
ILLUSTRATIONS OF AFFIRMATIVE MARKETING
CONSIDERATIONS: EXAMPLES OF THE UTILIZATION OF COMMERCIAL
MEDIA IN AFFIRMATIVE MARKETING PLANS
(Paragraph 2-9)

The following examples illustrate the use of commercial media as part of the affirmative marketing strategy:

- A. The Flower Valley Subdivision will contain 200 insured single family homes which are to be located in a non-minority suburban jurisdiction with a minority population of 5 percent (Black). The subdivision is adjacent to the predominantly Black (75 percent) central city. The applicant, who has also developed four other insured subdivisions in the same town as the proposed subdivision, has customarily used the daily newspaper of general circulation, the Daily Press, to advertise the availability of the housing. In response to a request by the applicant, the Circulation Department of the Daily Press indicated that 20 percent of its readership was Black. In addition, he conducted a survey of the minority homeowners who comprised 25 percent of the households in the other four subdivisions; the survey showed that more than 50 percent of the minority households had first learned about the housing opportunities through the Daily Press. Since the Daily Press had proven successful in attracting both majority and minority home seekers to comparable housing in the same housing market area, the applicant plans to use majority owned newspapers only, supplemented by community contacts with minority groups.
- B. The Apex Development Corporation is constructing a 75-unit project to be subsidized under the Section 8 Housing Assistance Payments program for New Construction. The project is to be located in a non-minority area of the locality with a minority population of 20 percent: 15 percent Black and five percent Hispanic. The applicant had identified Blacks and Hispanics as the groups which are least likely to apply for the units without special outreach efforts. Eligible persons for occupancy must also have incomes at 80 percent or below of the median income for the metropolitan area. The applicant examined data from the two daily newspapers of general circulation which revealed that readership among Black and Hispanic households was only 10 percent of the total. The applicant planned to advertise prominently (e.g., display advertisements) and frequently (weekly) in minority-owned newspapers and radio stations.

- C. The Metropolitan Baptist Church, predominantly Black, is sponsoring a 30-unit multifamily project for the elderly which is to be subsidized under the Section 8 Housing Assistance Payments program for Substantial Rehabilitation. The census tract is 40 percent Black and the jurisdiction as a whole is 15 percent Black. The census tract has experienced significant private reinvestment through the purchase and rehabilitation by affluent persons of dwellings formerly occupied by lower income persons. During the last ten years, according to recently published census figures the Black population in the census tract has declined from 75 percent to 40 percent. The applicant, therefore, had identified Blacks as the group requiring special outreach. This significant rate of racial change is expected to continue over the next five years. In this instance, both the local minority newspaper and the newspaper of general circulation would be used extensively as part of an affirmative marketing program designed to attract members of both majority and minority groups.
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