



Entry Form 2018 Annual Awards for Program Excellence

Entry Deadline: Friday, June 15, 2018, Midnight ET

Each entry must include a completed entry form. Please complete a form for each entry your HFA is submitting. The completed entry form will become the first page of your entry.

This form is a fillable PDF. Type your information into the entry form and save it as a PDF. Please do not write on or scan the entry form. **Questions: Call 202-624-7710 or email awards@ncsha.org.**

Entry Title: Enter your entry's title exactly as you wish it to be published on the NCSHA website and in the awards program.

Category:

Subcategory:

Entry Summary: A 15-word (max) summary of the program, project, or practice you are entering.

HFA:

HFA Staff Contact:

Phone:

Email:

Visual Aids:

Are you mailing to NCSHA 10 copies of any visual aids that cannot be included in your entry PDF? Yes No

Payment:

My HFA is mailing a check to NCSHA.
My HFA is emailing the credit card authorization form to awards@ncsha.org.

Overview

The Indiana Housing and Community Development Authority's (IHCDA) mission is to provide housing opportunities, promote self-sufficiency and strengthen communities. To accomplish this we: (1) create and preserve housing for Indiana's vulnerable population, (2) enhance self-sufficiency initiatives in existing programs, (3) promote a value-driven culture of continuous improvement and (4) promote place-based initiatives that will allow Hoosiers opportunities to improve their quality of life. As we strive towards our mission and strategic objectives, it is imperative that we communicate these accomplishments. Our partnership with the Indiana Broadcasters Association through their Public Education Program (PEP) has allowed us to effectively educate Hoosiers throughout Indiana about homeownership.

Background

Like most state housing finance agencies we provide low-to-moderate income residents homebuyer programs that include down payment assistance, getting a low interest rate loan and offering a tax credit. We differ from our state counterparts in that we do not service our own loans. Instead of a homebuyer working with us directly, they instead work with one of our participating lenders. As a result, education on our homebuyer programs was historically targeted only at our participating lenders. These lenders, in turn, educated realtors and homebuyers on our programs.

Understanding just how important homeownership is for our state, and country, we felt it necessary that we communicate the benefits of owning a home (and our homebuyer programs) to a broader audience. This led to us developing a relationship with the Indiana Broadcasters Association (IBA) through their Public Education Program (PEP). The IBA's Public Education Program helps government agencies and non-profit organizations deliver their important public interest messages effectively and affordably to listeners and viewers of Indiana's more than 300 radio and TV stations.

As part of this agreement, TV spots air at least 10 times each month on every station and radio spots 20 times each month on every station during the peak times from 6:00 am – 12:00 am each day. The ad also plays an additional 10 times on TV during non-peak times. The IBA's Public Education Program delivers more than 4 million unique listeners and viewers during a typical campaign, providing us with unparalleled exposure to about 60% of Hoosiers.

Innovative

The trend has been to move away from traditional advertising and embrace digital advertising due to its relatively low cost and ability to track impressions, clicks and website traffic. However, many Hoosiers (and Americans) continue to access news through TV and the radio. We also feel, that while digital advertising has its place, the partnership with the IBA has further established trust and visibility with news stations throughout our state. This has opened up countless opportunities for earned media interviews.

Another innovation is through the development of our TV commercials. To both save on cost and include our staff in this process, we used 10 staff members as part of the Community commercial. Not only did this create a high level of engagement and excitement in the office for this new campaign, but it has been nominated for a Regional Emmy Award. We also used screenshots from the TV commercials for printed materials (brochure), social media graphics (see Appendix).

Replicable

While the spots are extremely limited, many state broadcasters associations have a Public Education Program, or a similar program, available for state agencies to use. Not only is this an opportunity to communicate the benefits of homeownership, but it provides a medium to communicate additional programs throughout the year.

Reach Targeted Audiences

As stated above, the IBA Public Education Program allowed us to effectively reach more than 4 million unique viewers/listeners throughout the State of Indiana. Understanding the diverse audience, we developed a message in these commercials that focuses not only on our homebuyer programs, but the benefits and sense of community that owning your own home creates. We also understand that a majority of Hoosiers qualify for our programs so casting a wide net certainly works for our homebuyer programs in Indiana.

Achieve Measureable Results

In 2017, our TV and radio commercials aired a combined 53,341 times across the more than 300 IBA member outlets. This led to substantial increases in our Homeownership website (homeownership.in.gov), social media traffic and loans.

Provide Benefits that Outweigh Costs / Demonstrate Effective Use of Resources

A conservative cost estimate for a radio commercial in Indiana is \$25 during the peak time (6:00 am – 12:00 am) in Indiana. This price substantial increases for TV. Using this estimate, we received over \$1.3 million in advertising value for our \$225,000 donation to the IBA. Our fee to participate in this program goes toward the operating expenses of the IBA. The IBA is responsible, like all state broadcasters associations, for representing their affiliate stations before Congress and providing training and support.

Achieve Strategic Objectives

A priority in our 2017-2021 Strategic Plan is to educate about IHCDA, its programs, and its partners. Our partnership with the IBA through their Public Education Program provides us an effective and cost efficient way to regularly educate and inform an estimated 60% of Hoosiers. While we currently use this program exclusively for our homeownership programs, we have the potential to use this for other IHCDA programs such as our Energy Assistance Program (EAP) or our Individual Development Account (IDA) program.

Appendix A TV Commercials

“Where it Started” – <https://www.youtube.com/watch?v=i89NHx4WODk>



“Community” – <https://www.youtube.com/watch?v=YUVI264TtS4>



Appendix B

Social Media Graphics

