood preservation to kitchen and bath design. From how to get the most out of your existing energy system to solar and other new energy saving systems, learn how to take out a loan that you can afford to how to obtain State, City, utility company and HCBA grants (see chart on the back of the newsletter for the full workshop list). We're also bringing back the popular "Ask an Architect," where you can get individual counseling on your home rehab project, with other experts at your disposal. New this year, we'll have

**2010 Green Bungalow Block**  
GREENER HOMES FOR SOUTH SHORE



**JOIN THE**  
City of Chicago, the Historic Chicago Bungalow Association and Genesis Housing Development Corporation in an Open House at the Green Model Bungalow

**Saturday, October 16, 2010**  
7622 S. Cregier Ave. • 10am – 12pm

First to check out everything we have done to bring its historic charm and make it more energy efficient.

**FOR INFO:** Call 312.642.9900 or Visit [www.chicagobungalow.org](http://www.chicagobungalow.org)



Example of General Brochure, JCDecaux Bus Shelter, Newsletter & Model Block Flyer  
- please note that this is not actual size



**Client** - Historic Chicago Bungalow Association, DCD & DOE **Project** - Historic Chicago Bungalow & Green Home Expo, Green Model Block  
**Other items created** - CTA Interior ads, flyers, JCDecaux newsracks & bus shelters, newspaper ads, web icon, directional signage



# Find Your Place in Chicago



- **Goal:** Get people to buy homes in down economy
- **Message:** Safe investment, bargain prices, city backed; here's how to obtain the housing
- **Actions:** Press conferences, tours, outreach, incentives, more; e-blasts
- **Measurement:** Homes sold



# Find Your Place in Chicago



Example of exterior CTA 2-Sheet Platform Posters - please note that these are not actual size

**Client** - Chicago Dept of Community Development & The Partnership for New Communities

**Project** - Find Your Place in Chicago

**Other items created** - CTA exterior ads, JCDecaux newsracks & bus shelters, flyers, posters, newspaper ads, e-blasts, website, web icon, fact sheet, guidebook

**PLEASE NOTE** - Most items were created in English, & Spanish





# Putting It All Together: The Legislative Campaign



- **Goal:** Pass progressive legislation within certain time period
- **Needed:** Both editorial and popular support to spur legislators to act
- **Message:**
  - To legislators: Great demand for action
  - To base: This is something that can help you if you speak out to legislators
  - Pass the bill
- **Actions:** Visibility; press, press conferences; legislative visits
- **Measurement:** Passage of legislation



# Low Income Housing Tax Credit



- **Goal:** Get congress to enact and make permanent LIHTC
- **Message:** Appropriate housing, lowers debt burden on renters while providing incentives for investors; provides local control; pass the LIHTC
- **Actions:** 8 years of press conferences, exemplary stories, congressional visits, involvement of local officials, business people (increasing stake holders) education of congress, events with elected officials; local and national editorial coverage
- **Measurement:** Permanent status



# Low Income Housing Tax Credit



## Chicago Tribune

FOUNDED 1840

EDITH E. COVE, Publisher  
LARRY WILCOX, Editorial Page Editor  
SHIRLEY L. KOSLOWSKI, Assistant Editor  
JOHN W. MADRGA, President  
P. RICHARD COCHRAN, Managing Editor  
COLLEEN DODD, Assistant Editor  
JACK PILLER, Executive Editor  
DOUGLAS L. LAMORE, Editor  
14 Section 1  
Monday, June 12, 1989

### Housing tax credit earns long life

Once again, the federal income tax credit that is one of the few remaining incentives to build low-cost housing is on death row. And once again, Congress—if it acts responsibly—will say its reaction.

This is becoming an annual event, wasting time on Capitol Hill and submitting potential investors in affordable housing.

Instead of extending the credit for just one year, as it has done in the past, Congress should make it a permanent part of the federal tax code.

And the Illinois delegation should be leading the charge, because Chicago has taught the rest of the nation how to use the efficient, cost-effective subsidy.

During its eight years in the White House, the Reagan administration took away about 80 percent of the federal money that had been available for housing programs. Congress added to the squeeze by reducing or eliminating most incentives for low-cost housing, cooperation with its 1986 Tax Reform Act.

That act, though, did include one incentive, and it has proved immensely valuable. The Low-Income Housing Tax Credit, which permits an investor to write off a housing loss against unrelated business expenses, was responsible for the production of 150,000 units of low-cost housing in 1988, about three times as

many as it created in 1987. Production should rise to 200,000 in 1989 as investors become more familiar with the complex rules.

In Chicago, local corporations working with the United Way and the Local Initiatives Support Corporation advised to community development on how to use the tax credits. The fund has seeded and developed private financial institutions, effectively lowering the cost of new developments and constructing new units for families who qualify as low-income tenants.

The Chicago Equity Fund became the model National Equity Fund, which has now raised \$5 billion. This year, it hopes to raise 500 million more units of low-cost housing units than last year.

Congress must find new revenue to cut the deficit, but it shouldn't be squeezed from the few remaining programs to help poor people in need. Without some form of subsidy, developers cannot afford to produce low-cost housing. And the tax credit is one of the most cost-effective subsidies ever created on Capitol Hill.



## Los Angeles Times

A Times Mirror Newspaper

Published

HARRY CHANDLER, 201-1041

NORMAN CHANDLER, 1964-1987

OTB CHANDLER, 1980-1987

### Make It Permanent

Confronted with big deficits and big demands, Congress is in no mood to approve major new government spending on housing. There is a way, however, to stimulate substantial private investment. Extended-permanently—the low-income housing tax credit.

Created by the Tax Reform Act of 1986, the credit has generated funds for an estimated 150,000 units of safe, decent and inexpensive housing. New apartments have been built, squatted and displaced, refurnished. Poor families, senior citizens, disabled men and women and homeless people have benefited in nearly every state. There has been progress, but the need for additional rental housing at the very lowest end of the market has remained great.

Unless Congress acts, the tax credit is scheduled to expire this year. Senate Majority Leader George J. Mitchell (D-Me.) and Sen. John C. Danforth (R-Mo.) are taking the lead. Their bill, introduced Thursday, would make the tax credit permanent and make it easier to preserve the low rents for 30 years, double the original requirement. Identical legislation, introduced last week in the House by U.S. Rep. Charles B. Rangel (D-N.Y.), would assure more housing for the poorest Americans, those who must make ends meet with a welfare check, a disability check, a Social Security check or a paycheck based on the minimum wage.

Extending the tax credit is expected to cost \$5.5 billion in 1990, \$220 million in 1991, \$225 million in 1992 and \$225 million in 1993, according to estimates from the Treasury Department. California lawmakers should require little borrowing. Sen. Alan B. Cranston (D-Calif.) is among the 54 co-sponsors, and with good reason. Private investors have pumped \$17 million into the California

Equity Fund administered by Initiatives Support Corp. The act required housing at rental month for nearly 2,000 very poor families with children and low-income, San Francisco and others. And, more housing—has been planned.

Thirty men and women are now. They live in General, a most-occupied hotel, that is by an ill-fated law in downtown Los Angeles. The law requires that any new building must have a certain percentage of its units reserved for low-income families. All Santa Ana, Los Angeles, San Francisco and others. And, more housing—has been planned.

The renovated hotel is now. Equipped with a kitchen, bathroom, and a small living room, it is a safe and sound place to live. It is a project worth repeating. Housing Corp. is already at it. Still, low-income families should be given the opportunity to live in a safe and sound place to live.

Millions of poor Americans need housing. Federal to police—public—negative credit, the only remaining for low-income housing, the investment and stretch space should make the low credit a permanent support.

As the need for state and federal housing programs grows, it is important that the federal government continue to support these programs. The federal government should continue to support these programs, and the state government should continue to support these programs.

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## The New York Times Real Estate

Sunday, January 18, 1989

### Tax Credits Produce Housing for Poor

Corporations  
Join Locality  
In New Venture



From left: Paul B. Grogan of LISC, William M. Dugan, Wren Horman and John S. Grogan of LISC, Maurice Calabrese in West Harlem.

NEW YORK — A new federal law that allows corporations to deduct the cost of building low-income housing from their taxes is expected to produce a new wave of housing development in New York City, according to officials of the Low Income Housing Tax Credit (LIHTC) program.

LIHTC, which was created in 1986, allows corporations to deduct the cost of building low-income housing from their taxes. The program is expected to produce a new wave of housing development in New York City, according to officials of the LIHTC program.

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## THE NATIONAL EQUITY FUND



IN THE NEWS

AN AFFILIATE OF NATIONAL INITIATIVES SUPPORT CORPORATION



# SB1498



- **Visibility:** Yard sign Campaign “Home Owners Faced with Extinction”
- **Press Conferences:** Giving Legislators chance to stand with people and take credit
- Editorial board work
- Neighborhood organizing



# SB1498



**HOMEOWNER  
THREATENED  
WITH  
EXTINCTION**

**PASS  
SB 1498  
Cap Property  
Taxes Now!**

January 29, 2004

Dear Representative:

Please call SB1498 for a vote and pass it.  
Give us the property tax relief we need now.

Thank you.

Name \_\_\_\_\_

Address \_\_\_\_\_



**SPEAK OUT** for Property Tax Relief Now!

Join Community Leaders, Aldermen, State Legislators  
and Homeowners From Throughout Cook County

**As We Let State Leaders Know**  
That We Need Property Tax Relief—Pass Senate Bill 1498 NOW!

**Thursday, Jan. 29  
5:30pm**

**Local 134 Electrician's Union Hall  
600 W. Washington**

**Bring and Tell Your Stories  
Bring and Tell Your Neighbors' Stories  
Bring and Tell the Story of Your Neighborhood**

Parking available next door. Transportation and childcare available upon request.  
Call 312-822-0505 for information, signs, leaflets or requests for transport or childcare.

**Pass SB 1498  
CAP PROPERTY TAXES NOW!**

Brought to you by Citizens United for Tax Relief (CUTR)



# The Multi-Faceted Campaign: RentBetter



- **Goal:** Legislator acceptance, neighborhood acceptance; popular action
- **Actions:** outreach and education, press conferences, multi-layered advertising, free media and direct outreach campaign
- **Message:** Affordable housing can be had; Section 8 (HCV) housing is helpful for a broad segment of people; here's how to get it
- **Measurement:** Sign-ups for housing



# The Multi-Faceted Campaign: RentBetter



**想付少的租金嗎？**

**注册好租價等候名單抽獎！**

► 在芝加哥房管配給卷計劃等候名單上有40000個位置

► 配給卷使您在私人市場租用您所付房租不超過收入的30-40%-配給卷付余額

► 年收入少于\$26400的個人\*\*和一家八口且年收入少于\$49750的家庭有資格\*\*

**注册可在網上 [www.rentbetter.org](http://www.rentbetter.org) 或郵寄。**

**注册截止日是2008年5月15日**

注册表及詳情可在網上 [www.rentbetter.org](http://www.rentbetter.org) 或打電話給 311 或 312-786-3676 得到。在 [www.rentbetter.org](http://www.rentbetter.org) 進行網上注册可用英語、西班牙語、波蘭語、俄語和法語。您也可以在各市各學院里的學生服務中心、芝加哥各市民服務中心、芝加哥地區公園的社區中心以及芝加哥公共圖書館取閱英語或西班牙語的注册表及說明。地址可在網上 [www.rentbetter.org](http://www.rentbetter.org) 或打電話給 311 或 312-786-3676 得到。\*收入限制由 HUD 制定，可以改變。

**CHANGE.**  
CHICAGO HOUSING AUTHORITY

City of Chicago  
Richard M. Daley, Mayor

Equal Housing Opportunity

**Want to Rent for Less?**

**Register for the RentBetter Wait List Lottery!**

- 40,000 slots available on Chicago's Housing Choice Voucher Wait List
- Vouchers for private market rental housing: You pay 30-40% of income - the voucher pays the rest
- Open to individuals earning less than \$26,400\*\*  
Families of 8 earning less than \$49,750\*\*

**Register**

**For registration forms\* and details,**  
Register online at [rentbetter.org](http://rentbetter.org) in English, registration forms and fact sheets in English & Spanish  
Chicago Department of Human Services Center  
For addresses go to [rentbetter.org](http://rentbetter.org) or call 311 or 312-786-3676

RentBetter или Ваучерная программа жилого фонда Чикаго является федеральной программой, которая призвана помочь людям с низкими и скромными доходами позволить себе арендовать жилье на частном рынке жилья. Те, кто получат ваучеры, будут выплачивать за аренду жилья 30-40% своего дохода; остальное будет выплачивать федеральное правительство непосредственно арендодателю.

Впервые за 10 лет будет составлен новый лист ожидания для Ваучерной программы жилого фонда Чикаго. С помощью лотереи RentBetter 40 000 семей или отдельных лиц будут внесены в лист ожидания. Ограничения на размеры годового дохода будут различными. В общем, в программе смогут принять участие лица, зарабатывающие менее 26 400\* долларов в год, и семьи, состоящие из 8 членов, и зарабатывающие менее 49 750\* долларов в год.

Тем, кто будет выбран для включения в лист ожидания, будут предложены Ваучеры программы жилого фонда Чикаго, как только те появятся. Если выбранные участники все еще будут соответствовать ограничениям по доходам и другим нормам, то им будут выданы ваучеры на аренду жилья на частном рынке.

Регистрация по Интернету и по почте будет приниматься до конца дня 15 мая 2008 г. Лотерея будет проведена после даты окончания регистрации, при этом ко всем зарегистрированным участникам будет одинаковое отношение вне зависимости от того, когда были получены регистрационные формы.

**Для получения регистрационных форм и более полной информации зайдите на сайт [www.rentbetter.org](http://www.rentbetter.org) или позвоните 311 или 312-786-3676.**  
Зарегистрируйтесь по Интернету на вебсайте [rentbetter.org](http://rentbetter.org) на английском, испанском, польском, китайском или русском языках. Вы также можете получить регистрационные формы и информационные листки на английском и испанском языках в сервис-центрах студентов городских колледжей Чикаго, сервис-центрах администрации социального обеспечения Чикаго, в павильонах парковой администрации Чикаго и в публичных библиотеках Чикаго. Чтобы получить адрес, зайдите на вебсайт [rentbetter.org](http://rentbetter.org) или позвоните по номеру 311 или 312-786-3676.

\*Ограничения на размеры доходов устанавливаются Администрацией жилищного строительства и городского развития и могут изменяться

**CHANGE.**  
CHICAGO HOUSING AUTHORITY

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Equal Housing Opportunity

Example of Chinese Poster & Info Card  
- please note that this is not actual size

Client - Chicago Housing Authority Project - RentBetter

Other items created - CTA Interior ads & exterior ads, 2-Sheet Poster, flyers, posters, postcard, newspaper ads, registration form, website, web icon, FAQ

PLEASE NOTE - everything was done in English, Spanish, Russian, Polish & Chinese





# Now It's Your Turn



- Pick a problem/challenge
- Got through the steps
  - Define strategic objectives & goals
  - Define Audiences
  - Messaging
  - Determine communication types & rhythm