



TDHCA Outreach and Media Analysis, April 2024

A compilation of TDHCA media analysis designed to enhance the awareness of TDHCA programs and services among key stakeholder groups and the general public, and outreach activities, such as trainings and webinars. The following is an analysis of print, online and broadcast news, and social media reporting for the time period of April 1-30, 2024 (news articles that specifically mentioned TDHCA along with Department programs).

Total number of articles referencing TDHCA: 19

Breakdown by Medium:¹

- Print: 2 (Editorials/Columnists = 0)
- Broadcast:6
- Trade, Government or Internet-Based Publications: 11

Figure 1 News Tone

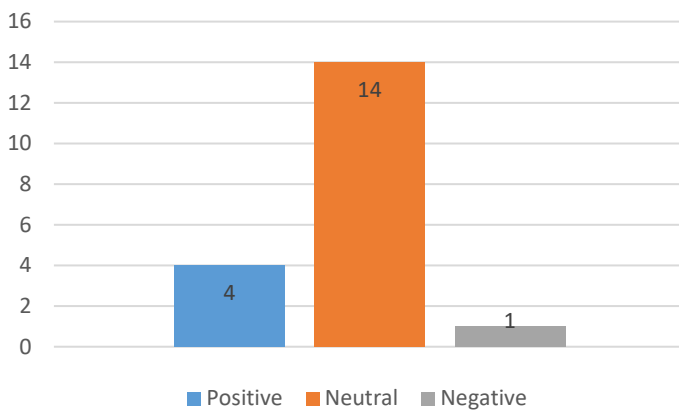
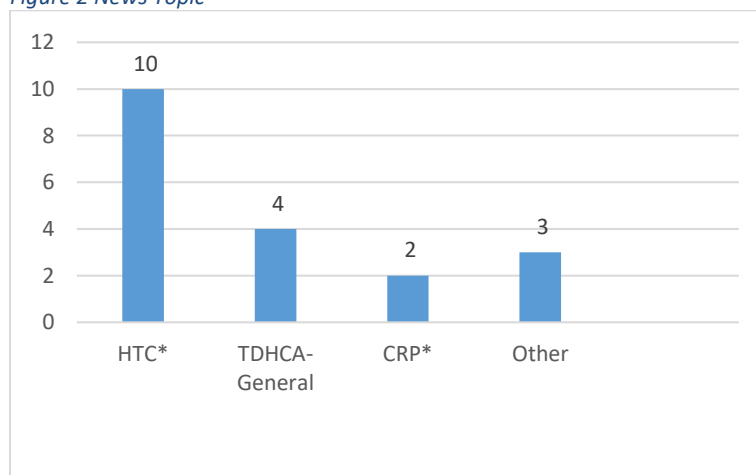
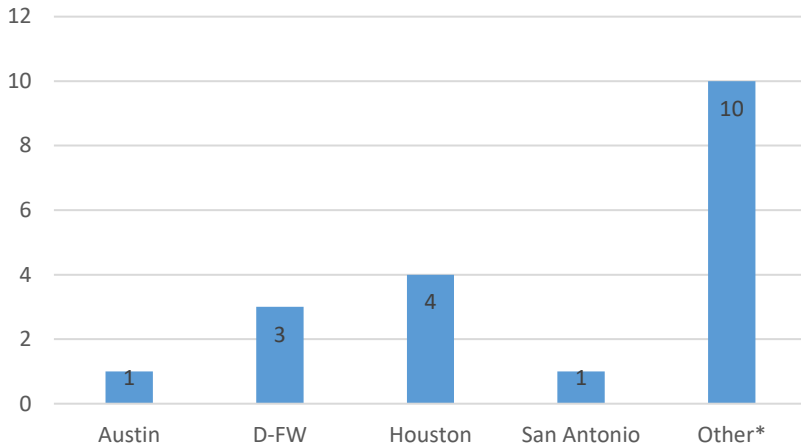


Figure 2 News Topic²



¹ Broadcast numbers may represent times in which TDHCA was referenced on a television or radio station's website, rather than in a broadcast segment. ² News Topics: Programs include Housing Tax Credit, Community Resiliency Program.

Figure 3 Media Market



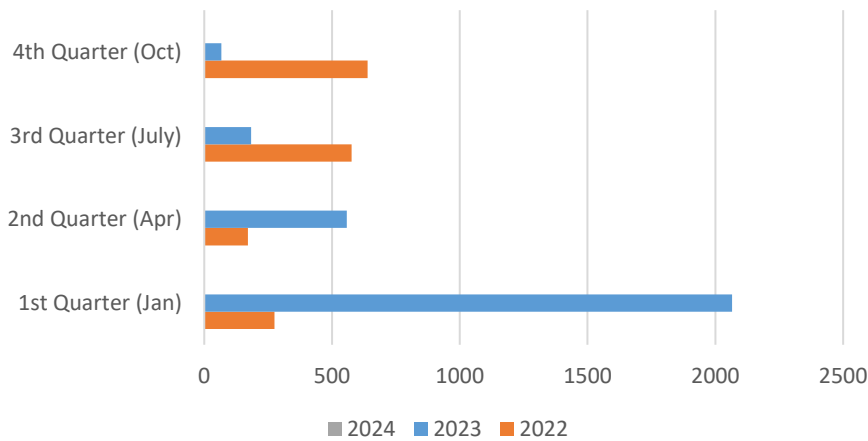
Summary:

Reporting on activities by the news media totaled 19 references in April 2024. TDHCA’s Housing Tax Credit Programs dominated the news cycle.

For comparison purposes, news mentions during the month were significantly lower than April 2023 (234 total). The Texas Rent Relief Program dominated the news cycle in 2023 with the reopening of the online portal in March. Many news articles mentioned TRR as a resource or an example of the type of assistance needed to help address rising eviction numbers both in Texas and/or nationally.


The following table illustrates the number of news mentions during each month or quarter of 2024 compared to 2023 and 2022. Starting the second quarter of 2024 (April-June), news mentions are tracking much lower compared to the number of mentions of the second quarter in 2023 (558 total) and 2022 (171 total).

TDHCA News Trends




Social media:

Through April 2024, TDHCA has 3,584 followers to its X (formerly known as Twitter) account and more than 7,300 fans to its Facebook page. TDHCA’s YouTube channel had 6,058 views in April. The following is a summary analysis of TDHCA’s efforts to inform stakeholders and the public on federal and state resources, initiatives, and programs.

					
Month/Yr	Posts	Clicks	Engagements	Shared posts	Reactions
January 2024	13	19	27	3	20
February 2024	50	0	29	3	23
March 2024	51	7	14	3	11
April 2024	67	8	5	2	75

* Clicks = number of times an individual clicked on a link provided in a post. Engagements = any action a person takes on our post

					
Month/Yr	Tweets	Clicks	Engagements	Retweets	Liked posts
January 2024	15	8	14	5	7
February 2024	52	12	15	2	10
March 2024	52	3	14	1	9
April 2024	67	1	14	2	11

* Clicks = number of times an individual clicked on a link provided in a post. Engagements = any action a person takes on our post
























Month	Views	Watch time (hours)	Avg. view duration	Impressions	Impressions click-through rate
January 2024	9,988	909.4	5:27	14.9%	8,076
February 2024	7,234	572.3	4:44	14.8%	5,849
March 2024	6,725	486.7	4:20	13.4%	5,594
April 2024	6,058	500.4	4:57	16.0%	5,047





Understanding the YouTube Analytics

- **Views:** number of times your videos were viewed
- **Watch Time:** total number of hours your videos were watched by viewers
- **Average View Duration:** total watch time of your video divided by the total number of video plays, including replays. This metric measures your video’s ability to engage viewers. The higher the view duration, the more engaging the videos.
- **Average Pct Viewed:** the percent of each video the average viewer watched. It measures your video’s ability to hold viewers’ attention for its entirety. YouTube generally rewards videos that can hold people’s attention with higher search and recommendation rankings.

- **Unique viewers:** the estimated number of individuals who watch your videos over a certain period of time. It helps determine the size of our audience.

Top 25 videos for April 2024

Content	Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
<input type="checkbox"/> Total	6,058	500.4	4:57	16.0%	5,047
<input type="checkbox"/>  Help for Texans (English)	3,018 49.8%	84.1 16.8%	1:40	49.2%	2,805 55.6%
<input type="checkbox"/>  Texas Homebuyer Program introduction	900 14.9%	11.2 2.2%	0:44	86.1%	873 17.3%
<input type="checkbox"/>  Help For Texans tutorial	508 8.4%	14.8 3.0%	1:44	51.5%	484 9.6%
<input type="checkbox"/>  How to apply: Texas Homeowners Assistance Fund	142 2.3%	1.7 0.3%	0:43	54.0%	124 2.5%
<input type="checkbox"/>  Income Determination Training Webinar - Jan. 4, 2024	140 2.3%	67.6 13.5%	28:57	8.4%	75 1.5%
<input type="checkbox"/>  Updated HOTMA Training - Oct. 13, 2023	96 1.6%	35.2 7.0%	21:59	13.8%	86 1.7%
<input type="checkbox"/>  Students: Eligibility and Income	92 1.5%	48.5 9.7%	31:38	18.6%	61 1.2%
<input type="checkbox"/>  Frequently Asked Questions about Utility Allowances	72 1.2%	5.1 1.0%	4:13	6.6%	66 1.3%
<input type="checkbox"/>  Supportive Services, LURA discussion webinar	63 1.0%	18.3 3.7%	17:27	19.1%	40 0.8%
<input type="checkbox"/>  Let's Talk About Forms	59 1.0%	15.6 3.1%	15:54	17.2%	44 0.9%
<input type="checkbox"/>  HOTMA Training - Sept. 8, 2023	58 1.0%	29.3 5.9%	30:19	19.0%	48 1.0%
<input type="checkbox"/>  Fair Housing Special Topics: How to Create an Affirmat...	52 0.9%	8.8 1.8%	10:12	14.2%	35 0.7%
<input type="checkbox"/>  Fair Housing 101: The Basics of Fair Housing in Texas	48 0.8%	9.3 1.9%	11:39	11.1%	30 0.6%
<input type="checkbox"/>  Utility Allowance Training - July 6, 2023	43 0.7%	8.6 1.7%	11:59	12.1%	33 0.7%
<input type="checkbox"/>  Multifamily Compliance: Online Reporting, USR and AO...	42 0.7%	6.0 1.2%	8:33	7.2%	25 0.5%
<input type="checkbox"/>  CMTS Training and FAQs	41 0.7%	6.6 1.3%	9:38	13.8%	23 0.5%
<input type="checkbox"/>  TXHAF Housing Counseling	38 0.6%	0.4 0.1%	0:37	75.8%	33 0.7%
<input type="checkbox"/>  Fair Housing in Texas	36 0.6%	0.9 0.2%	1:31	48.8%	23 0.5%
<input type="checkbox"/>  Accessing Texas Department of Aging and Disability S...	36 0.6%	2.2 0.4%	3:39	51.5%	29 0.6%
<input type="checkbox"/>  811 PRA: Written Policies and Procedures training	33 0.5%	15.7 3.1%	28:34	23.8%	26 0.5%
<input type="checkbox"/>  TDHCA Freddie Mac Lender Training	30 0.5%	4.0 0.8%	8:05	14.4%	56 1.1%

<input type="checkbox"/>	 1:25:24	Adjusted Income Webinar - Jan. 12, 2024	30	0.5%	11.5	2.3%	23:00	26.9%	21	0.4%
<input type="checkbox"/>	 5:18:57	TDHCA Training: Section 811 Project Rental Assistanc...	27	0.5%	3.2	0.6%	7:05	2.2%	24	0.5%
<input type="checkbox"/>	 0:45	TXHAF Legal Counseling	27	0.5%	0.2	0.0%	0:27	62.0%	22	0.4%
<input type="checkbox"/>	 2:59:26	HOTMA Office Hours	26	0.4%	32.7	6.5%	1:15:33	42.1%	17	0.3%

TDHCA Outreach April 2024

A compilation of outreach activities such as meetings, trainings and webinars.

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Housing Resource Center	Apr. 15	Fair Housing Month Overview Webinar	314
Housing Resource Center	Apr. 16	AI Public Hearing, Austin	3
Community Affairs/CEAP	Apr. 17	Virtual Training Session, TACAA	10
SF and Homeless Program	Apr. 18	Roundtable, Self Help Centers and Interested Nonprofit Orgs	25
Housing Resource Center	Apr. 18	AI Public Hearing, virtual	8
Housing Resource Center	Apr. 22	Fair Housing Month, Reasonable Accommodations Webinar	267
Community Affairs/WAP	Apr. 23	Virtual Training Session, 3 agencies	10
Housing Resource Center	Apr. 23	AI Public Hearing, Brownsville	6
Community Affairs/CSBG	Apr. 25	Onsite Training Session, CA Corp	15
Community Affairs/CSBG	Apr. 26	Onsite Training Session, CA Corp	15
Housing Resource Center	Apr. 29	Fair Housing Month, Assistance Animals Webinar	273