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**Final Group Project**

Communication Campaigns for Social Change  
Dr. Maria De Moya, DePaul University  
November 21, 2016

## **Executive Summary**

The residents of the Chicago region are perhaps our greatest renewable resource, constituting a diverse workforce that fuels economic development. The problem is that accessibility to these resources and personal preferences of commercial patronage, all that which fuels economic growth, is limited by which neighborhood you decide to live in or visit.

Bronzeville is a neighborhood located on the Southside of Chicago that is situated 5 miles south from the loop (Figure 1). What once was considered as the “Black Metropolis,” has now deteriorated over time due to dwindling housing stock and retail corridors, and population density needed to support business and civic life has fallen. ([CMAP, 2012](#)). The ongoing struggle of social problems, such as poverty and lack of local foods, presents itself as a persistent challenge to Bronzeville’s revitalization process. Several recent development initiatives have attempted to bring renewed vitality to Bronzeville’s and one of them is Urban Juncture.

Urban Juncture provides a framework where “commerce meets community.” Urban Juncture wants to achieve the community vision of “developing vibrant, walkable, retail nodes along 43rd and 51st Streets... while providing local employment and business ownership opportunities.” ([CMAP, 2012](#)) Therefore, we built a campaign to support the needs of Urban Juncture, to reach and connect with Chicagoans with disposable income and intrigue visitors to the growing amenities of Bronzeville.

## **Organizational Background**

Urban Juncture (UJ) is a small for-profit company led by UJ Founder and President Bernard Loyd, who is dedicated to working in developing commercial real estate and related enterprises that address the needs of underserved communities such as the Bronzeville neighborhood in Chicago, Illinois ([Urban Juncture, 2016](#)). Urban Juncture seeks to revitalize Bronzeville by providing a commercial and communal space where residents or visitors can gather to further facilitate economic growth.

The issue is that there is a lack of funding and investors to turn these spaces into profitable commercial developments. Nonetheless, UJ’s mission is to help stabilize the community and improve the wellbeing of the residents by providing job opportunities, quality goods and services to existing residents and to secure new residents.

Although there are inconsistent communication efforts, UJ continues to strive for social change by hosting unique events and attractions that brings patrons to the forefront while highlighting the potential amenities that Bronzeville has to offer. UJ looks

to attract visitors, and as a result, deliver financial returns that could then be reinvested within the community. The initiative is designed to bring cuisine, culture, and community back to 51st street in order to create a sound economic foundation for Bronzeville.

## **Situational Analysis**

The following situational analysis takes a look at the communication efforts of Urban Juncture in relaying information surrounding the organization's progress, fundraising goals, local business and real-estate happenings and other relevant Urban Juncture-related news. The analysis also includes a structural element that addresses the organization's standing in Chicago as well as an analysis on the Bronzeville neighborhood as a whole.

To tackle the *social* element of our campaign, it is crucial that Urban Juncture has a clear line of communication to the Bronzeville neighborhood. The issue of sparse and inconsistent messaging dampens the power of UJ's communication channels to relay information and ensure that the message is accurately received.

### **S.W.O.C for Urban Juncture**

#### **Strengths**

1. UJ has a mostly-positive relationship with the City of Chicago
2. Organization has buy-in with the community that it serves
3. Uses equity crowdfunding (WeFunder) to raise money for the organization's initiatives
4. Has Jerk Shack, Bike Box and Bronzeville Incubator as cornerstone businesses
5. Has rich understanding of the neighborhood's past, limitations and organizers who have influence in the community
6. The neighborhood had a rich history in black arts and culture from the 1920s-1950s
7. Great housing stock in the area *can* lend itself to redevelopment
8. Ida B. Wells, Bessie Coleman, Gwendolyn Brooks, Sam Cooke, Lou Rawls, Louis Armstrong all contributed to the development of the "Black Metropolis"
9. The neighborhood has several city-designated landmarks that serve as tourist destinations for history buffs of Black and/or Chicago history ([Choose Chicago](#))
10. A prideful emphasis on art still thrives in the neighborhood

## Weaknesses

1. Communication efforts to the community aren't consistent
2. Media coverage of the organization's goals is sparse
3. Organization doesn't have strong name recognition in the city
4. Has a relatively small social media presence and following
5. 43% of Bronzeville residents live in low-income housing
6. Unemployment is at 16%, which is more than the city's average ([CMAP, 2012](#))
7. Bronzeville needs more locally-owned businesses that will keep dollars spent inside the community. ([Trotter, 2016](#))
8. The percentage of people living under the poverty line is 62.2% ([City-Data, 2014](#))
9. Consumer spending in Bronzeville is well-below the national average ([Point 2 Homes, 2014](#))

## Opportunities

1. Events like Open House Chicago can drive people to the neighborhood
2. Using the youth in the neighborhood to active social media presence of UJ (perhaps a communication intern)
3. Partnering with the new Bronzeville Mariano's (economic) and/or South Side Organizations (economic and/or social) to meet mutual goals
4. Pairing with teachers' union to promote Jerk Shack's "Teacher Tuesdays" promotion
5. Can use Incubator as a physical space to collaborate with investors, local business owners, community members, etc.
6. Bronzeville's new Mariano's can drive outsiders to the area
7. Mariano's store provides opportunities for jobs, local products and black businesswomen ([Watson, 2016](#))
8. The amount of high-rise buildings and its proximity to the city makes the neighborhood attractive to those who don't want to venture far from downtown.
9. ComEd is building a micro-grid with federal funding — plans to make Bronzeville its first 'Community of the Future' ([Cusick, 2016](#))
10. Chicago-wide events that celebrate the city's diversity in cuisine, arts and culture could use Bronzeville as an area of showcasing South Side lifestyles

## Challenges

1. Instilling interest in those outside the neighborhood
2. Educating the youth and local community on the history of the neighborhood
3. Convincing a neighborhood with little income to focus on community engagement
4. Drawing corporate interest while not compromising the demographic's wellbeing

5. Creating a sustainable plan that local leaders can continue after Urban Junction lays the groundwork
6. The housing stock is on the rise, thus commercial and residential developers are showing more interest in the area, which could lead to gentrification ([Trotter, 2016](#))
7. Creating businesses that aren't necessities (i.e. groceries) will have a tough time getting locals to become patrons due to their lack of disposable income
8. Creating a self-sustaining neighborhood by using people outside the neighborhood, but not taking the power away from the locals
9. Finding the right balance to include the community, attract outsiders and give incentive for businesses to invest in the area

## **Media Audit for Urban Juncture & Bronzeville**

### **Overview**

Taking a look at the subject matter that is covered in the media about the Bronzeville neighborhood gives us great insight into what the conversation and perception of the neighborhood is. While research on the data shows a struggling population with statistics that indicate high unemployment and low income, recent news stories have shown signs of much promise.

This media audit consists of published articles from well-known and reputable sources — most of them being newspapers. The timeframe for the articles collected range from June 2015 up until October 2016. One source, an article from December 2012, simply offered a comparative analysis of gentrification within Bronzeville compared to Pilsen.

Analysis of this information was for research purposes to understand the underlying effects of Bronzeville's current condition and to also see if the media painted the neighborhood with any sort of broad brush or theme.

### **Key Findings**

Analyzing the media surrounding the subject of Bronzeville and Urban Juncture revealed the disparate perceptions of the neighborhood. On one side, there are the unfavorable stories of crime (Brown, 2016) and shootings (Hendrickson, 2016), but on the other, there's an image of great potential (Ihejirika, 2016) and big events (Jordan, 2016) that are positive for the neighborhood.

Our media analysis shows plenty of stories showing positive images such as school openings (Bradach, 2016), renovated apartment complexes (Chicago Crusader, 2016), community rebuilding (Jordan, 2016) and an opening of new ventures such as Mariano's (Ihejirika, 2016) and a ComEd micro-grid (e.g. Marotti, 2016).

As the neighborhood is still recovering from decades-long economic strife and a fleeting population, the news coming out of the area is actually quite positive. For example, news of a new Mariano's grocery store in Bronzeville (Ihejirika, 2016) not only shows progress in health opportunities, but also economic progress. "The store brought much needed jobs to Bronzeville and gave an opportunity to minority entrepreneurs whose products grace the shelves."

As for media coverage of Urban Juncture, there are a few pieces that are published on the web that highlighted the openings of Urban Juncture's ventures including Bike Box, Jerk Shack and the Bronzeville Community Garden. As most of these published pieces are within the past 18 months, there has not been much follow-up on the startup ventures.

### **Key Observations & Recommendations**

- Mariano's coming into the neighborhood to "fix the food desert" that is Bronzeville could either compete with or become a great asset to the Bronzeville Community Garden.
- There's more positive coverage of Bronzeville as of late, compared to what economic statistics show of the neighborhood. Using this positive momentum and the overall theme of *growth* and *change*, UJ can capitalize by pitching positive news stories regarding UJ projects. This creates more awareness and hopefully interest in the neighborhood.
- Not much can be found online on the plans to redevelop The Forum into an active arts space. Highlighting this effort can draw interest from the arts community in other neighborhoods

### **Audience Analysis & Target Audience**

As it relates to the social and economic goals of this campaign, the target audience is also segmented two-fold: people living inside and outside of the Bronzeville community. More specifically, we are focusing on adults living in the Chicagoland area and long-time residents of Bronzeville.

## **Primary Publics**

### *1. Residents of Bronzeville*

To achieve our social goal of promoting a more accurate portrayal of both present-day and historical Bronzeville, this requires not only buy-in from the community, but also a close relationship that helps the residents learn more about where they live.

We intend to get teachers, the youth and community leaders involved and inspired to share their stories and their knowledge of the region. Establishing this sense of pride can go a long way in maintaining local interest and proving to other neighborhoods in the city that there's a unique, well-defined personality to Bronzeville that is interesting and worthy of visiting.

### *2. Residents of Chicago with Disposable Income*

From an economic standpoint, the financial standing of the average Bronzeville citizen isn't enough to sustain the locally-owned businesses in Bronzeville. For that reason, this campaign is intent on reaching out to residents who live outside of the area, but still within the city.

Using Open House Chicago as an event that draws a lot of tourists to the area, per conversations with Dr. Loyd, communicating the image of Bronzeville as a desirable leisure destination will help draw more economic interest in the region. In the long-term, this demand will eventually will require more supply (local businesses) to fulfill the capitalistic circle of a self-determined neighborhood.

## **Strategy Statement and Theory**

Our communication campaign seeks to promote the social and economic self-determination of Bronzeville. We plan to address the issue by focusing on two strategies relating to both social and economic goals in the revival of Bronzeville as a site of Black self-determination in Chicago. Economic empowerment involves the growth of Black-owned businesses and the driving of those with disposable income to spend resources in Bronzeville. Social empowerment involves establishing networks within and for the community, including ownership by people inside the community.

Social marketing theory rooted in a participatory approach will guide the campaign. A *social marketing* approach can be used to promote the idea of supporting Black commerce and community. Promotion can be achieved through social media, mass e-mailings, media events and community outreach. A *participatory approach* will

be emphasized throughout the campaign as well. For example, storytelling and feedback from Bronzeville residents will be utilized.

**Strategy 1:** Leverage traditional and social media to highlight Black-led local businesses, organizations, and efforts to drive visitors to Bronzeville.

**Strategy 2:** Develop partnerships to collaborate on Bronzeville's community growth and sustainability, including collaboration with existing efforts in Bronzeville as well as organizations tied to target audiences.

## **Goals**

**Goal 1:** Promote the social empowerment and self-determination of Bronzeville residents.

**Goal 2:** Promote the economic empowerment and self-determination of Bronzeville residents.

*Empowerment involves a process of achieving agency within your own community and self-determination represents the goal of autonomy and control over social and economic processes.*

## **Objectives and Tactics**

**Note: The three tactics highlighted in blue are the ones we will implement by quarter's end.**

### **Objective 1:**

To position Bronzeville as a community rich in Black culture and history and ripe for social and economic development among 50% of the broader Chicago community by December 2017.

**Tactic 1.1:** Interview, record, and share videos of people related to Bronzeville to highlight both the history of the community as well as current revival efforts.

**Tactic 1.2:** Create a short film series and host a showcase at Urban Juncture to educate the broader Chicago community about historical and contemporary achievements. Following the showing, a discussion will be facilitated to start the participatory process of determining best key messages.

**Tactic 1.3:** Engage viewers in conversations on social media about Bronzeville and the importance of empowerment and self-determination using Urban Juncture's social channels.

**Tactic 1.4:** Take pictures of the showcase's attendees and their answers to what they want for their community (can use a small whiteboard or chalk-board for visual uniformity). Use #BronzeBetter and distribute on social media. These images will act as a model for the broader community to share their own picture(s) and message(s) on social media.

**Objective 2:**

To create awareness of Bronzeville as a viable leisure destination among 25% of Chicago residents with disposable income by December 2017.

**Tactic 2.1:** Engage visitors by organizing a hashtag #BronzeBetter through social media and events to highlight the businesses, amenities, events and history that is relevant to the Chicago population. The distribution of Tactic 1.1. will be accompanied with this hashtag.

**Tactic 2.2:** Create and disseminate newsletters/infographic/guides that highlights local businesses and historical facts about Bronzeville for schools, local residents and visitors to gain a better understanding of the community and encourage Bronzeville community members to share how they #BronzeBetter

**Tactic 2.3:** Work with film students to develop commercial-like features to highlight different efforts like the Jerk Shack, Forum, etc. that can be shared on Urban Juncture's website and social media channels.

**Objective 3:** To partner with 10 different existing organizations/endeavors to promote collaboration and boost engagement in Bronzeville by December 2017.

**Tactic 3.1:** Reach out to organizations to highlight specific existing efforts. For example, communicate with the Chicago Teacher's Union to launch teacher notification efforts about the Jerk Shack's Teacher Tuesday promotion, or partner with existing gardening efforts to promote the community and rooftop gardens, or existing arts/music/performance groups to promote The Forum, etc.

**Tactic 3.2:** Partner with the Chicago Humanities Festival. For example, in November 2016 they are hosting events in Bronzeville; "As a celebration of the Centennial of the Great Migration, we're hosting four programs in the historic Chicago neighborhood on November 11." These events can represent opportunities to highlight businesses like the Jerk Shack, etc

**Tactic 3.3:** Expand on The Forum's annual partnership with the Chicago Architecture Foundation's Open House Chicago. Include different stations within the

forum where visitors can get an idea of how the space was utilized in the past. Project historical footage, play music that actually would have been heard at The Forum, provide better lighting, and consider how to best use the space to boost engagement and encourage visitors to share social media content: for example, include a photo booth or allow visitors to take pictures on the stage with props, or images of their favorite musicians that would have played at The Forum, and share those images on social media with a hashtag.

**Objective 4:** Increase Urban Juncture’s communication footprint by 50% by December 2017 to help provide a hub for community members to keep up to date on efforts in Bronzeville.

**Tactic 4.1:** Develop an internship job posting to recruit a communication intern who will implement social media campaigns, develop communication materials and help coordinate various aspects of the overall communication campaign. This opportunity will be distributed through our networks at DePaul.

**Tactic 4.2:** Request that partner organizations share the Urban Juncture [Wefunder campaign](#) via their social media channels, websites, and email blasts to help reach the funding goal and ensure that the Wefunder also includes appropriate hashtags to draw site visitors back to social media.

**Tactic 4.3:** Work with journalism student volunteers to help launch traditional media efforts; gain press and coverage similar to the Jerk Shack review in RedEye: ([Example](#)). Include student publications as well such as DePaul University’s new 14East online magazine.

## **Key Messages**

### ***Believe In Bronzeville***

This message will be accompanied by all of the small things that show potential in the Bronzeville neighborhood (i.e. promising statistics on crime, education, commerce / statistics on the powerful economic mecca that Bronzeville was in the 1950s-60s).

### ***Bronzeville: A Better Chicago for All***

This positive message will highlight the rich history of Bronzeville and promote the community as a growing example of how Chicago can be better for all of its residents, including the South Side and the Black community at large. A better Bronzeville means a better Chicago. #BronzeBetter as a hashtag uses “bronze” as a verb and can be accompanied by the question; “How do YOU #BronzeBetter ?”

**Support Bronzeville Cookin’ - Support the Community**

This message will be portrayed by pictures of black cuisine to highlight the unique flavors of Bronzeville and take a “social good” approach by stating how proceeds contributes to redevelopment of the community. This builds off existing key messaging for Urban Juncture’s efforts.

**Note about key messages:**

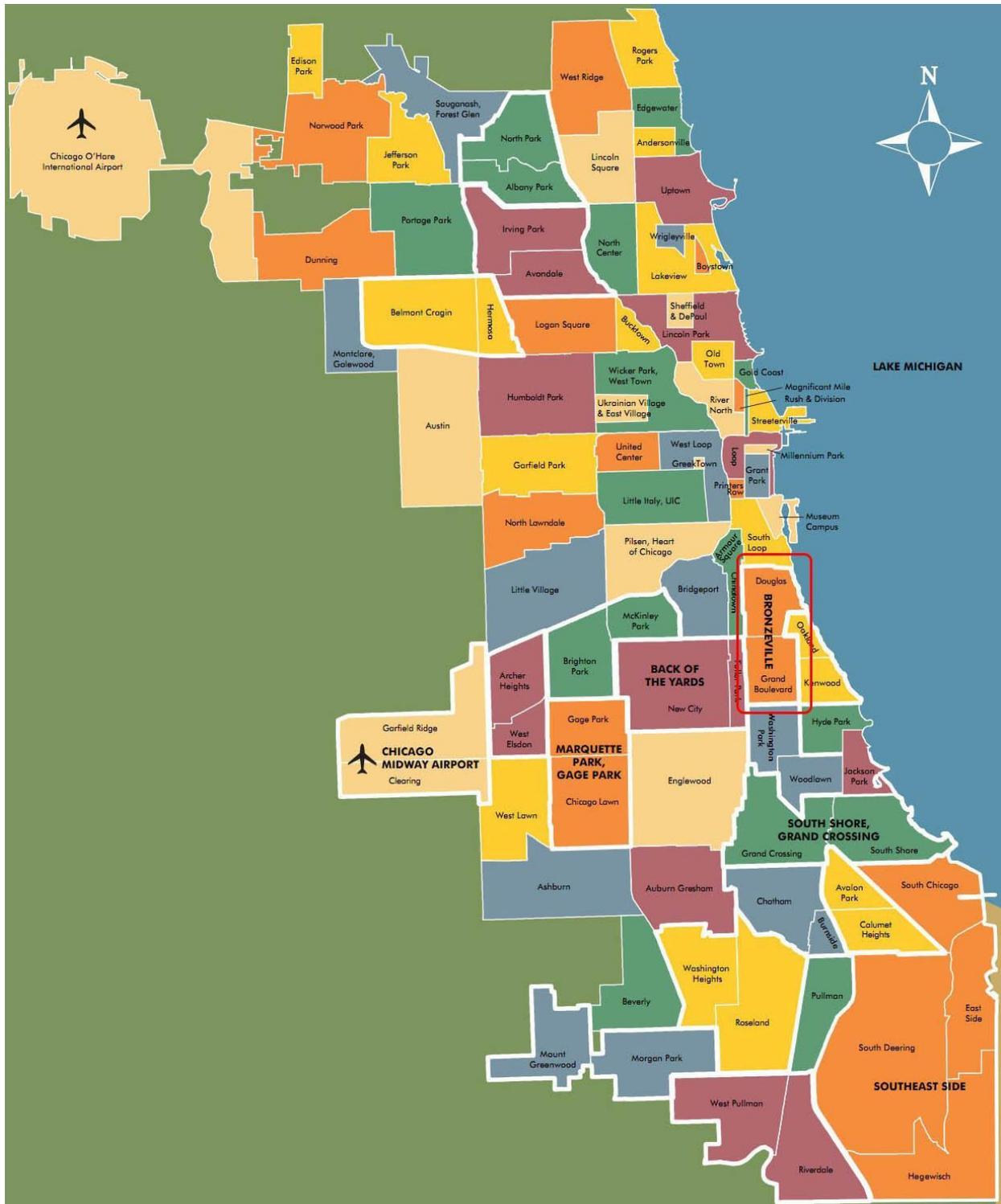
After testing potential key messages with our contact in Bronzeville, we have come to the understanding that a more participatory process is ideal in terms of deciding which messages should be distributed. Our implemented tactics, including the film series and showing, will help to inform this process and provide potential for future listening sessions and community gatherings to include Bronzeville residents’ thoughts and opinions around the key messages.

Finally, in terms of the messages above, our contact appreciated the “verb” aspect of #BronzeBetter and the broader message that a better Bronzeville means a better Chicago. In terms of *Believe in Bronzeville* it was noted that it is a more general message and that many people did believe in Bronzeville but haven’t necessarily seen the results they hoped for. A more active message is suggested. Also, *Bronzeville Cookin’* represents an existing key message of Urban Juncture and messages that span beyond one organization are ideal in supporting Bronzeville as a whole.

**Timeline**

	2016			2017		
	October	November	December	January	February	March - December
	Campaign Plan Finalized					
<b>Tactic 1.1: Video Stories</b>	Community Outreach for Film - Attend Open House Chicago for potential interviewees and perform situation analysis (ask informal questions and take pictures)  Reach out to interviewees and stakeholders of Bronzeville.	Finalize interview questions, gather equipment, conduct meetings, and begin filming process.  Begin editing film.  Begin evaluation and explore metrics to measure social media content.	Finish editing film. Begin event planning for showcase and finalize promotional ads for showcase to distribute via social media.	Seek approval and establish partnerships with organizations and local businesses to promote/host event.	SHOWCASE  (Complete Tactic 1.2 and perform Tactic 1.3)	Be open to provide another showcase in case deadlines are pushed back.
<b>Tactic 2.1: Social</b>	Gain approval/access of [proposed] Social Media	Begin promotion of #BronzeBetter	Share articles, postings, and	Promote showcase	Post pictures and answers	Continue to share

<b>Media Movement/Promotion</b>	outreach from UJ (i.e. Twitter and Facebook)  Create a Twitter for UJ.  Find positive content to share on social media about the narrative in relation to Bronzeville.	(postponed for participatory involvement)  Continue finding positive content.	events that represent Bronzeville in a positive light.	via social media and traditional media	on social media from Film's showcase (Tactic 1.4)	postings and events to promote Bronzeville Ongoing to December 2017
<b>Tactic 4.1: Internship Development</b>	Draft job posting for communications intern.	Begin intern search.	Secure Intern. Ongoing.	Ongoing.	As UJ grows, seek comm. intern to create media to distribute to the public. Ongoing.	Ongoing until December 2017



**Figure 1.** Map of Chicago Neighborhoods, including Bronzeville.

Note: Map retrieved from <http://www.gridgit.com/>

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# MEMO

To: Dr. DeMoya, DePaul University College of Communication  
From: Sameerah Ahmad, Vanessa Prachack, & Ragel Thys  
Date: November 9, 2016  
Re: CSC Bronzeville Implementation

Two main tactics are in the process of implementation in an effort to strengthen communication around the Bronzeville community:

1. **Short Film Series** – filmed interviews of various Bronzeville stakeholders will be compiled into a mini-documentary to be shown at an event in Bronzeville this month. Following the film showing, the group will help to facilitate a face to face community conversation about potential key messages for the Bronzeville community as a whole. The film series will also be highlighted on Urban Juncture's website and will be distributed through the organization's social media platforms.
2. **Communication Internship** – group members are creating a communication internship announcement and job description to be distributed through the group's DePaul University networks. The communication intern(s) will help implement various elements of the overall campaign plan in partnership with Urban Juncture over the next year. The internship announcement will be highlighted on Urban Juncture's website and will be distributed through the organization's social media platforms.

All group members are responsible for tactic implementation. In terms of the short film series, all three group members are on site for each interview. We are in the process of filming at least 5 different community stakeholders, of which 4 interviews are already completed. Concerning the communication internship, group members are drafting ideas together through a shared google doc. As an example of group member delegation, specific details for each member's participation in the short film series, include, but are not limited to:

- Sameerah is the main contact between the group and Dr. Loyd of Urban Juncture. She helps to coordinate logistical details while ensuring a big picture view that emphasizes cohesion with campaign strategy and assignment guidelines.
- Vanessa is the film production manager. She makes sure film equipment is on hand at each interview, provides film direction during the recorded conversations, and she is also responsible for editing and producing the final short film series product.
- Ragel is the lead interviewer. He researches each interviewee, drafts questions, and conducts each interview in an engaging and professional manner. Ragel also takes the lead with communicating and following up with the individual interviewees.

Finally, because Vanessa has been tasked with the significant job of film editing (in which the other group members are to provide editing suggestions; including which quotes and themes to emphasize), Sameerah and Ragel are taking the lead on the communication internship.

## Expected Outcome

The short film series is expected to kick off a sustained conversation around community involvement in choosing a key message(s) for Bronzeville. The interviews themselves provide rich material for potential key messages and will help to assist in the brainstorming process. Community members have also suggested the creation of an online archive of Bronzeville-related media and information, of which the film series will be included. The communication internship will help ensure that other campaign plan tactics are implemented over the next year. Urban Juncture encouraged the internship and has agreed to work with the intern(s). We hope to learn more about the benefits and challenges of enacting participatory strategies.



## EVALUATION PLAN

**Objective 1: To position Bronzeville as a community rich in Black culture and history and ripe for social and economic development among 50% of the broader Chicago community by December 2017.**

**Tactic 1.1:** Interview, record, and share videos of people related to Bronzeville to highlight both the history of the community as well as current revival efforts.

*Evaluation:* 1. Number of people participating in these interviews. 2. Content analysis of the shared videos from the participants themselves.

**Tactic 1.2:** Create a short film series and host a showcase at Urban Juncture to educate the broader Chicago community about historical and contemporary achievements. Following the showing, a discussion will be facilitated to start the participatory process of determining best key messages.

*Evaluation:* 1. Number of community members and visitors participating in the showcase event. 2. Short post-event survey about their satisfaction with the short videos as well as what more would they like to see in terms of content. 3. Content analysis of the shared videos from the audience (for attitude and key messages).

**Tactic 1.3:** Engage viewers in conversations on social media about Bronzeville and the importance of empowerment and self-determination using Urban Juncture's social channels.

*Evaluation:* 1. Number of students participating in these online conversations. 2. Shares/likes and retweets of video content using #BronzeBetter. 3. Content analysis of the shared stories (for attitude and tone). 4. Content analysis of the comment section.

**Tactic 1.4:** Take pictures of the showcase's attendees and their answers to what they want for their community (can use a small whiteboard or chalk-board for visual uniformity). Use #BronzeBetter and distribute on social media. These images will act as a model for the broader community to share their own picture(s) and message(s) on social media.

*Evaluation:* 1. Number of people who are participating to take pictures. 2. Shares/likes and retweets of pictures. 3. Content analysis on comment section and retweets.

**Objective 1 will be evaluated by:** Reporting on the content analysis of the surveys, comments and shared pictures of a representative sample of the community members of Bronzeville asking their opinion on the progress that the stakeholders and/or political constituents has made on this issue.

**Objective 2: To create awareness of Bronzeville as a viable leisure destination among 25% of Chicago residents with disposable income by December 2017.**

**Tactic 2.1:** Engage visitors by organizing a hashtag #BronzeBetter through social media and events to highlight the businesses, amenities, events and history that is relevant to the Chicago population. The distribution of Tactic 1.1. will be accompanied with this hashtag.

*Evaluation:* 1. Number of people participating in these online conversations around Bronzeville (in relation to businesses and amenities). 2. Number of people who have used the hashtag #BronzeBetter through Social Media. 3. Shares/likes and retweets of stories that use #BronzeBetter 4. Content analysis of online conversation revolving around #BronzeBetter.

**Tactic 2.2:** Create and disseminate newsletters/infographic/guides that highlights local businesses and historical facts about Bronzeville for schools, local residents and visitors to gain a better understanding of the community and encourage Bronzeville community members to share how they #BronzeBetter

*Evaluation:* 1. Number of newsletters/infographics/guides that have been created by December 2017. 2. Total number of copies of each edition of newsletters/infographics/guides issued at one time. 3. Content analysis from the people who are directly receiving the material through a short survey.

**Tactic 2.3:** Work with film students to develop commercial-like features to highlight different efforts like the Jerk Shack, Forum, etc. that can be shared on Urban Juncture’s website and social media channels.

*Evaluation:* 1. Number of volunteers to help with media development and distribution. 2. Number of media content (i.e. posters, videos, illustrations). 3. Shares/likes and retweets of posts on social media. 4. Content analysis of the comment section.

**Objective 2 will be evaluated by:** Reporting on the content analysis of the comments and shared content of digital and traditional media, and a survey of a representative sample of the people who are receiving the generated media content, either through a short paper-based survey or a Survey Monkey sent to Urban Juncture’s and Bronzeville Cookin’s mailing list.

**Objective 3: To partner with 10 different existing organizations/endeavors to promote collaboration and boost engagement in Bronzeville by December 2017.**

**Tactic 3.1:** Reach out to organizations to highlight specific existing efforts. For example, communicate with the Chicago Teacher’s Union to launch teacher notification efforts about the Jerk Shack’s Teacher Tuesday promotion, or partner with existing gardening efforts to promote the community and rooftop gardens, or existing arts/music/performance groups to promote The Forum, etc.

*Evaluation:* 1. Number of organization relationships made. 2. Number of promotions redeemed at Bronzeville. 3. Number of new visitors to different Bronzeville establishments. 4. Number of posts/shares of those patrons.

**Tactic 3.2:** Partner with the Chicago Humanities Festival. For example, in November 2016 they are hosting events in Bronzeville; “As a celebration of the Centennial of the Great Migration, we're hosting four programs in the historic Chicago neighborhood on November 11.” These events can represent opportunities to highlight businesses like the Jerk Shack, etc

*Evaluation:* 1. Number of new patrons brought in due to this festival. 2. Number of new opportunities created with Chicago Humanities Festival. 3. Content analysis of social media for those who attended the festival.

**Tactic 3.3:** Expand on The Forum’s annual partnership with the Chicago Architecture Foundation’s Open House Chicago. Include different stations within the forum where visitors can get an idea of how the space

was utilized in the past. Project historical footage, play music that actually would have been heard at The Forum, provide better lighting, and consider how to best use the space to boost engagement and encourage visitors to share social media content: for example, include a photo booth or allow visitors to take pictures on the stage with props, or images of their favorite musicians that would have played at The Forum, and share those images on social media with a hashtag.

*Evaluation:* 1. Number of visitors compared to previous year's numbers. 2. Content analysis of social media postings surrounding The Forum and Open House Chicago, preferably using a hashtag for easier data collection. 3. Qualitative survey given to visitors of the event. 4. Posts, shares and likes of social media users at The Forum.

**Objective 3 will be evaluated by:** reporting on the content analysis of the comments and shared stories of social media users following these partnered events. Further evaluation will include a qualitative analysis of the newfound relationships between organizations and a quantitative review of potential future events.

**Objective 4: Increase Urban Juncture's communication footprint by 50% by December 2017 to help provide a hub for community members to keep up to date on efforts in Bronzeville.**

**Tactic 4.1:** Develop an internship job posting to recruit a communication intern who will implement social media campaigns, develop communication materials and help coordinate various aspects of the overall communication campaign. This opportunity will be distributed through our networks at DePaul.

*Evaluation:* 1. Number of applicants applied to the position. 2. Number of communication efforts the intern is able to carry out in their semester. 3. Qualitative analysis using a detailed survey completed by the intern at semester's end.

**Tactic 4.2:** Request that partner organizations share the Urban Juncture [WeFunder campaign](#) via their social media channels, websites, and email blasts to help reach the funding goal and ensure that the WeFunder also includes appropriate hashtags to draw site visitors back to social media.

*Evaluation:* 1. Number of posts/shares of partner organizations. 2. Amount of money raised after partners share the WeFunder campaign. 3. Content analysis of comments and/or social media conversations regarding the partnership. 4. Number of new email contacts established based on email responses.

**Tactic 4.3:** Work with journalism student volunteers to help launch traditional media efforts; gain press and coverage similar to the Jerk Shack review in RedEye: ([Example](#)). Include student publications as well such as DePaul University's new 14East online magazine.

*Evaluation:* 1. Number of writing volunteer recruited. 2. Number of posts acquired via earned media and traditional media. 3. Content analysis of comment section of said posts.

**Objective 4 will be evaluated by:** The overall amount of reach that new communication efforts were able to achieve by merging audiences. A qualitative analysis should also be put in place to measure how key Bronzeville stakeholders view UJ's communication efforts.



## **BRONZEVILLE COMMUNICATION FOR SOCIAL CHANGE INTERNSHIP**

**Background:** Bronzeville enjoys a rich history as the “Black Metropolis,” a primary destination point for Black people migrating from the south from the turn of the 20<sup>th</sup> century to the 1930’s and 1940’s in search of opportunity. Denied housing elsewhere in the city and with limited access to downtown stores and other opportunities, Black people created a vibrant community around a strong, local, consumer-driven economy and a large number of attractive venues. Urban Juncture is a community organization in the Chicago neighborhood of Bronzeville. It aims to support the revival efforts of Bronzeville by providing job opportunities to residents, quality goods and services to serve existing and secure new residents, and unique events and attractions to welcome visitors. UJ helps to stabilize the Bronzeville communities, facilitate their integration with the broader region, and improve the well-being of residents. Urban Juncture: [www.urbanjuncture.com](http://www.urbanjuncture.com)

**Job Description:** The intern will be responsible for implementing a communications campaign plan as outlined by graduate students in Dr. Maria De Moya’s Autumn 2016 *Communication Campaigns for Social Change* course at DePaul University. The candidate should expect a role with great autonomy and one where ideas and feedback are welcomed. The intern’s role will be focused on communicating to Bronzeville stakeholders about neighborhood events and functions, progress on UJ projects, and other work to strengthen communication efforts for the Bronzeville community as a whole.

### **Qualifications:**

- Current or recent enrollment in a graduate or undergraduate academic program
- Desire and commitment to working with communities of color
- Knowledge of videography, website design to assist in archiving materials
- Exceptional writing ability and detail-oriented
- Ability to generate ideas and facilitate discussions for clarity of message
- Self-motivated *and* able to work in group settings
- Able to prioritize tasks and handle numerous assignments simultaneously
- Extremely proficient in social networking and online communications on various platforms
- Volunteer experience or familiarity with nonprofit organizations preferred.

**Details:** Dr. Bernard Loyd (Founder of Urban Juncture) will oversee the internship. Preference will be given to graduate students with past internship and/or employment experience. The internship’s duration is 2 Academic Quarters (Winter & Spring 2017, preferably) and it is unpaid with an opportunity for academic course credit. Finally, the internship will be located at Urban Juncture Incubator: 300 E. 51st St. Chicago, IL.

**To apply, please submit your resume and an explanation of why you are both qualified and excited about this internship opportunity to [EMAIL HERE](#) with “UJ CSC Intern” written in the subject line.**