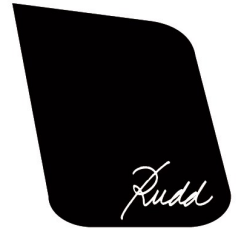


# Under Way

News from Rudd Resources | Spring 2019



## CREATING A MEMO TO THE MAYOR

The Chicago Community Trust's sixth annual day of civic conversation, *On the Table*, was held on May 14, with thousands of people gathering across the Chicago region to talk about what matters most to them. Rudd Resources worked with the Trust to add a timely theme to the event: "Memo to the Mayor." With the historic election of Lori Lightfoot as Chicago's mayor, the event served as an ideal vehicle for residents to speak to each other, and then to the new mayor, about challenges, solutions and ideas for the city. Suburban residents participated, too, writing memos to their elected officials. *On the Table* conversations are being held throughout May, and each conversation host will create a memo at [www.OnTheTable.com](http://www.OnTheTable.com). You, too, can join the movement by creating a memo!

Our agency also added new elements to initiative: We introduced "*On the Table, On the Move*," going into each of Chicago's 50 wards to meet residents, ask them what they'd like Mayor Lightfoot to do, and encourage them to host a community On the Table. (Pictured at right, rudder **Courtney Brunson** (l) with Rufus Williams, CEO of BBF Family Services, during an On the Move visit.)



We also created and produced "teal table talks," a series of videos featuring leaders from the Trust discussing popular *On the Table* topics and more (you can view those on the Trust's [YouTube channel](#)) and re-invigorated the Trust's [Instagram](#) presence and garnered [news media coverage](#) of the initiative, including an interview on ABC7-TV's "Newsviews" segment featuring On the Table hosts (see photo at left with Roberto Requejo of Elevated Chicago at far left, next to our team member Yolanda Harris, anchor/reporter Terrell Brown, Brenda Palms Barber of the North Lawndale Employment Network and Maritza Bandera of the Trust).



## PROMOTING THE PATH TO HOMEOWNERSHIP

We're having a blast telling the stories of Chicago residents who are realizing their dream of homeownership through our client **Neighborhood Housing Services of Chicago (NHS)**. For NHS, our team created an integrated marketing communications strategy to help increase awareness of the non-profit organization's mortgage lending and educational services.

We've filled their [Facebook](#) and [Twitter](#) pages with engaging content. We've created videos and prepared executive communications to convey NHS' success to their stakeholders. And this spring, we've launched an advertising campaign themed "Your Path to Homeownership."

The campaign aired on B-96 (WBBM-FM) and 104.3 Jams (WBMX-FM), it's on Facebook and it's seen on neighborhood billboards. We thank our partners at [Art on the Loose](#) for creating this campaign and bringing it to life with us and NHS.

## RAISING AWARENESS ABOUT OVER-INCARCERATION

What does justice look like? That's the question our client **Illinois Humanities** has challenged Chicago communities to explore through its *Envisioning Justice* initiative, which fosters city-wide conversations about over-incarceration and strategies that lessen the impact of it.

Our creative storytelling team has been filling the Envisioning Justice blog with [articles](#) on events and arts programming that address the issue of over-incarceration. And our media team has been busy drumming up media attention for the Envisioning Justice initiative. Check out a couple of our placements here:

<http://tinyurl.com/EJonWBEZdigital>

<http://tinyurl.com/EJonFreeSpiritMedia>

In the months ahead, we're gearing up for Envisioning Justice's art exhibition, which premieres Aug. 6-Oct. 12 at the School of the Art Institute of Chicago's Sullivan Galleries, 33 S. State St. in Chicago. Learn more about Envisioning Justice at <https://envisioningjustice.org/>.

We appreciate the trust these organizations have placed in us to handle their communications needs, and we look forward to sharing updates on this page.

## A SYMPOSIUM TO EXAMINE EQUITABLE DEVELOPMENT...AND HEAR "TRAP CELLO"

In March, our client **Elevated Chicago** held "All Aboard," its second symposium dedicated to the people, places and processes behind equitable transit-oriented development (eTOD) in the city. The term eTOD refers to development around public transit that seeks to enhance quality of life for existing residents, equitably, rather than reduce population through displacement or gentrification.

"All Aboard: The 2019 Elevated Chicago Symposium for People, Place and Process" was held at the Federal Reserve Bank of Chicago. The symposium brought together 200 nonprofit and civic leaders, urban planners, community organizers, graduate students and other professionals.. Rudd Resources handled symposium planning with the Elevated Chicago steering committee, shaping the panel discussions, handling event logistics, helping plan the "Undesign the Redline" exhibition and producing a video package about the citywide initiative and its four equitable transit zones, called "eHubs." On event

WBEZ News

### Chicago Artists Explore The Impact Of Mass Incarceration

Arionne Nettles

February 18, 2019



Arionne Nettles/WBEZ

Vershawn Sanders-Ward, artistic director of Red Clay Dance, performs an excerpt of the piece "Say Her Name," which looks at women who are incarcerated. Her organization runs a program called "Making the Art of This" at the Cook County Juvenile Detention Center and is a part of the Envisioning Justice grant program.

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day, “the rudders” managed social and news media coverage. [Read our symposium recap](#) and watch [the highlight reel](#) -- including a beautiful serenade to Chicago from poet Leslé Honore and “Trap” cellist Ayanna Williams.

## TIDBITS

- We’re working with the **Pritzker Traubert Foundation** to promote awareness of its Chicago Prize, a competition that will award \$10 million to a single community-led initiative on the South and/or West Side of Chicago that uses physical development and revitalization to create and strengthen civic infrastructure. Learn more at the [Chicago Prize website](#).
- Three organizations have teamed up to provide legal support to Chicago residents who have low incomes and are grappling with landlords over security-deposit disputes and evictions via an innovative text-to-help service called [Rentervention](#). We will spend this summer working with the **Lawyers Trust Fund**, the **Lawyers**

## Committee for Better

**Housing and Illinois Legal Aid Online** to get the word out to residents, affordable and fair housing advocates and news media.

- **The Leverage Network** has selected Rudd Resources to help promote its offerings to individuals and corporations seeking to advance diversity on boards of directors in health care. We look forward to providing strategic counsel to this important organization.
- Our agency created stories about the professional journey of healthcare leaders of color to help promote the Executive Diversity Career Navigator site of the **American College of Healthcare Executives**.
- **Resurrection University** has used our social media content for their Facebook followers, and Rudd Resources continues to provide overall strategic counsel to this growing university.
- We marked a year of working with **Columbia College Chicago**’s media