# TDHCA Outreach and Media Analysis, June 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 June 1-30, 2025 (news articles that specifically mentioned TDHCA generally or along with Department programs).

Total number of articles referencing TDHCA: 48
Breakdown by Medium:[1]

- Print: 4 (Editorials/Columnists = 0)
- Broadcast: 26
- Trade, Government or Internet-Based Publications: 18

*Figure 1 News Tone*

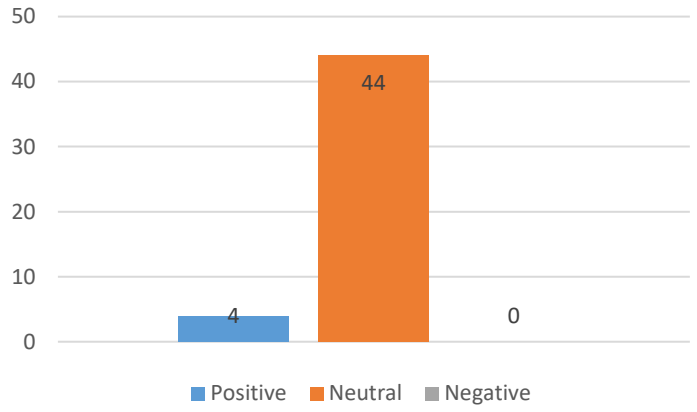
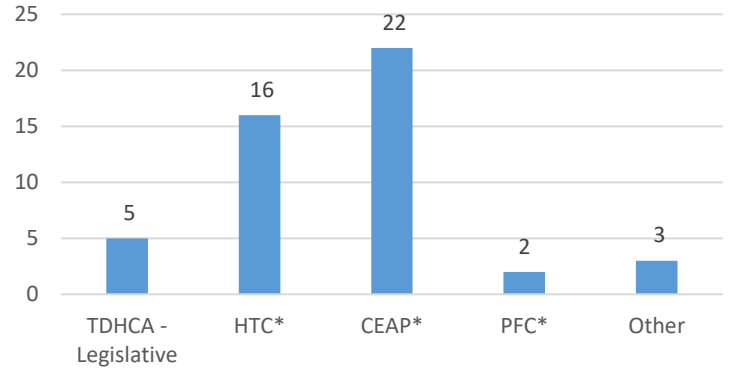
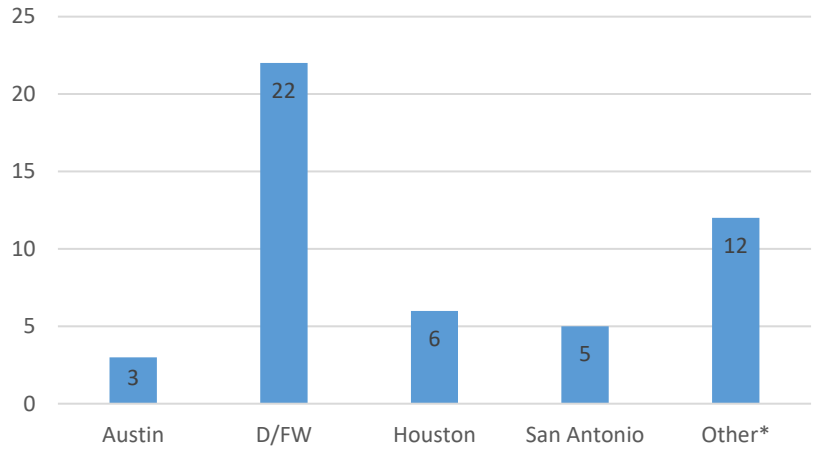



*Figure 2 News Topic*[2]




[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, Comprehensive Energy Assistance Program, Public Facility Corporation.*

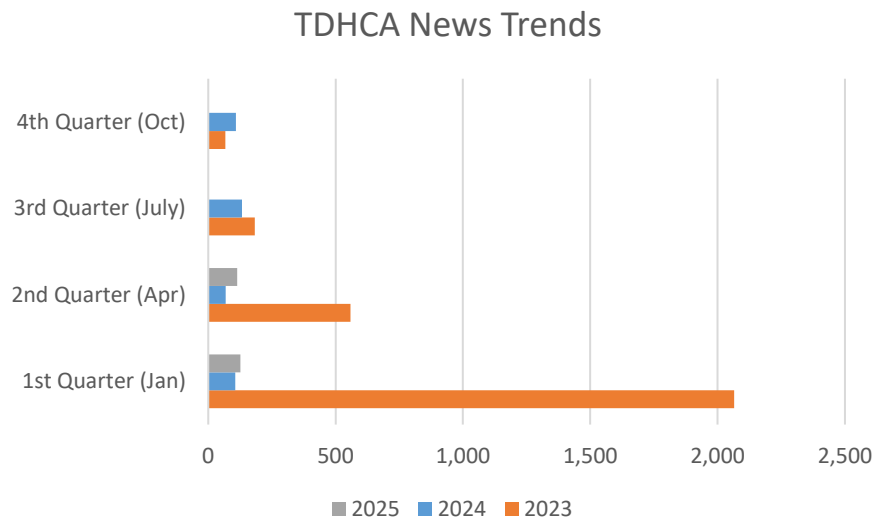
*Figure 3 Media Market*




**Summary:**
Reporting on TDHCA activities by the news media totaled 48 references in June 2025. Spectrum News ran a story related to possible cuts to the Low-Income Household Energy Assistance Program (LIHEAP; CEAP in Texas) for 2026 per federal budget bill. Housing Tax Credit properties also dominated the news cycle.

News mentions during the month were higher than June 2024 (37 total).

The following table illustrates the number of news mentions during each month or quarter of 2025 compared to 2024 and 2023. Through the second quarter of 2025 (April-June), total news mentions tracked higher (239 total) compared to the number of mentions during the same timeframe of 2024 (175 total), but lower than 2023 (2,623 total). Please note, some pandemic-related programs for which TDHCA had oversight were still operating and accepting applications in 2023; however, news mentions in 2025 are tracking higher than 2019 (pre-pandemic), which totaled 101 articles through the second quarter.



**Social media:**
Through June 2025, TDHCA has 3,693 followers to its X account and 7,705 fans to its Facebook page. TDHCA's YouTube channel had 6,345 views in June. 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 |
| June 2025 | 72 | 0 | 27 (includes Comments) | 4 | 19 |

* 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 |
| June 2025 | 72 | 0 | 3 | 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

| 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 |
| June 2025 | 6,345 | 496.2 | 4:41 | 20.4% | 5,355 |

## 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 June 2025

| Content | Duration | Publish date | Views | | Watch time (hours) | | Average view duration | Average percentage viewed | Unique viewers | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Total** | | | **6,345** | | **496.2** | | **4:41** | **20.4%** | **5,355** | |
| Help For Texans | 3:24 | | 4,809 | 75.8% | 127.0 | 25.6% | 1:35 | 46.6% | 4,428 | 82.7% |
| Texas Homebuyer Program introduction | 0:52 | | 383 | 6.0% | 4.6 | 0.9% | 0:43 | 83.0% | 375 | 7.0% |
| 2025 Income Determination Training Lunch & Learn: Th... | 1:13:46 | | 75 | 1.2% | 8.4 | 1.7% | 6:41 | 9.1% | 59 | 1.1% |
| Income Determination Training | 4:48:58 | | 74 | 1.2% | 32.2 | 6.5% | 26:08 | 9.1% | 47 | 0.9% |
| Income Determination Training Webinar - Jan. 4, 2024 | 5:43:58 | | 48 | 0.8% | 52.4 | 10.6% | 1:05:31 | 19.1% | 25 | 0.5% |
| Common Issues of Noncompliance Training | 1:42:33 | | 46 | 0.7% | 12.9 | 2.6% | 16:51 | 16.4% | 32 | 0.6% |
| PFC Compliance Monitoring Training and Office Hours ... | 1:27:30 | | 43 | 0.7% | 15.4 | 3.1% | 21:29 | 24.6% | 22 | 0.4% |
| Transfers and Household Additions Training | 1:19:05 | | 38 | 0.6% | 6.7 | 1.4% | 10:38 | 13.5% | 27 | 0.5% |
| Fair Housing 101: The Basics of Fair Housing in Texas | 1:45:18 | | 36 | 0.6% | 4.9 | 1.0% | 8:06 | 7.7% | 27 | 0.5% |
| Assets and the Changes from HOTMA | 1:47:05 | | 31 | 0.5% | 9.7 | 2.0% | 18:42 | 17.5% | 22 | 0.4% |
| Housing Opportunity Through Modernization Act of 20... | 1:35:29 | | 30 | 0.5% | 14.6 | 3.0% | 29:14 | 30.6% | 26 | 0.5% |
| Office Hours - NSPIRE | 1:38:54 | | 29 | 0.5% | 15.0 | 3.0% | 30:56 | 31.3% | 18 | 0.3% |
| 811 PRA Certifications Training | 2:43:06 | | 25 | 0.4% | 7.5 | 1.5% | 17:58 | 11.0% | 17 | 0.3% |
| Accessing Texas Department of Aging and Disability S... | 7:07 | | 21 | 0.3% | 0.8 | 0.2% | 2:22 | 33.4% | 19 | 0.4% |
| Tax Exempt Bond Program (BOND) Training | 2:46:29 | | 20 | 0.3% | 5.1 | 1.0% | 15:20 | 9.2% | 13 | 0.2% |
| Acquisition and Rehab Funding Requirements, Office H... | 1:25:16 | | 19 | 0.3% | 10.6 | 2.1% | 33:25 | 39.2% | 6 | 0.1% |
| New Owner Training | 1:36:03 | | 19 | 0.3% | 1.0 | 0.2% | 3:04 | 3.2% | 11 | 0.2% |
| Fair Housing Overview – Fair Housing Month 2024 | 1:47:16 | | 19 | 0.3% | 5.4 | 1.1% | 16:55 | 15.8% | 10 | 0.2% |
| Supportive Services, LURA discussion webinar | 1:31:25 | | 18 | 0.3% | 8.4 | 1.7% | 28:01 | 30.7% | 14 | 0.3% |

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| ☐ | 2:38:56 | Updated HOTMA Training - Oct. 13, 2023 | 18 | 0.3% | 18.1 | 3.7% | 1:00:18 | 37.9% | 11 | 0.2% |
| ☐ | 37:34 | 2025 HOME-ARP NCO NOFA – First Amendment Webi... | 18 | 0.3% | 2.3 | 0.5% | 7:45 | 20.7% | 11 | 0.2% |
| ☐ | 1:26:00 | 2025 Income Determination Training Lunch & Learn: C... | 17 | 0.3% | 7.9 | 1.6% | 27:58 | 32.5% | 16 | 0.3% |
| ☐ | 4:09 | Reasonable Accommodations in Texas | 16 | 0.3% | 0.7 | 0.1% | 2:29 | 59.9% | 15 | 0.3% |
| ☐ | 1:44:37 | Reasonable Accommodations and the Fair Housing Ac... | 16 | 0.3% | 2.9 | 0.6% | 10:50 | 10.4% | 15 | 0.3% |

**TDHCA Outreach June 2025**

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

| **Department** | **Meeting Date** | **Meeting Title** | **Attendees (includes organizer)** |
|---|---|---|---|
| Compliance | June 5 | In-person Income Determination Training | 11 |
| Community Affairs/CEAP/CSBG | June 9 | Onsite Training Session/Webb, STDC | 15 |
| MF Programs | June 9 | 2026 Virtual Workgroup for QAP Qualified Allocation Plan | 118 |
| Community Affairs/CEAP/CSBG | June 10 | Onsite Training Session/Webb, STDC | 15 |
| Community Affairs/CEAP/CSBG | June 11 | Onsite Training Session/Webb, STDC | 15 |
| Compliance | June 11 | Lunch and Learn Session 1 “Qualifying Process” | 355 |
| Community Affairs/CEAP/CSBG | June 12 | Onsite Training Session/Webb, STDC | 15 |
| Compliance | June 13 | Office Hours and Common Issues of Noncompliance Webinar | 198 |
| Compliance | June 19 | Lunch and Learn Session 2 “Earned Income” | 274 |
| Compliance | June 23 | Lunch and Learn Session 3 “Unearned Income” | 272 |
| Housing Resource Center | June 25 | Texas Interagency Council for the Homeless (TICH) | 15 |