

# Giving Stakeholders Information They Need To Take An Educated Position

## Project PR

### Case Study

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With more than 40 years of experience in real estate communications, Taylor Johnson is well-versed in the challenges faced by developers throughout each stage of a project: from concept to completion. This is why developers tap TJ early in the life cycle of a project, as they prepare to share their initial proposals with a wide range of community stakeholders, including local residents, neighborhood groups and elected officials, in an effort to garner the support they need to move forward.

After 2017, as Chicago saw a record number of tower cranes and some began to question the viability of new proposals, TJ partnered with several developers to help them navigate the critical community approval process for high-profile residential and mixed-use projects in various Chicago neighborhoods, including Streeterville, the Loop, South Loop and West Loop. TJ coordinated outreach efforts with community organizations; prepared proposal overviews that clearly explained each project's design and public benefits; crafted messaging that emphasized the desire to collaborate with local stakeholders throughout the review process; created and reviewed presentations for community meetings; prepared executives for interviews through formal media training; and built comprehensive media plans to disseminate accurate and timely information to a broad range of news outlets, coordinating print, online, TV and radio coverage of major milestones.

The result of our partnerships with developers throughout the public review process is targeted media coverage that effectively communicates the project vision before, during and after formal presentations. We do this by anticipating questions and concerns likely to be raised by local stakeholders – informed by our decades of experience in the industry and familiarity with

each neighborhood – and proactively addressing them through messaging and editorial coverage.

Through these successful campaigns, we know projects are more likely to be embraced by the community and, ultimately, approved by the city when they're launched with thoughtfully considered messages and a carefully crafted media plan. We also know that this work must begin long before the first meeting, as social media platforms provide a forum for preliminary discussions that can shape public sentiment.

