

GEAUX HOME

*Home
Matters.*



Home is the bedrock of success.

2015 PRSSA Bateman Case Study Competition

Loyola University New Orleans PRSSA Bateman Team

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EXECUTIVE SUMMARY

Home is where it all starts. It's barbecues in the backyard and inviting neighbors over for a good time. It's second-lining down the street and a hot bowl of gumbo. Home is where we lay our heads at night. It's tucking the little ones in at night and checking for monsters under the bed. It should be safe, comfortable and stable.

Too often, however, people don't have access to nutritious meals, spots in the best schools or protected environments free from harm. In support of the national Home Matters movement, the 2015 Loyola University New Orleans PRSSA Bateman campaign *Geaux Home: Home is the bedrock of success*, partnered with two local Home Matters supporters to show New Orleanians how home contributes to success and impacts education, health, public safety and economic development. *Geaux Home* established the link between home and these core social issues and emphasized the need to redefine the American Dream.

Geaux Home accelerated action and conversation about housing in New Orleans through community outreach and instigation of policy change. We raised awareness of Home Matters through our 18 presentations, partnerships with Providence Community Housing and Make It Right Foundation and our *Geaux to Jazzfest* social media contest.

Our team took advantage of the opportune timing to initiate policy change in a city where more than half of its residents are renters. Renters in New Orleans often face injustices with slumlords who violate property codes and escape consequences. We created a petition and collected signatures to demand the City Council expand the duties of the Office of Code Enforcement to include more frequent and proper maintenance code inspections on rental properties to ensure renters in New Orleans have an adequate, safe and comfortable environment.

We played *BinGeaux* with baby boomers, facilitated conversation with young parents at Catholic Charities Head Start organizations and motivated millennials with a few rounds of pillow fighting. *Geaux Home* created a local movement to take part in the national coalition created by Home Matters.

To capitalize on Loyola's close-knit community, we created a buzz on campus at the student center with our American Dream door and #ShareHomels Homestagram board. The recycled door became a social hub for millennials as they crowded around to reflect, write and share their American dreams.

The New Orleans mayor proclaimed Feb. 24 Home Matters Day. To celebrate, we hosted *Pillow Talk: How Home Matters in New Orleans*, a panel discussion with five executive directors of housing organizations. "Research can predict when someone will die based on their zip code. Talk about home mattering," one panelist said. After our *Pillow Talk*, students met in Loyola's Peace Quad for *Geaux Sleepover*, which mobilized students to rethink how a safe, comfortable environment is connected to both personal and community success.

Geaux Home! Learn how Loyola's PRSSA Bateman Team returned the focus to home, initiated policy change and educated New Orleanians on why Home is the bedrock of our success.

RESEARCH

SITUATION ANALYSIS

The housing crisis in New Orleans is not new. It is the result of decades of political inaction that has forced many New Orleanians to choose between moving out of the city or enduring the squalid conditions of affordable housing. Hurricane Katrina and the 2008 recession exacerbated the problems. Since the levee failure following Katrina in 2005, the average cost of living in New Orleans has doubled while the median income has decreased by almost 7 percent since 2010.

In New Orleans the housing crisis affects almost 100,000 individuals, all of whom need better affordable

housing options. A large number are African-Americans, and though they make up the majority of the population, they are continuously overlooked by those in a position to bring about change.

Geaux Home launched at a key moment; a number of organizations in New Orleans have spent the past 10 years since Hurricane Katrina working toward innovative housing solutions. New Orleans has been a living laboratory to experiment with solutions that might become models for cities across the country. Thanks to the effort of New Orleanians and the economic revitalization inspired by the urgency of Katrina recovery, remarkable improvement is on the horizon.

SECONDARY RESEARCH

To understand our target audiences' attitudes and their knowledge on housing issues, we studied scholarly journals, official reports, news articles and housing resource websites.

Housing in New Orleans

- Fifty-three percent of the New Orleans' population lives in rental housing. Half of this group is considered rent-stressed since they pay more than 30 percent of their income on rent, surpassing the proportion recommended by the U.S. Department of Housing and Urban Development.
- In the past 10 years the average rent in Orleans Parish increased from \$698 to \$925 a month, just shy of the national average of \$950. Median monthly income has remained stagnant as one of the lowest in the nation at \$2,975.
- New Orleans requires rental property maintenance inspections to ensure that landlords maintain their property in agreement with the city's minimum maintenance code. But because of insufficient resources, regular inspections are not conducted and landlords avoid penalties for inadequate attention to tenant complaints about serious code violations. The New Orleans City Council's efforts to expand tenant rights and curb landlord impunity have been unsuccessful.

The American Dream

- Economists calculate that the traditional idea of the American Dream (family and homeownership) for a family of four requires an annual household income of \$130,000. The median salary in the United States today is \$51,000, while the median salary in New Orleans is \$35,000.
- Only one of eight Americans can attain the American Dream without incurring debt.
- According to a 2013 National Association of Realtors survey, 93 percent of homeowners and 89 percent of renters believe that homeownership is central to the American Dream.

PRIMARY RESEARCH

We conducted a pre- and post-campaign survey, three focus groups and 28 in-depth interviews with individuals from the Greater New Orleans area including millennials, young parents, baby boomers, housing experts and public relations professionals.

Surveys

We collected 218 responses from all of our audiences. Questions focused on housing issues and the American Dream.

- Ninety-two percent of survey respondents associate the American Dream with a stable, high quality of life and economic success.
- Forty-four percent of survey respondents are aware of efforts to provide New Orleanians with affordable housing.
- Ninety-six percent of respondents had no prior knowledge of Home Matters, and 98 percent of respondents could not identify the local Home Matters supporters in New Orleans.
- Eighty-eight percent of neighborhood leaders at the quarterly City of New Orleans Neighborhood Leadership Roundtable stated that an interactive presentation would be the best way to present

information about social issues. They were least satisfied with public safety in their neighborhoods and emphasized the lack of access to economic development, education, public health and public safety.

Focus Groups

We facilitated three focus groups, one with public relations professionals, one with millennials and one with young mothers and baby boomers.

- Participants associate the American Dream with buying a house instead of paying rent.
- Participants who had young children or were growing up in the wake of the landfall of Hurricane Katrina said that the storm altered the way they viewed home because they lost the stable environment they had taken for granted. As a result, they give greater importance to family than to the physical structure of their residence.
- Participants said they learned about the American Dream at home from listening to older family members' conversations, but media has been the primary influence on their concept.
- Millennials believe that over the past decade, media influence has shifted the focus of the American Dream from the traditional family home into a rat race for wealth, influence and fame.
- Participants who are first or second generation immigrants voiced a stronger belief in the traditional American Dream than any other group who participated in the study.

Interviews

We conducted 28 in-depth interviews with millennials, young mothers, baby boomers, housing nonprofit experts, community activists, university professors and policy experts.

- The high demand for Section 8 makes the option of federally-funded housing a near impossibility for young mothers in New Orleans because an entry-level salary is not enough to pay the average rent.
- Young mothers said, "Home is the key to a child's development," and they constantly worry about whether their home environment is safe and stable enough for their children to feel happy.
- Home ownership for young mothers is the prize at the end of a long struggle for self-improvement that rewards them with pride in the sacrifices they have made for their children.
- Baby boomers said that classism, sexism, racism, other prejudices, low salaries and increasing costs of living make it almost impossible for the poor to attain the traditional American Dream.
- Baby boomers define home as a place of peace, serenity, love and comfort, a place where they can retire to enjoy the final years of their life. However, the New Orleans housing market is too expensive for many baby boomers whom are forced to move to suburban parishes to afford housing.
- Landlords in New Orleans have a vested interest in restricted tenant rights and over the past decade have lobbied successfully against reforms that would require periodical inspections, registry of property conditions and fines for those who avoid repairs.

TARGET AUDIENCES

Primary Audience

- Millennials at Loyola University New Orleans, ages 18 to 22

Secondary Audiences

- Young parents in New Orleans (primarily mothers), ages 20 to 35
- Baby boomers in New Orleans, ages 51 to 69
- Housing nonprofits and their followers
- Members of the Loyola University community (faculty and staff)
- New Orleans community
- Local media

KEY MESSAGES

- Health, education, public safety, and economic development are social issues with a common denominator: their connection to Home. Home is the bedrock of success.
- The new American Dream includes access to safety, comfort, education, health and stability.
- Both renters and homeowners should have access to a safe, comfortable environment because Home Matters.
- Get involved with local Home Matters supporters, Providence Community Housing and Make It Right Foundation.
- Join the national Home Matters movement to raise awareness about the importance of Home.

CHALLENGES & OPPORTUNITIES

Challenge: New Orleans shuts down during the Mardi Gras holiday, which started Jan. 6 and ended Feb. 17. This six-week celebration left a small window for campaign implementation in New Orleans because of the city's preoccupation with the parade season. Professionals, organizations and businesses were reluctant to make commitments during the holiday, which made it difficult to plan events or presentations. It was a challenge to target community leaders because many neighborhood associations meet for 11 months out of the year, taking February off because of the Carnival season. We faced the possibility that our audiences might be too distracted by the festivities to pay attention to our messages.

Opportunity: While Mardi Gras interrupted our campaign timeframe, the carnival season created various opportunities. We partnered with St. George's Episcopal Church and the La Cocinita food truck on Saturday to provide affordable and nutritious food for parade-goers while we gathered pledges and petition signatures. We bought our Homestagram board to two Mardi Gras parades where we snapped pictures and asked people what home means to them.

Challenge: The climax of Home Matters Day on Feb. 24 was Geaux Sleepover, an event held outdoors, encouraging students to sleep outside on campus and join our activities. We expected bad weather would limit attendance.

Opportunity: Although the potential for freezing rain was unusual for New Orleans, preparation for the unexpected weather created more meaningful conversations about the importance of a safe, comfortable environment. Plus, a local news crew shot a live segment at 5 a.m. and footage for packages they aired later in the day.

Challenge: The newness of the Home Matters national movement and its connection with New Orleans affiliates meant staff at Providence Community Housing and Make It Right Foundation were relatively unfamiliar with how to leverage their role as a local supporter.

Opportunity: Rather than focus on Home Matters fund development, we executed a research-driven education campaign to position home as the crucial link between healthy communities, public education, safety, health, economy and personal success.

OBJECTIVES

Objective 1

To increase target audiences' awareness of Home Matters and its local nonprofit affiliates by 20 percent by Feb. 28.

Objective 2

To increase target audiences' knowledge of housing's connection with and impact on social issues such as education, public safety, public health and economic development by 20 percent by Feb. 28.

STRATEGIES, RATIONALES & TACTICS

Strategy 1: Create a culturally relevant campaign.

Rationale: Our professional focus group indicated the need to make our key messages and presentation relevant by connecting it to the larger story of New Orleans. Our secondary research revealed that New Orleanians feel a connection to home especially after so many lost theirs after Hurricane Katrina and were forced to relocate or rebuild. These results also showed that emphasizing home as the heart of New Orleans would appeal to our target audiences.

Tactic 1: Create a culturally relevant campaign theme. Our campaign name and slogan, Geaux Home: Home is the Bedrock of Success, highlights the culture of New Orleans with the local spelling of the word “go.” The phrase is commonly used in southern Louisiana to cheer on sports teams like “Geaux Tigers” or “Geaux Saints.” Because this small detail resonates with audiences in our region, we used it to encourage our target audiences to cheer for home. The phrase was easy to integrate into event titles and social media messages, which added the consistency and repetition necessary to reach our target audiences.

Tactic 2: Create a culturally relevant logo. The fleur de lis in our Geaux Home logo is a symbol associated with New Orleans. The Geaux Home logo reflected Home Matters’ colors, quasi-minimalist design and angular shapes. We incorporated a series of small homes inside the fleur de lis to symbolize togetherness and community as the heart of New Orleans.

Tactic 3: Leverage Mardi Gras opportunities. The annual Mardi Gras season draws thousands of people to the streets of New Orleans. This allowed us to reach secondary and primary audiences during parades on Feb. 7 and 8. We partnered with St. George’s Episcopal Church and La Cocinita taco truck to assist them with their “Mardi Gras Spirits” venue where they provided exhausted parade-goers a safe, comfortable place to use the bathroom, get refreshments and socialize. We had one-on-one conversations about Geaux Home, Home Matters and the importance of a safe and comfortable environment. We also invited customers to sign our pledge cards and petition. Our eye-popping Homestagram board attracted attention as we canvassed parades on foot to snap pictures of individuals and ask people what home meant to them. We shared the pictures via social media, tagged participants and encouraged them to repost.

Strategy 2: Reinforce Geaux Home key messages through increased visibility and repetition.

Rationale: Cognitive dissonance theory suggests audiences resist messages that conflict with their current mindset and accept messages that align with their attitudes. We knew integrating Geaux Home messages into areas our audiences see every day (student center, plasma screens and social media) would increase the chance they would accept and remember them.

Tactic 1: Present a consistent design on all materials. Our campaign materials depicted the Geaux Home logo, designed with Home Matters signature colors. Our social media platforms, pledge cards, BinGeaux boards and other printed materials featured the same design.

Tactic 2: Display our logo and event information on plasma screens across Loyola’s campus. Plasma screens in the Danna Student Center, Bobet Hall and the School of Mass Communication, locations accessible to all Loyola students, faculty and staff, featured a graphic with our logo, key messages, social media handles and upcoming events.

Strategy 3: Educate target audiences about Geaux Home key messages via collaborative presentations.

Rationale: Our interviews at the January Neighborhood Leadership Roundtable showed that audiences would respond well to interactive activities. Our millennial focus group revealed audiences are more likely to be persuaded if they are actively engaged. We knew an interactive game combined with physical activity and a written commitment (pledge card) would engage audiences. Our Neighborhood Leadership Roundtable research also indicated that citizens are most concerned about feeling safe in their neighborhoods and having access to education for their children. The fact that more than half of New Orleanians pay rent instead of own homes influenced our presentation content.

Tactic 1: Deliver a 15-minute presentation for organizations in each target audience. Our presentation included audience engagement and a slideshow that highlighted housing issues specific to New Orleans and Home Matters' call for policy change. The presentation included Home Matters' New American Dream video, information about the Minimum Property Maintenance Code and statistics on social issues related to housing. We informed audiences about Home Matters and invited them to support the movement by committing to the Geaux Home pledge and signing our petition. We gave our presentations to millennials at nine classes at Loyola, a Student Government Association senate meeting, chapter meetings for Theta Phi Alpha Sorority and Delta Gamma Sorority, to parents at a Ben Franklin High School Parent Teacher Association meeting and at three Head Start meetings with Catholic Charities; and to baby boomers at two local community centers.

Tactic 2: Create interactive elements in our presentation to engage and educate target audiences about Home Matters and the link between Home and related social issues. Our true-false game, "Seven Things You Didn't Know About Housing in New Orleans," conveyed key messages to audiences in a fun and interactive way. Each student received a pillow-shaped paddle to wave their response of true (green side) or false (red side) to answer our questions. The pillow-shaped paddles were derived from the symbol in our slogan, "Home is the bedrock of success." The word "bed" in "bedrock" features a tiny bed with a small pillow. Beds and pillows are often associated with sleep and comfort and the paddles reiterated the idea of Home as a safe, comfortable environment. We also invited attendees to sign the Geaux Home pledge and our petition.

Tactic 3: Invite students, faculty and staff to express themselves at our American Dream Experience in the student center. In the student center we set up a table where we encouraged students to rethink their American Dream on our Dream Door. Using Sharpie markers, students, faculty and staff illustrated their American Dreams on the canvas of our white, interior door. We also engaged in one-on-one conversation about the Home Matters movement, promoted our social media contest and obtained petition signatures and pledges.

Tactic 4: Disseminate a petition to initiate policy change in New Orleans. We partnered with Providence Community Housing, a local Home Matters supporter, and the Greater New Orleans Fair Housing Action Center to develop a petition for the enforcement of the Minimum Property Maintenance Code to improve conditions for renters in the city. We invited individuals to sign our petition at our presentations, American Dream Experience and other events to help influence policy change that could affect the quality of life for tenants living in New Orleans. We presented the petition at a New Orleans City Council meeting on Feb. 11 and to city council member LaToya Cantrell on Feb. 27 so that she could continue our outreach.

Tactic 5: Distribute and collect Geaux Home Pledge Cards. We invited individuals to pledge to make Home Matter, to value home and its relation to overall success and to redefine what the American Dream means. The top half of the card contained our key messages, social media handles and information about Home Matters and its local affiliates. The bottom half was perforated so that they could give us their pledge and social media handles.

Strategy 4: Engage target audiences at events that encourage involvement with Home Matters and its local affiliates.

Rationale: Our survey results showed 90 percent of individuals have previously volunteered with a nonprofit organization and 66 percent are motivated to volunteer for social causes. Our millennials focus group results showed that while millennials are unable to donate money, they are willing to donate time.

Tactic 1: Host Home Matters Day on Feb. 24. Mayor Mitch Landrieu proclaimed Feb. 24 as Home Matters Day in the city. In observance of Home Matters Day, we hosted a panel discussion and sleepover event.

Tactic 2: Host Pillow Talk: How Home Matters in New Orleans. We partnered with LUCAP (Loyola University Community Action Program), the Center for the Study of New Orleans, Residential Life at Loyola and Sodexo to host a panel discussion. Panelists from UNITY Housing, Jericho Road Housing Initiative, Neighborhood Development Foundation, the Louisiana Housing Corporation and Providence Community Housing shared their advice and experiences with housing. Panelists also emphasized the relationship between New Orleans' current housing situation and its effect on social issues relevant to the city.

Tactic 3: Host Geaux Sleepover. After our panel, students gathered to participate in home-related activities and spend the night in the Loyola Peace Quad for our Geaux Sleepover event. Millennials competed in the Design-A-Home challenge to create mini-homes with cardboard boxes, tape, plastic and paint. Using Home Matters' hashtag to maintain a consistent theme throughout our campaign, we invited students to illustrate with fabric markers what home meant to them on white pillowcases in the #ShareHomels Pillow Design contest. With their freshly designed pillowcases in place, students competed in rounds of pillow fights to express the frustrations housing issues can cause. On an outdoor inflatable movie screen, participants watched, "The Inevitable Defeat of Mister and Pete," a movie about two boys who struggle to stay safe and attend school in spite of their mothers' drug abuse and imprisonment. When the boys run out of food and money, they learn how important home is in relation to success and happiness. The tiki torches, music, s'mores and hot cocoa attracted the attention of students, faculty and staff leaving classes and work. Being bundled up with multiple layers of warm clothes inside sleeping bags on the grass reminded students that not everyone has access to a safe, comfortable place to lay their head.

Tactic 4: Host Geaux Volunteer Day on Feb. 28. We partnered with Providence Community Housing, the New City Neighborhood Foundation and LUCAP to assess the structural condition of homes in the Treme-Laffite areas of New Orleans, which were significantly damaged after Hurricane Katrina. Millennials learned about Providence's main goals, why they started building in the area and observed their new properties. Volunteers were trained to use a checklist to categorize whether a building was dilapidated, deteriorating, below standard, standard or excellent.

Tactic 5: Host sessions of BinGeaux. For our presentations at community centers, we led baby boomers in our own spin on the classic game of Bingo. We created special boards featuring our theme and logo. Instead of yelling "Bingo" our participants yelled, "Geaux Home!" We explained our key messages throughout the game.

Tactic 6: Create conversation about the Home Matters movement at Make it Right's Homeownership Jam Session. We talked about the Home Matters movement and educated potential Make It Right homeowners about Geaux Home key messages. We also invited individuals at the Homeownership Jam Session to sign our petition and pledge cards.

Tactic 7: Engage in conversation about Home Matters at the Senior Housing Groundbreaking with Providence Community Housing. We engaged in one-on-one conversation about Home Matters with Providence Community Housing, Enterprise Community Partners, the Housing Authority of New Orleans, state and federal agencies at the long-awaited groundbreaking that launched construction of a 100-unit affordable housing complex for seniors located in the Treme-Lafitte area.

Strategy 5: Raise awareness about Home Matters and housing issues in New Orleans through local media.

Rationale: Our focus group of public relations professionals revealed that media coverage influences relevancy and credibility among our target audiences. They also accentuated the value of visual campaign elements to garner media coverage.

Tactic 1: Write a media release to pitch our Geaux Home campaign to local media outlets. We distributed a media release to print, broadcast and online outlets on campus and throughout the Greater New Orleans area.

Tactic 2: Pitch Geaux Sleepover and Pillow Talk event to local media outlets. We sent a media advisory to local print, television and online outlets on campus and throughout the Greater New Orleans area.

Strategy 6: Encourage target audiences to interact with Home Matters, Providence Community Housing and Make It Right Foundation to stimulate discussion about Geaux Home key messages.

Rationale: Our secondary research showed 77 percent of millennials check social media platforms every day. Our millennial focus group revealed most millennials rely on social media platforms for news updates, special events and recommendations for volunteer opportunities. Another focus group revealed baby boomers and young parents rely on recommendations from their personal networks.

Tactic 1: Create social media engagement with our Twitter, Instagram and Facebook profiles. Home Matters information was included in the “About” or “Bio” section of each social media platform. We tagged Home Matters in most posts to encourage use of the hashtag and for others to follow, like and support the Home Matters movement. For example, we tweeted “Geaux Volunteer: Join us this Saturday as we work with @ HomeMattersUSA supporter, Providence Community Housing, to assess homes in the area!”

Tactic 2: Incentivize individuals to follow Home Matters with the Geaux to JazzFest social media contest. Because focus group results indicated target audiences would be more likely to share information, like and follow organizations on social media if they were provided an incentive, we offered two tickets to the New Orleans Jazz and Heritage Festival. Our social media contest rules required participants to post to any social media using our hashtags, #RentRant and #ShareHomels and follow or like Home Matters on any social media platform. Participants could enter to win several times to increase their chances of winning.

Tactic 3: Encourage individuals to interact with Home Matters affiliates through social media. We shared posts created by Home Matters’ local affiliates on Geaux Home social media and created our own posts to promote events. For example, we tweeted, “Join us and local @HomeMattersUSA supporter @MakeItRight this Saturday for the Homeownership Jam Session! #HomeMatters.”

Tactic 4: Share articles that supported Home Matters key messages. Secondary research showed that most millennials prefer to receive news via social media. We shared articles that demonstrated the connection between home and social issues relevant to New Orleans with our followers. For example, we tweeted “In 2015, the number of shootings in NOLA increased by 24 percent. Geaux Safe: Be aware and have fun at parades this week.” We also tweeted, “Geaux Safe: Where there’s smoke, there’s fire. Do you have a working smoke detector?” We attached the links for each article to the tweets.

Tactic 5: Create conversation about the relationship between safety and home. Within a two-month period New Orleans experienced 11 deaths caused by home fires, which added context to Home Matters’ messages about the significance of a safe environment. We created an infographic about smoke detectors with a link to New Orleans Fire Department’s Free Smoke Detector Installation Program and our petition.

Tactic 6: Create conversation about renters’ rights and the Minimum Property Maintenance Code.
(See, Strategy 3, Tactic 3)

EVALUATION

Objective 1: EXCEEDED

To increase target audiences’ awareness of Home Matters and its local nonprofit affiliates by 20 percent by Feb. 28.

Our post campaign survey results showed that our target audiences’ awareness of Home Matters increased by 90 percent, exceeding our objective by 350 percent. In addition we increased awareness of Providence Community Housing by 84 percent and Make It Right Foundation by 87 percent, exceeding our objective by 320 and 335 percent respectively.

Objective 2: EXCEEDED

To increase target audiences’ knowledge of housing’s connection with and impact on social issues such as education, public safety, public health and economic development by 20 percent by Feb. 28.

Our post campaign survey results showed that housing’s connection to economic development increased by 31 percent, education by 44 percent, public safety by 39 percent, and public health by 41 percent, with a total average increase of 93 percent, exceeding our objective by 365 percent.

Media Coverage

Local: The Times-Picayune, The New Orleans Advocate and NBC affiliate WDSU-TV ran features on Geaux Home, highlighting Pillow Talk and Geaux Sleepover, our main events on Home Matters Day.

The New Orleans Advocate, the city's daily print newspaper, ran a short article, 1-column by 3-inches, accompanied by a 2-column by 4.75-inch and a 1-column by 3-inch color photo in the Metro section of their Feb. 25 issue above the fold. The photographs and article resulted in 150,800 impressions and \$1,417.02 in public relations value.

The Times-Picayune ran a 2-column by 5-inch article with a 2-column by 2.25-inch color photo of a student signing our American Dream door on the front page of the Community News Section of their March 11 issue with a jump to page four. On page four, the jump includes a 2-column by 6.5-inch article (730 words in total) with a 2-column by 3-inch black and white photo of students at the pillow fight above the fold.

The article resulted in 296,000 impressions and \$2,938 in public relations value. The article also gained an additional 1,810,493 impressions and \$500 in public relations value on the Nola.com website, the biggest online news source for the Greater New Orleans area.

NBC-affiliate WDSU-TV produced two :58 packages that aired on the 5 and 6 a.m. newscast on Feb. 24 to promote Home Matters Day. They also interviewed two of our team members the morning after our Geaux Sleepover event on Feb. 25. WDSU-TV produced two 1:32 segments that aired live on the 5 and 6 a.m. newscast. They aired three :32 teasers at 4:30, 5:30 and 6:30 a.m. and a :58 segment at 4 p.m., Feb. 25 to recap our events.

The eight segments in total resulted in 104,128 impressions and \$14,572 in public relations value. The live 5 a.m. segment gained an additional 631,871 impressions on the WDSU website and was accompanied with a short article outlining the event, providing an additional \$1,236 in public relations value.

Campus: The Maroon, The Maroon Minute, Crescent City Radio, Loyola at a Glance and "5 Things to Know About Loyola" featured Geaux Home. Home Matters Day was ranked as #1 on "5 Things to Know This Week at Loyola," a weekly University email blast on Feb. 23. The Maroon Minute, a daily 60-second segment broadcast at Loyola, featured Geaux Home and Home Matters on Feb. 23 and 24. Our public service announcement aired four times with Crescent City Radio.

The Maroon, Loyola's weekly newspaper, featured Geaux Home in a 4-column by 4-inch article (380 words) in the News section, Feb. 6 in print and online. The print article resulted in 3,000 impressions, providing \$450 in public relations value and gained an additional 6,500 impressions online.

The Geaux Home campaign in total earned \$21,113 in public relations value and made 3,002,792 media impressions on the city of New Orleans.

Call for Policy Change

We created and presented a petition at the Feb. 11 New Orleans City Council meeting urging council members to expand the duties of the Office of Code Enforcement to include more frequent and proper maintenance code inspections on rental properties. We collected 728 signatures for our petition and presented it to a District B City Council member Feb. 27 so she could continue our outreach.

Community Outreach

Campus: Geaux Home reached 5,787 members of the Loyola community on campus through the plasma screens displaying our theme and logo in the Danna Student Center, Bobet Hall and the School of Mass Communication. Geaux Home engaged 34 attendees at the Pillow Talk panel discussion. We interacted with 62 millennials at the Geaux Sleepover event where students slept outside and enjoyed activities and pillow fights. Our hashtags #RentRant and #ShareHomels were used 321 times throughout our social media contest Geaux to Jazzfest.

Local: Geaux Home distributed and collected 674 pledges from people committed to "Geaux Home because Home Matters!" The Geaux Home campaign reached 376 millennials, 58 baby boomers and 66 young parents in one-on-one conversation at our 18 presentations, totaling 434 individuals.

Social Media

Geaux Home connected with 16,469 unique social media accounts, which resulted in 11,546 Twitter impressions and reached 4,377 people in 44 countries on Facebook through posts and events, averaging over 58 unique account reaches per day.

Geaux Home reached Providence's 348 Facebook page likes, 72 Twitter followers and newsletter subscribers. We reached the 6,626 readers of Make it Right's online blog and were retweeted or favorited by Make it Right's Twitter account 16 times. Our Facebook page gained 209 likes and reached 4,377 people with a total page reach of 1.065. Our Twitter account tweeted 143 times, had 131 followers and engaged 450 people. Our Instagram account gained 149 followers for our 68 posts and a total of 737 likes. We drove 36 individuals to follow Home Matters on social media platforms as it was a rule of our Geaux to Jazzfest social media contest.

CONCLUSION

GEAUX HOME...

- Increased awareness of Home Matters among New Orleanians by 90 percent.
- Increased awareness of Providence Community Housing by 84 percent and Make It Right Foundation by 87 percent.
- Initiated policy change with our Minimum Property Maintenance Code petition with 728 signatures presented to the New Orleans City Council.
- Motivated one out of every five Loyola undergraduate students to reflect, write and share at our American Dream Experience.
- Ignited conversation about why Home Matters among target audiences at our panel led by five housing executives.

SHARED HOME WITH...

- Millennials in nine Loyola communication, sociology and psychology classes, two sorority chapter meetings, one student government senate meeting and during our sleepover and volunteer day.
- Young parents at one parent teacher association and three Catholic Charities Head Start meetings.
- Baby boomers at two community centers and Providence Community Housing's Senior Building Groundbreaking.
- Community leaders when we presented at Greater New Orleans Housing Association's Community Engagement Meeting.
- Prospective first-time homebuyers when we tabled at Make It Right Foundation's Homeownership Workshop.
- Parade revelers along the Mardi Gras parade route during our weekend partnership with St. George's Episcopal Church.

IMPACT

Geaux Home localized a national issue and made it relatable and relevant to our community. Geaux Home empowered New Orleanians to take action when it comes to home and to think of home's direct impact on their quality of life, education, job, health and safety. Geaux Home encouraged more than 3,000 millennials, baby boomers and young parents to draw these connections and put home first.

LONGEVITY

Our valued partnerships with Providence Community Housing, Make It Right Foundation, New City Neighborhood Partnership, New Orleans City Council and LUCAP guarantee our messages will continue. Our partnership with the Greater New Orleans Fair Housing Association will help further legislative action regarding our petition. Geaux Home is more than social media impressions, nonprofit meetings and the month of February. We cultivated a community for change, based on the idea that home is the bedrock of both our personal and community success.