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Community Groups Connect With Neighborhood Through Institutions Program of Local News

CHICAGO – Organizations providing public services to Chicago's McKinley Park neighborhood now enjoy new tools and channels to reach out to the community thanks to the Institutions program of the *McKinley Park News*.

"Our Institutions program offers a no-cost, no-obligation service to local groups, organizations, offices of government and elected officials, community programs, churches, schools, and others who provide public services to our coverage area," said *McKinley Park News* Publisher Justin Kerr.

"Our Institutions program also includes and promotes community organizations headquartered here in McKinley Park," Kerr said.

The *McKinley Park News*, an award-winning, micro-local news publication covering Chicago's McKinley Park neighborhood, has offered its Institutions program for more than seven years, promoting dozens of organizations across numerous service areas.

"Our new Institution News channel joins updated and improved features like Institution Events and Institution Profiles to make it even easier to connect with our audience and publication," Kerr said.

Notably, Institutions can now publish and promote updates, news and events that might not qualify for neighborhood-specific coverage or listing in neighborhood event calendars, Kerr said.

"Although we look to Institution News and Institution Events to inform McKinley Park-specific news reporting and event listings, we wanted to provide even more support for these organizations that provide such valuable services to our community," Kerr said.

Participating Institutions receive a free account providing access to publish Institution News, Institution Events and an Institution Profile by logging in to the *McKinley Park News*.

"We've made this as easy to use as social media," Kerr said. "However, unlike Big Tech-powered services, the *McKinley Park News* is locally owned and operated, employing platform and process that respects our audience and mandates a chain of trust through all operations."

"We are the most trusted and effective way to reach the McKinley Park neighborhood and beyond," Kerr said.

Current and past participants in the Institutions program include:

- 36Squared Business Incubator
- Amate House
- Aquinas Literacy Center
- Bethany Baptist Church
- Blessed Sacrament Parish
- Chicago Alternative Policing Strategy (CAPS) Beat 912
- Chinese American Service League (CASL)
- Coalition for a Better Chinese American Community (CBCAC)
- Cook County 7th District Commissioner Alma Anaya
- Evergreen Academy Middle School
- Former 12th Ward Alderman George Cardenas
- Greene Elementary School
- Horizon Science Academy – McKinley Park
- Hoyne Park Advisory Council
- Illinois 24th District State Representative Theresa Mah
- McKinley Park Underage Drinking & Other Substance Abuse Coalition (McK-UDOS)
- McKinley Community Play Garden
- McKinley Dog Park Advisory Council
- McKinley Park Advisory Council
- The McKinley Park branch of the Chicago Public Library
- McKinley Park Civic Association
- McKinley Park Community Garden
- McKinley Park Development Council
- Namaste Charter School
- National Latino Education Institute
- Omega Delta Youth Baseball & Softball League
- Spanish Coalition for Housing
- St. Andrew Lutheran Church
- Tu Casa Guanajuato en Chicago
- Velma Thomas Early Childhood Center
- William McKinley American Legion Post 231

More are invited to join the program, Kerr said. Primary requirements include a non-commercial focus and a public service area that covers Chicago's McKinley Park neighborhood.

"We welcome new organizations into our Institutions program," Kerr said.

Kerr pointed enterprises interested in commercial messaging and marketing toward the *McKinley Park News* Sponsor program, which offers paid promotions and display advertising campaigns: services also available to Institutions interested in extra reach and impact.

ABOUT THE MCKINLEY PARK NEWS

The *McKinley Park News* is an award-winning local news publication covering the McKinley Park neighborhood of Chicago from its website at <https://mckinleypark.news>. Its features include original news reporting, a calendar of neighborhood events, interactive memberships and subscriptions, an email newsletter, and sponsorships and advertising. Online as a neighborhood news source since 2016, the *McKinley Park News* launched its commercial operations in 2019 as

a publication of Local News LLC. In 2024, the McKinley Park Civic Association lauded the *McKinley Park News* through the William H.G. Toms Community Service Award to Publisher Justin Kerr for the publication's local journalism. It is a member of LION Publishers and the McKinley Park Underage Drinking and Other Substances Abuse Coalition (McK-UDOS).

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Related Resources:

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<https://mckinleypark.news/neighborhood/institutions>

Institution News
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Institution Events
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About the *McKinley Park News*
<https://mckinleypark.news/about>