

2012 NCSHA Award Nomination  
Ohio Housing Finance Agency



Communications: Promotional Materials  
and Newsletters

**OHFA's Customer Focus Video**

Douglas Garver, Executive Director  
Arlyne Alston, Director of Communications and  
Marketing

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**HFA: Ohio Housing Finance Agency**

**Category: Communications – Promotional Materials and Newsletters**

**Entry Name: OHFA's Customer Focus Video**

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*“There is a magic in that little word, home; it is a mystic circle that surrounds comforts and virtues never known beyond its hallowed limits.”*

*Robert Southey*

The Ohio Housing Finance Agency (OHFA) utilizes a variety of promotional materials to educate Ohioans on the Agency's programs. OHFA's Office of Communications and Marketing produced a 2011 Customer Focus Video featuring homeowners and renters who have benefited from the Agency's programs. The goal of the project was to showcase OHFA's first-time homebuyers and residents, so viewers could see an honest depiction of the quality housing that OHFA provides for families with low-to moderate-incomes. Footage in the video highlights the developments, communities and neighborhoods where OHFA's customers live. Candid customer stories of personal growth and happiness provide a unique glimpse into the empowering effects of having a place to call home.

OHFA believes that a home is the cornerstone of an individual's life as it serves to significantly shape a human being. The video begins with a voiceover providing a brief description of the Agency followed with a dialog on the meaning of home. The voiceover states, “OHFA recognizes that home is not just four walls, a roof and a door. Rather, it is a vehicle for so many of life's milestones that shape us through childhood and our golden years.” Throughout the dialog about home, images of OHFA customers in their respective homes and apartments appear on the screen. The images and spoken message encourage the viewer to recall their personal and intimate feelings of home and the importance of having a safe and decent place to live. The video successfully gains the attention and interest of the viewer in desiring to learn more about the Agency and its work.

Words have a significantly powerful impact on an individual's thoughts and actions. During the process of producing the video, OHFA's Office of Communications and Marketing gathered several quotes from famous poets, writers and philosophers on the meaning of home. The quotes remind the viewer that everyone has the right to have a safe and decent place to live regardless of their history or past experiences. The homeowners and residents were very forthcoming in providing their personal and intimate stories. Their stories provided the viewer with a clear picture of the residents and homeowners who have received help from OHFA, conveying that they are everyday people much like the viewer.

OHFA's Office of Communications and Marketing coordinated and facilitated customer interviews and produced video shoots with the assistance from a local production company for \$8,250. The video was included with every copy of OHFA's 2011 Annual Report and was made available on the Agency's website. Since the 2011 Customer Focus Video was posted to OHFA's website, the site has had more than 130,000 unique viewers.

The video gave a face and voice to OHFA customers and has served as an effective marketing tool for the Agency. The video has been instrumental in explaining the Agency's work and impact in the community to members of the Ohio General Assembly, partners in the affordable housing industry including developers, real estate professionals and lenders, potential customers, and members of the media.