

# NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

**Deadline: Wednesday, June 10, 2015**

Visit [ncsha.org/awards](http://ncsha.org/awards) to view the Annual Awards Call for Entries.

**Instructions:** Type entry information into the form and save it as a PDF. Do not write on or scan the form. If you have any questions contact Matt Cunningham at [mcunningham@ncsha.org](mailto:mcunningham@ncsha.org) or 202-624-5424.

Fill out the entry name *exactly* as you want it listed in the program.

**Entry Name:**

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**HFA:**

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**Submission Contact:** (Must be HFA Staff Member) 

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 **Email:** 

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Please provide a 15-word (maximum) description of your nomination to appear on the NCSHA website.

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Use this header on the upper right corner of each page:

**HFA:** 

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**Entry Name:** 

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**Select the appropriate subcategory of your entry and indicate if you are providing visual aids.**

Communications	Homeownership	Legislative Advocacy	Management Innovation
Annual Report	Empowering New Buyers	Federal Advocacy	Financial
Creative Media	Encouraging New Production	State Advocacy	Human Resources
Promotional Materials and Newsletters	Home Improvement and Rehabilitation		Operations
			Technology
Rental Housing	Special Needs Housing	Special Achievement	Are you providing visual aids?
Encouraging New Production	Combating Homelessness	Special Achievement	Yes
Multifamily Management	Housing for Persons with Special Needs		No
Preservation and Rehabilitation			

## Overview

The Indiana Foreclosure Prevention Network helps Indiana homeowners who are at risk of foreclosure through Indiana's Hardest Hit Fund ("HHF"). For Indiana homeowners struggling to make their mortgage payment, Indiana's HHF is able to help with mortgage payment assistance up to \$30,000 and transition assistance for qualifying applicants.

Indiana's HHF is a free service for homeowners struggling to make their mortgage payments due to an involuntary financial hardship. The program helps homeowners stay in their homes, maintain an affordable mortgage payment and avoid foreclosure. Indiana's HHF is a statewide program funded by the U.S. Department of the Treasury to assist Indiana homeowners who are at risk of mortgage delinquency and foreclosure.

To help educate Hoosiers about Indiana's Hardest Hit Fund, we developed a multi-faceted advertising campaign titled "The Face of Foreclosure". This plan incorporates radio, digital and outdoor advertising, as well as social media outreach. The advertising campaign coincides with the release of the new website (<http://www.877GetHope.org>) on June 1, 2015. We tell the stories of the campaign's three families across all media—online videos, digital advertisements, billboards, radio spots and social media. We chose three families that are relatable to the variety of homeowners around our state.

The Hardest Hit Fund team has found that pride and judgment are common deterrents to homeowners applying for our program's assistance. Our ultimate goal for this campaign is to tear down the walls of pride and judgment with these compelling stories. We encourage viewers/listeners to apply for assistance or share the message with someone in need.

## Campaign Details

"The Face of Foreclosure" campaign chronicles three unique family circumstances. In each scenario, families are facing a challenge that has made losing their home to foreclosure a likely possibility. Each of these individuals meets the program eligibility requirements, which include:

- Being an Indiana homeowner
- Owning only one home, and currently residing in that home
- Are within the income eligibility requirements
- They can no longer afford their mortgage payment due to a qualifying financial hardship

**Family #1** – An African American family consisting of a husband, wife and small child are pushed to the brink of foreclosure after the husband loses his job. The wife is unable to work because she is currently receiving treatment for breast cancer.

**Family #2** – A Caucasian female is struggling to find a way to pay her mortgage after losing her job. This is despite her husband currently serving in the military and receiving active duty pay.

**Family #3** – A Hispanic female struggles with the unfortunate likelihood of facing foreclosure after the sudden death of her husband. This is despite the fact that her teenage son has started working part-time to help with the bills.

**Radio** – June 15, 2015 – October 25, 2015

Five major media markets were identified for placement of the radio advertisements: Indianapolis, Lafayette, Muncie/Marion, South Bend and Terre Haute. Additionally, Network Indiana will be utilized to reach multiple smaller markets throughout the state. Two (2) – :60 radio advertisements were developed for use in the campaign. One is featuring the three male actors and the other one features the three female actresses. Provided below is an overview of the dissemination plan:

INDIANAPOLIS		
Stations	Run Dates	Total # of GRPs
WOLT-FM	6/15 – 10/25	212.8
WJJK-FM	6/15 – 10/25	207.1
WRWM-FM	6/15 – 10/25	281.2
WIBC-FM	6/15 – 10/25	190.0
WLKHK-FM	6/15 – 10/25	374.3
WTLC-FM	6/15 – 10/25	195.7
WYXB-FM	6/15 – 10/25	444.6
Total		1,905.7

LAFAYETTE		
Stations	Run Dates	Total # of GRPs
WOLT-FM	6/15 – 10/25	653.6
WJJK-FM	6/15 – 10/25	532.0
WRWM-FM	6/15 – 10/25	465.5
WIBC-FM	6/15 – 10/25	463.6
Total		2,114.7

MUNCIE / MARION		
Stations	Run Dates	Total # of GRPs
WLBC-FM	6/15 – 10/25	649.8
WERK-FM	6/15 – 10/25	313.5
WXXC-FM	6/15 – 10/25	699.9
WCJC-FM	6/15 – 10/25	437.0
Total		2,100.2

SOUTH BEND		
Stations	Run Dates	Total # of GRPs
WNSN-FM	6/15 – 10/25	604.2
WZOC-FM	6/15 – 10/25	286.9
WNDV-FM	6/15 – 10/25	309.7
WBYT-FM	6/15 – 10/25	416.1
WRBR-FM	6/15 – 10/25	292.6
Total		1,909.5

TERRE HAUTE		
Stations	Run Dates	Total # of GRPs
WDWQ-FM	6/15 – 10/25	474.0

WMGI-FM	6/15 – 10/25	484.1
WTHI-FM	6/15 – 10/25	504.0
WWVR-FM	6/15 – 10/25	457.7
Total		1,919.8

NETWORK INDIANA – Multiple Small Market Stations		
Stations	Run Dates	Total # of GRPs
WDWQ-FM	6/15 – 10/25	552.0
Total		552.0

### **Digital** – June 1, 2015 – December 31, 2015

Advertising on the Internet is almost a necessity as we look to provide information throughout the State of Indiana. The Internet is much more than entertainment, as it has eclipsed radio, television, magazines and newspapers as the way most people get their information. Additionally, the Internet’s vast reach allows us to reach significantly more people than with traditional advertising, at a fraction of the cost. For the purposes of our campaign we used six websites: Brightroll, Pandora, Yahoo, ADUS, Digilant and MaxPoint. Visitors to these sites will see :15 and :30 pre-roll videos. Provided below is an overview of this plan:

Website	Run Dates	Impressions
Brightroll	6/1 – 12/31	3,142,308
Pandora	6/1 – 12/31	3,571,429
Yahoo	6/1 – 12/31	20,000,000*
ADUS	6/1 – 12/31	TBD
Digilant	6/1 – 12/31	9,051,278
MaxPoint	6/1 – 12/31	3,385,417
Total		39,150,432

\*estimated minimum number of impressions (not guaranteed).

Our Programs
Can I Get Help?
What to Expect
Contact Us

1-877-GET-HOP

Already started your application? Continue [here](#)

### Videos

#### The Face of Foreclosure: Widow

This is the first in our series of videos on the many faces of foreclosure. It's a story about a widow who's struggling to pay her mortgage as a single mother. Foreclosure can happen to anyone, and Indiana's Hardest Hit Fund wants to help Hoosiers keep their homes.

[Watch >](#)

#### Face of Foreclosure: Unemployed wife

This is the second video in our series that shows the many faces of foreclosure. It's a story about a wife of a military man who lost her job and is struggling to pay their mortgage. This is the face of foreclosure. Indiana's Hardest Hit Fund is here to help.

Coming Soon. — Subscribe to our [YouTube channel](#) to see this video first.

#### Face of Foreclosure: Cancer survivor

Check out this third video in our series that shows the many faces of foreclosure. It's a story about a woman who survived cancer, but now the medical bills are causing her family to face foreclosure. If you or someone you know is at risk of foreclosure, Indiana's Hardest Hit Fund wants to help.

Coming Soon. — Subscribe to our [YouTube channel](#) to see this video first.

**Outdoor** – June 1, 2015 – January 30, 2016

Outdoor advertising targets the mass market. It is the most highly visible and public advertising medium available. It is free for consumers to access and can be targeted to a precise audience based on a specific city, broad based population or to efficiently target particular ethnic groups, ages, incomes or other demographic segments. For this campaign we will have billboards displayed in 11 Indiana counties and receive an estimated 1,830,209 weekly impressions. Provided below is an overview of the plan:

County	Run Dates	Location	Weekly Impressions
Allen	6/1 – 1/30	W/L I-69 .1 MI S/O STATE RD 3-LIMA F/S	129,690
Allen	6/1 – 1/30	W/S I-69, 5 M/S I-469 F/N	88,643
Grant	6/1 – 1/30	I-69 .5 MI S/O SR 18	46,953
Grant	6/1 – 1/30	1301 Baldwin Avenue S/O Wabash Avenue WS	
Harrison	6/1 – 1/30	S/S I-64 @ MM 113 F/W-T	88,076
Lake	6/1 – 1/30	I-80/94 N/S .1 MI E/O BURR	326,778
Lake	6/1 – 1/30	W/L Interstate 65 @ 15th Street F/N	107,124
LaPorte	6/1 – 1/30	S/S I-80/90, 9.6 M/E SR 39 F/W	83,141
Madison	6/1 – 1/30	I-69 3 mi S/O SR 67 WS /FS	111,602
Madison	6/1 – 1/30	Interstate I-69 at mile marker 223.95 EN	
Marion	6/1 – 1/30	I-465 Rotator	325,607
Shelby	6/1 – 1/30	S/S I-74, .1 M/E FAIRLAND RD. F/W	75,521
Vanderburgh	6/1 – 1/30	N/S LLOYD EXP W/O 1ST AVE F/E	142,077
Vermillion	6/1 – 1/30	SR 63 @ S VERM. HS, 2 MI N/O SR 163	21,972
Wayne	6/1 – 1/30	S/S I-70 3168.00 ft E/O Centerville F/W	141,663
Wayne	6/1 – 1/30	I-70 E/O Exit 145 (Centerville Rd) SS /FW	141,362
Total			1,830,209

**INDIANA'S HARDEST HIT FUND**

**THIS IS THE FACE OF FORECLOSURE**

**THIS IS YOUR HOME.**  
**WE WANT TO HELP YOU SAVE IT.**

**1-877-GET-HOPE**  
**www.877GetHope.org**



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**Website** – June 1, 2015

Due to the high traffic associated with the website (1,000+ visitors per week) it is essential that it match with the layout, design and imagery used within “The Face of Foreclosure” campaign. On this website, visitors can view full :90 versions of the videos of the three families highlighted in the campaign.

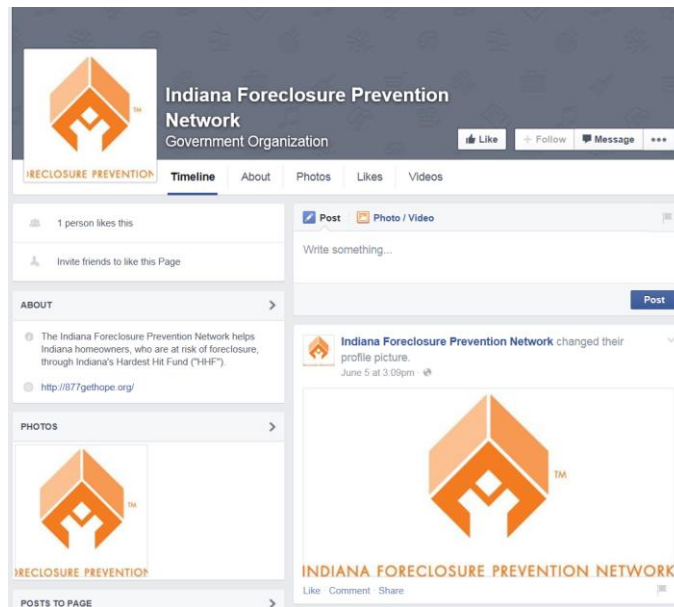


**Social media** – June 5, 2015 – January 30, 2016

Our team launched a Facebook page and YouTube channel to share “The Face of Foreclosure” stories. In addition, Indiana Housing and Community Development Authority, who oversees Indiana’s Hardest Hit Fund program, is posting regular tweets to support our campaign. We are tracking our posts through the hashtag #FaceOfForeclosure.



**Facebook** – <https://www.facebook.com/INforeclosurepreventionnetwork>



**YouTube** – <https://www.youtube.com/channel/UCtpHQBna98AyXeRxwdsAnAA>

