



TDHCA Outreach and Media Analysis, November 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 November 1-30, 2024 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 21

Breakdown by Medium:¹

- Print: 4 (Editorials/Columnists = 0)
- Broadcast: 1
- Trade, Government or Internet-Based Publications: 16

Figure 1 News Tone

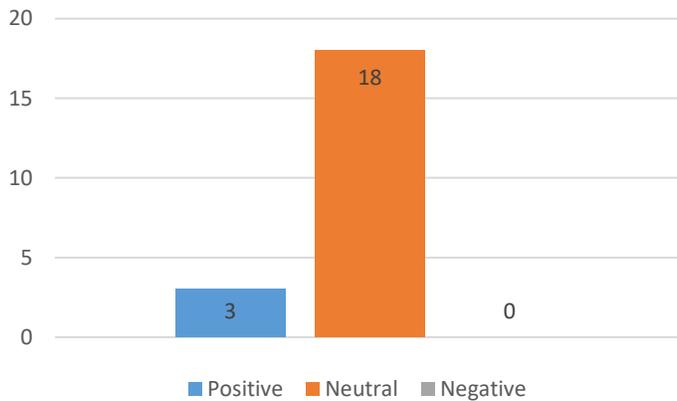
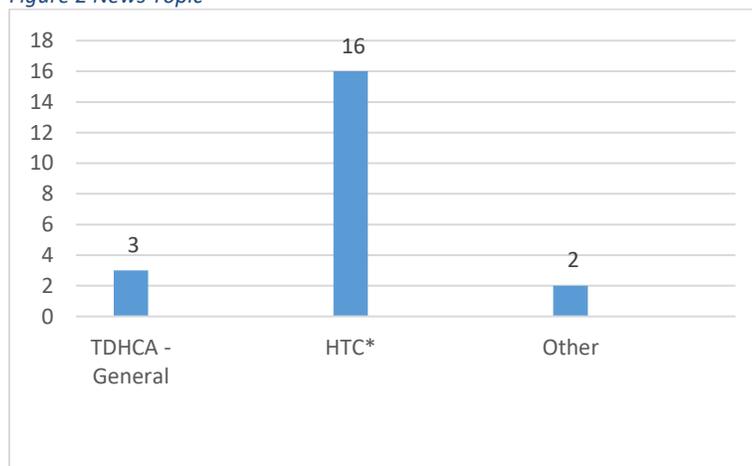
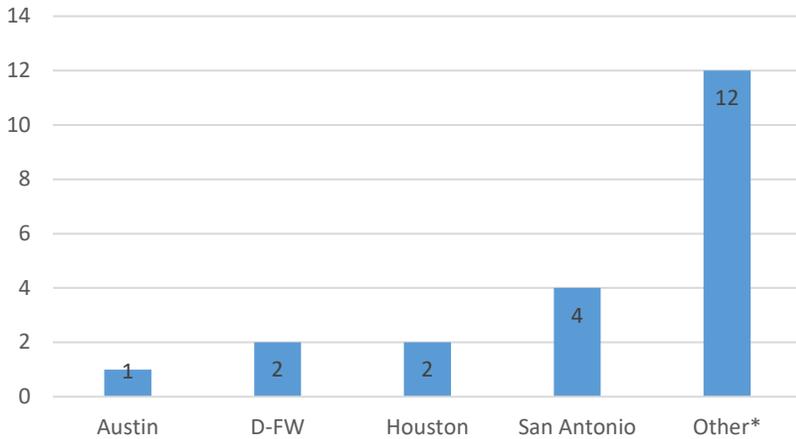


Figure 2 News Topic²



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.

Figure 3 Media Market



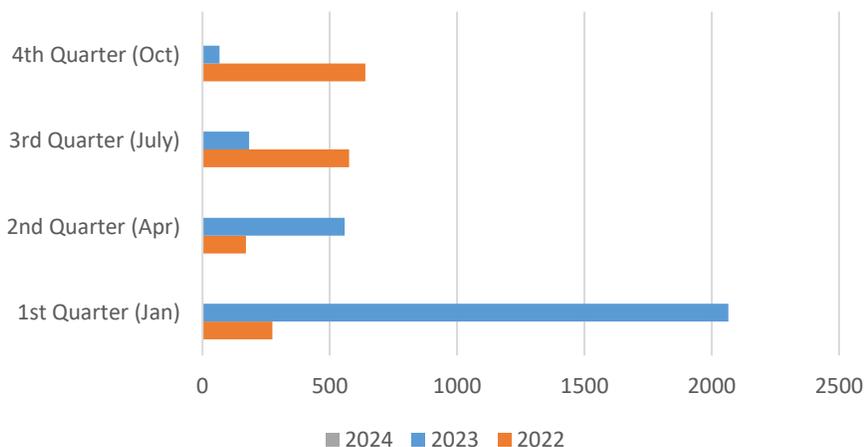
Summary:

Reporting on TDHCA activities by the news media totaled 21 references in November 2024. References related to development projects across Texas financed through TDHCA’s Housing Tax Credit Programs dominated the news cycle.

News mentions during the month were slightly lower than November 2023 (29 total).

The following table illustrates the number of news mentions during each month or quarter of 2024 compared to 2023 and 2022. For the first two months of the fourth quarter of 2024 (October-November), total news mentions are tracking close (65 total) compared to the number of mentions during the same timeframe of 2023 (67 total), but lower than 2022 (346 total). Please note, some pandemic-related programs for which TDHCA had oversight were still operating and accepting applications the previous two years.

TDHCA News Trends



Social media:

Through November 2024, TDHCA has nearly 3,700 followers to its X (formerly known as Twitter) account and 7,630 fans to its Facebook page. TDHCA’s YouTube channel had 4,065 views in October. 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
May 2024	48	14	Approx. 136	43	93
June 2024	66	0	Approx. 109	12	97
July 2024	112	0 (no longer supported)*	Approx. 347	137	191
August 2024	16	0 (no longer supported)*	Approx. 32	4	23
Sept. 2024	53	0 (no longer supported)*	Approx. 61	1	58
Oct. 2024	70	0 (no longer supported)*	Approx. 96	5	85
Nov. 2024	71	0 (no longer supported)*	Approx. 78	1	76

* Clicks = number of times an individual clicked on a link provided in a post; however, FB only tracks clicks for posts that reach a minimum engagement level of 30. Engagements = any action a person takes on our post including shares, comments and reactions.

					
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
May 2024	49	16	18	5	12
June 2024	63	0	58	57	1
July 2024	114	3	48	9	32
August 2024	17	0	7	0	3
Sept. 2024	53	16	5	2	2
Oct. 2024	79	0	40	7	26
Nov. 2024	71	10	4	0	3

* 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	Avg. % viewed	Unique viewers
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	6,733	490.1	4:22	13.4%	5,598
April 2024	6,058	500.4	4:57	16.0%	5,047
May 2024	5,720	440.5	4:37	14.1%	4,700
June 2024	5,426	439.5	4:51	15.1%	4,415
July 2024	5,754	470.1	4:54	16.3%	4,798
August 2024	7,395	664.9	5:23	17.4%	6,095
Sept. 2024	5,639	473.9	5:02	15.7%	4,565
Oct. 2024	6,706	536.2	4:47	16.0%	5,552
Nov. 2024	4,065	364.8	5:23	15.4%	3,339

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 November 2024

Content	Duration	Publish date	Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
<input type="checkbox"/> Total			4,065	364.8	5:23	15.4%	3,339
<input type="checkbox"/>  Help for Texans (English)	3:24		2,302 56.6%	63.8 17.5%	1:39	48.9%	2,182 65.4%
<input type="checkbox"/>  Texas Homebuyer Program introduction	0:52		437 10.8%	5.5 1.5%	0:45	87.5%	422 12.6%
<input type="checkbox"/>  Reasonable Accommodations and Accessibility – Fair ...	1:42:56		141 3.5%	4.2 1.1%	1:46	1.7%	134 4.0%
<input type="checkbox"/>  Income Determination Training Webinar - Jan. 4, 2024	5:43:58		73 1.8%	85.5 23.4%	1:10:14	20.4%	38 1.1%
<input type="checkbox"/>  Housing Opportunity Through Modernization Act of 20...	1:35:29		55 1.4%	11.8 3.3%	12:55	13.5%	36 1.1%
<input type="checkbox"/>  Assets and the Changes from HOTMA	1:47:05		51 1.3%	15.8 4.3%	18:31	17.3%	40 1.2%
<input type="checkbox"/>  Fair Housing Overview – Fair Housing Month 2024	1:47:16		44 1.1%	14.3 3.9%	19:29	18.2%	31 0.9%

<input type="checkbox"/>	 2:46:29	Tax Exempt Bond Program (BOND) Training	42	1.0%	15.7	4.3%	22:22	13.4%	25	0.8%
<input type="checkbox"/>	 3:06	Fair Housing in Texas	40	1.0%	0.8	0.2%	1:09	37.4%	33	1.0%
<input type="checkbox"/>	 1:04:27	Frequently Asked Questions about Utility Allowances	40	1.0%	3.9	1.1%	5:48	9.0%	37	1.1%
<input type="checkbox"/>	 2:38:56	Updated HOTMA Training - Oct. 13, 2023	39	1.0%	16.6	4.6%	25:36	16.1%	23	0.7%
<input type="checkbox"/>	 4:09	Reasonable Accommodations in Texas	36	0.9%	1.5	0.4%	2:28	59.8%	23	0.7%
<input type="checkbox"/>	 6:18	Assistance Animals in Texas	36	0.9%	0.9	0.3%	1:34	25.1%	30	0.9%
<input type="checkbox"/>	 7:07	Accessing Texas Department of Aging and Disability S...	32	0.8%	1.4	0.4%	2:35	36.5%	30	0.9%
<input type="checkbox"/>	 1:07:13	2024 Emergency Solutions Grants (ESG) Application S...	30	0.7%	1.6	0.5%	3:17	4.9%	25	0.8%
<input type="checkbox"/>	 1:45:18	Fair Housing 101: The Basics of Fair Housing in Texas	27	0.7%	5.3	1.5%	11:44	11.2%	21	0.6%
<input type="checkbox"/>	 1:25:16	Acquisition and Rehab Funding Requirements, Office H...	26	0.6%	4.4	1.2%	10:03	11.8%	23	0.7%
<input type="checkbox"/>	 19:17	TEMAP Monthly Reporting Webinar for Part C Program...	25	0.6%	0.2	0.1%	0:33	2.9%	20	0.6%
<input type="checkbox"/>	 26:14	HOME-ARP Overview Webinar	22	0.5%	2.4	0.7%	6:32	24.9%	12	0.4%
<input type="checkbox"/>	 1:32:18	Let's Talk About Forms	21	0.5%	3.8	1.0%	10:52	11.8%	14	0.4%
<input type="checkbox"/>	 1:34:35	Assistance Animals in Housing – Fair Housing Month ...	21	0.5%	0.9	0.3%	2:38	2.8%	19	0.6%
<input type="checkbox"/>	 1:11:53	Fair Housing Special Topics: How to Create an Affirmat...	20	0.5%	2.3	0.6%	6:47	9.5%	14	0.4%
<input type="checkbox"/>	 5:52:05	Multifamily Income Determination Training	19	0.5%	8.3	2.3%	26:11	7.4%	14	0.4%
<input type="checkbox"/>	 1:13:44	Average Income webinar/Office Hours	17	0.4%	6.2	1.7%	21:48	29.6%	14	0.4%
<input type="checkbox"/>	 5:18:57	TDHCA Training: Section 811 Project Rental Assistanc...	17	0.4%	6.5	1.8%	23:06	7.2%	14	0.4%

TDHCA Outreach November 2024

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Community Affairs/CSBG	Nov. 4	Virtual Training Session/Reentry Sub	15
Community Affairs/CSBG	Nov. 4	Onsite Training Session/TCCAA	10
Community Affairs/WAP	Nov. 5	Virtual Training Session/Multiple Subs	10
Community Affairs/CSBG	Nov. 5	Onsite Training Session/TCCAA	10
Community Affairs/WAP	Nov. 5	Virtual Training Session/Multiple Subs	13

Community Affairs/WAP	Nov. 6	Virtual Training Session/Multiple Subs	15
Housing Resource Center	Nov. 12	Fair Housing Webinar/Fair Housing Overview	330
Compliance	Nov. 12	MFDL training with the Texas Apartment Association	55
Housing Resource Center	Nov. 14	Fair Housing Webinar/Reasonable Accommodations	212
Community Affairs/CSBG	Nov. 19	Onsite Training Session/GCCSA	10
Housing Resource Center	Nov. 19	Fair Housing Webinar/Assistance Animals	176
Community Affairs/CSBG	Nov. 20	Onsite Training Session/GCCSA	10
Compliance	Nov. 22	Office Hours and Acquisition/Rehab and Re-Syndication training	108