

NCSHA 2015 Annual Awards Entry Form

(Complete one form for each entry)

Deadline: Wednesday, June 10, 2015

Visit 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 or 202-624-5424.

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

Entry Name: _____

HFA: _____

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

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

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

HFA: _____

Entry Name: _____

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			

My View Newsletter:
A Unique, Inside Perspective on Affordable Housing

"Your newsletter is the best that we receive and we receive dozens. It helps us learn about affordable housing and what's going on in the other districts."

--District Director - U.S. Senator Patty Murray

My View is a distinctive electronic journal which focuses on the real-life stories of people and organizations that are involved in the hard work of creating affordable housing and improving communities throughout Washington State.



Rather than simply focusing on the internal operations and programs of the Commission, this journal turns the focus on the key players in current affordable-housing initiatives and topics. In-depth interviews allow these leaders to explain, in their own words, the challenges they've faced, how they've accomplished their successes, the coalitions they've built, the legislative support they're enlisting and the further challenges they see ahead.

Redesigned in 2014, *My View* provides a unique, insider's perspective into the people, programs, events and trends that are influencing affordable housing and community development in Washington and across the nation.

Background

The Commission's executive director of 31 years, Kim Herman, had wanted to provide a platform from which all of these voices could be heard—a newsletter that would provide real-world information and insights into the process and challenges of creating affordable housing both here in Washington State and across the country. *My View* was created in 2004 to fill that gap and contribute significantly to the affordable-housing community.

My View has since published 55 professionally written, designed and photographed issues, each on a specific topic of interest in affordable housing. The entire archive is available on our website at wshfc.org/newsletter. Past issues include:

- [Meeting the needs of low-wage renters: Seattle's growing affordability gap](#) *May 2014*
- [Federal housing policy at the crossroads – what's at stake?](#) *January 2014*
- [The Washington Low Income Housing Alliance: How a handful of organizations and individuals grew into a powerful movement for affordable housing in our state](#) *October 2012*
- [Owning vs. renting: Where do we stand in Washington State?](#) *October 2011*
- [Habitat for Humanity in Washington: 36 local success stories](#) *August 2008*
- [Condo conversions in Seattle and commercial demands in Spokane](#) *October 2007*
- [The USDA's rural self-help housing program—Unsung, but highly effective](#) *October 2006*
- [Is there a housing bubble? Nine experts analyze today's real estate market](#) *February 2006*

Effectiveness

The Washington State Housing Finance Commission's *My View* newsletter plays a unique role in our organization's communications program. The majority of our efforts focus on the real-life stories of people in Washington State who need affordable housing and related services. *My View* is a complementary piece. It focuses on the efforts of the committed people in the affordable housing community who make the solutions happen.

Our newsletter has built a strong bond with its readership—more than 3,500 professionals and volunteers across the nation who receive *My View* electronically. We also create a high-quality PDF, professionally designed to be printed as a booklet.

We've frequently heard from readers that our publications have provided the most thorough coverage of a topic that they've read. We field numerous requests to copy and distribute each issue. Subscribers tell us they're implementing strategies they've read about in the newsletter in their own affordable housing efforts, in communities from Wenatchee, Washington to Charleston, West Virginia. The newsletter is also powerful tool that not only we, but our partners, use to educate legislators, Congress members, and local decision makers.

Our articles have been quoted in newspapers, web blogs, and in the published communications of other agencies. Most gratifying is the consistent level of unsolicited feedback we receive from subscribers. Our readers' comments provide some insight on how much they value *My View*:

"Thanks so much for all your support! Your newsletter article was very helpful, with Congressional staff members particularly impressed."

—Self-help housing developer in Eastern Washington

"Your history of the (Washington State) Housing Trust Fund is wonderful! Thanks for writing this piece."

—Urban homeless program manager

"What a really great article on the Homeless Coalition! You keep doing fantastic things!"

—Resource director of Habitat for Humanity, Spokane

2014 Update

In 2014, we redesigned the print version *My View* for a more contemporary and immediate look and feel, with a simplified masthead and bolder graphics. We have also integrated the newsletter into our growing social-media strategy, highlighting featured people and programs on Facebook and Twitter—giving *My View* a wider audience and greater engagement from partners across the state and nation.

Conclusion

With more than 45 years of experience in affordable housing and community development programs, Mr. Herman has creatively established a useful electronic platform where all of these voices could tell their stories and be heard. His *My View* journal provides real-world information and insights on the process and challenges of creating affordable housing and better communities. Thank you for your consideration.