

CCNA Communications

Goals for Communication

- Advocate for the protection and enhancement of City Neighborhoods
- Effectively communicate the specific needs of the neighborhoods and garner support.
- Establish CCNA as a credible “go to” resource in issues involving neighborhoods.
- Effectively communicate Board level actions to Member Associations.
- Promote benefits of neighborhood association participation to all residents and businesses

Who are our Audiences?

- Specific Members: our Delegates, Alternates and Presidents
 - Neighborhood Boards and Neighborhood Association members
- Interested:
 - Commissioners and all Advisory Board Members
 - Senior City Management and Department Managers (Dev. Services, Planning and Public Works)
 - Police, Fire and EMS Management and Community Officers
 - Present and Past Civic / Community Leaders, including all speakers.
 - Other organizations / individuals of common interest, locally or nationally
 - Partners (within our neighborhoods)
 - Developers
 - Real Estate Brokers
 - Businesses, Offices and Commercial Establishments
- Residents (owners / tenants) residing in our neighborhoods (not association members)

Choosing the Right Channels and Tools (Frequency and Intended Audience)

- Website and Blogs
- Newsletters
- Specific Subject Targeted Emails
- Social Media
- Podcasts and Webinars
- Presentations at Member Association Meetings
- Print Media & Broadcast News Media through press releases.
- other

Building Relationships with our Audiences

- Effective Communication is a two-way street.
 - Make sure we find a way to listen to our audiences.
 - Build trust as a credible source of information.
 - Acknowledge members contributions (thank them for their support)

Evaluate and Improve (our reach, awareness, and reputation) – define metrics.