



# TDHCA Outreach and Media Analysis, May 2025

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 May 1-31, 2025 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 36

Breakdown by Medium:<sup>1</sup>

- Print: 14 (Editorials/Columnists = 1)
- Broadcast: 6
- Trade, Government or Internet-Based Publications: 16

Figure 1 News Tone

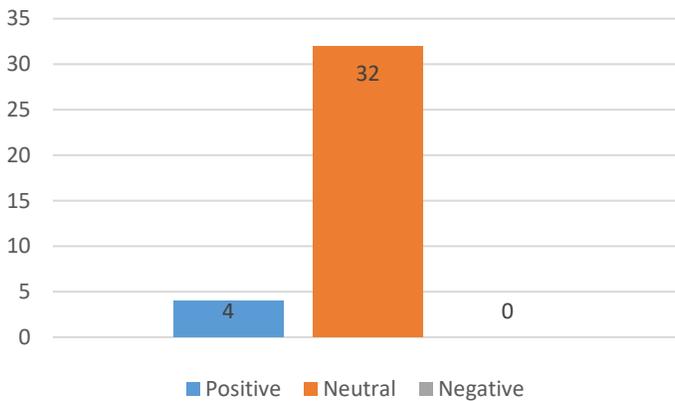
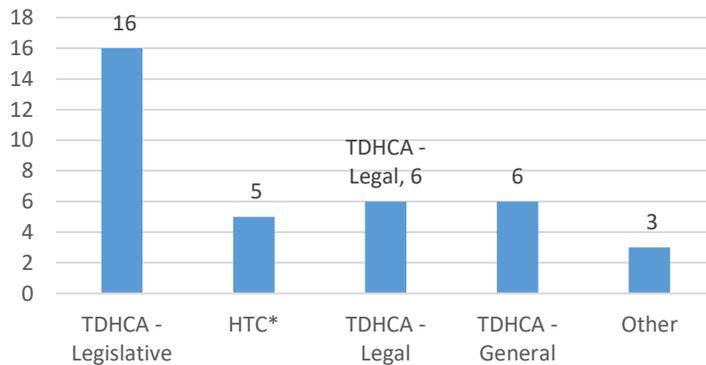
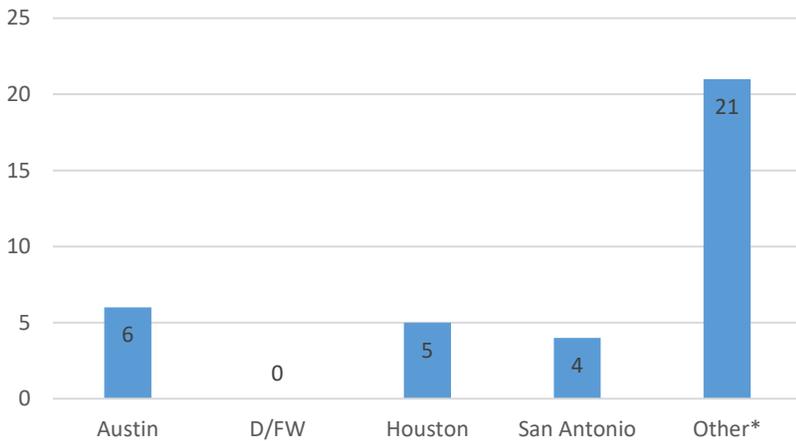


Figure 2 News Topic<sup>2</sup>



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

Figure 3 Media Market



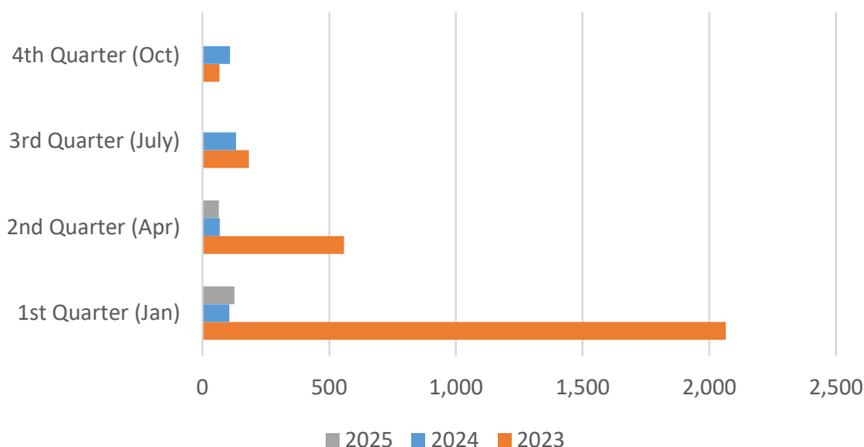
**Summary:**

Reporting on TDHCA activities by the news media totaled 36 references in May 2025. Numerous news articles were related to legislation from the 89<sup>th</sup> Regular Legislative Session that impact TDHCA business. Specifically, House Bill 21 will require Housing Finance Corporations to file an annual audit report to TDHCA, like what Public Finance Corporations must do now. Senate Bill 243 will provide TDHCA necessary resources to investigate unsafe living conditions at migrant farmer worker housing. Nation news articles spotlighted an Executive Order by President Trump to eliminate the disparate impact rule as it pertains to the Fair Housing Act.

News mentions during the month were higher than May 2024 (13 total).

The following table illustrates the number of news mentions during each month or quarter of 2025 compared to 2024 and 2023. Through two months of the second quarter of 2025 (April-June), total news mentions tracked higher (191 total) compared to the number of mentions during the same timeframe of 2024 (138 total), but lower than 2023 (2,595 total). Please note, some pandemic-related programs for which TDHCA had oversight were still operating and accepting applications in 2023.

TDHCA News Trends



**Social media:**

Through May 2025, TDHCA has 3,691 followers to its X account and 7,698 fans to its Facebook page. TDHCA’s YouTube channel had 4,886 views in May. 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 2025	48	0	57 (includes Comments)	4	50
February 2025	39	0	18 (includes Comments)	3	12
March 2025	59	0	60 (includes Comments)	1	53
April 2025	47	0	46 (includes Comments)	2	40
May 2025	45	0	12 (includes Comments)	1	8

\* 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	Posts	Clicks	Engagements	Retweets	Liked posts
January 2025	45	0	10	2	6
February 2025	42	11	9	1	3
March 2025	57	0	7	2	5
April 2025	47	0	3	1	2
May 2025	45	0	2	0	2

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

 **YouTube**

Month	Views	Watch time (hours)	Avg. view duration	Avg. % viewed	Unique viewers
January 2025	6,118	521.9	5:07	17.6%	5,158
February 2025	4,979	471.4	5:40	15.8%	4,066
March 2025	5,471	405.6	4:26	15.1%	4,553
April 2025	5,867	563.5	5:45	18.1%	4,715
May 2025	4,886	487.3	5:59	21.2%	3,897

**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 May 2025

Content		Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
Duration	Publish date					
<input type="checkbox"/>	<b>Total</b>	<b>4,886</b>	<b>487.3</b>	<b>5:59</b>	<b>21.2%</b>	<b>3,897</b>
<input type="checkbox"/>	 3:24 Help For Texans	3,375 69.1%	92.4 19.0%	1:38	48.3%	2,992 76.8%
<input type="checkbox"/>	 0:52 Texas Homebuyer Program introduction	399 8.2%	4.9 1.0%	0:44	84.7%	374 9.6%
<input type="checkbox"/>	 4:48:58 Income Determination Training	86 1.8%	41.1 8.4%	28:38	9.9%	51 1.3%
<input type="checkbox"/>	 5:43:58 Income Determination Training Webinar - Jan. 4, 2024	60 1.2%	89.2 18.3%	1:29:09	25.9%	26 0.7%
<input type="checkbox"/>	 1:53 First Time Homebuyers...Save Money on your Income T...	50 1.0%	0.6 0.1%	0:45	40.4%	34 0.9%
<input type="checkbox"/>	 1:47:05 Assets and the Changes from HOTMA	45 0.9%	10.8 2.2%	14:21	13.4%	29 0.7%
<input type="checkbox"/>	 1:27:30 PFC Compliance Monitoring Training and Office Hours ...	40 0.8%	13.4 2.8%	20:10	23.1%	22 0.6%
<input type="checkbox"/>	 1:45:18 Fair Housing 101: The Basics of Fair Housing in Texas	37 0.8%	5.3 1.1%	8:32	8.1%	21 0.5%
<input type="checkbox"/>	 1:38:54 Office Hours - NSPIRE	34 0.7%	19.6 4.0%	34:35	35.0%	17 0.4%
<input type="checkbox"/>	 3:24 Help for Texans (English)	28 0.6%	0.8 0.2%	1:44	51.4%	26 0.7%
<input type="checkbox"/>	 1:31:25 Supportive Services, LURA discussion webinar	26 0.5%	7.3 1.5%	16:50	18.4%	19 0.5%
<input type="checkbox"/>	 1:19:05 Transfers and Household Additions Training	26 0.5%	5.6 1.2%	13:00	16.4%	22 0.6%
<input type="checkbox"/>	 1:35:29 Housing Opportunity Through Modernization Act of 20...	24 0.5%	11.0 2.3%	27:31	28.8%	20 0.5%
<input type="checkbox"/>	 1:36:03 New Owner Training	23 0.5%	2.8 0.6%	7:10	7.5%	14 0.4%
<input type="checkbox"/>	 2:46:29 Tax Exempt Bond Program (BOND) Training	22 0.5%	9.5 2.0%	25:55	15.6%	14 0.4%
<input type="checkbox"/>	 1:25:16 Acquisition and Rehab Funding Requirements, Office H...	21 0.4%	12.6 2.6%	36:06	42.4%	7 0.2%
<input type="checkbox"/>	 7:07 Accessing Texas Department of Aging and Disability S...	19 0.4%	0.8 0.2%	2:30	35.2%	17 0.4%
<input type="checkbox"/>	 4:09 Reasonable Accommodations in Texas	17 0.4%	0.7 0.2%	2:31	60.7%	15 0.4%

<input type="checkbox"/>	 1:42:33	Common Issues of Noncompliance Training	17	0.4%	4.7	1.0%	16:45	16.3%	13	0.3%
<input type="checkbox"/>	 2:43:06	811 PRA Certifications Training	16	0.3%	6.1	1.2%	22:42	13.9%	11	0.3%
<input type="checkbox"/>	 1:13:46	2025 Income Determination Training Lunch & Learn: T...	16	0.3%	4.6	0.9%	17:11	23.3%	10	0.3%
<input type="checkbox"/>	 2:38:56	Updated HOTMA Training - Oct. 13, 2023	16	0.3%	20.0	4.1%	1:14:53	47.1%	6	0.2%
<input type="checkbox"/>	 5:18:57	TDHCA Training: Section 811 Project Rental Assistanc...	15	0.3%	3.5	0.7%	14:11	4.5%	11	0.3%
<input type="checkbox"/>	 4:54:53	TDHCA's Multifamily Direct Loan Training - Sept. 24, 20...	15	0.3%	12.0	2.5%	47:55	16.3%	10	0.3%
<input type="checkbox"/>	 37:34	2025 HOME-ARP NCO NOFA – First Amendment Webi...	15	0.3%	1.8	0.4%	7:14	19.3%	9	0.2%

### TDHCA Outreach May 2025

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Community Affairs/CEAP/CSBG/WAP	May 1	TACAA Conference/Network	100+
HOME ARP	May 5	HOME-ARP 2025 Nonprofit Capacity Building/Operating NOFA First Amendment	20
Compliance	May 9	Topic was Public Facilities Corporations after House Bill 2071	77