



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

Total number of articles referencing TDHCA: 37

Breakdown by Medium:¹

- Print: 6 (Editorials/Columnists = 0)
- Broadcast: 17
- Trade, Government or Internet-Based Publications: 14

Figure 1 News Tone

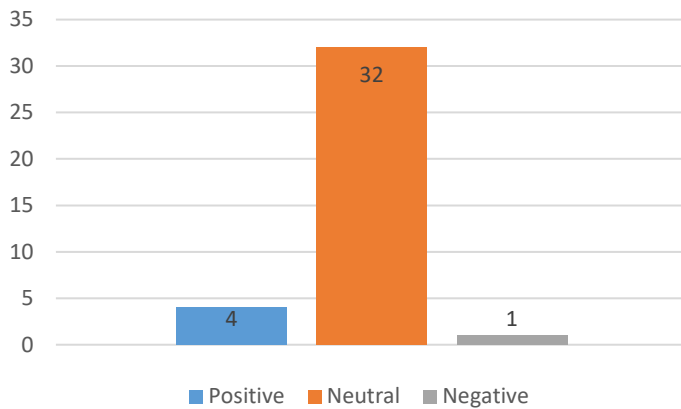
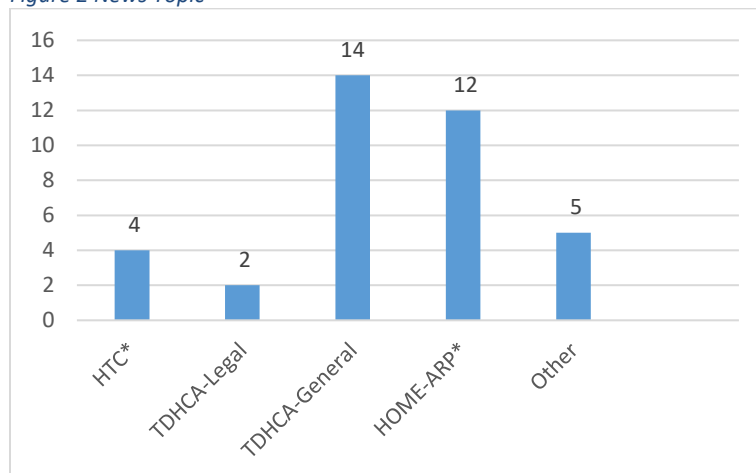
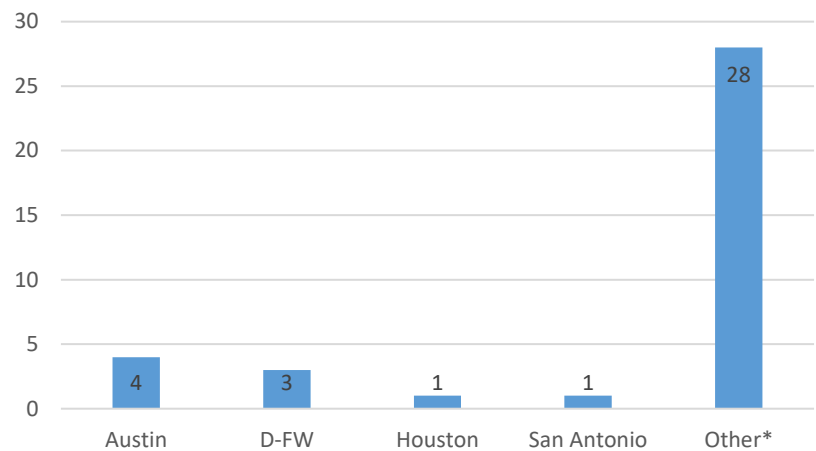


Figure 2 News Topic²



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, HOME-American Rescue Plan.

Figure 3 Media Market



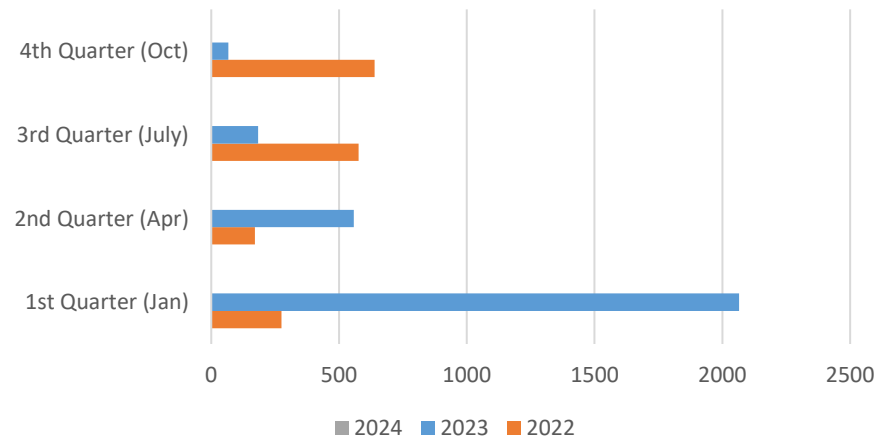
Summary:

Reporting on activities by the news media totaled 37 references in June 2024. Articles related to the groundbreaking ceremony for The Lancaster, a TDHCA HOME-ARP recipient, and a press release regarding a Section 8 Housing Choice Voucher scam dominated the TDHCA news cycle.

For comparison purposes, news mentions during the month were slightly higher than June 2023 (28 total). The Texas Rent Relief Program were referenced in news articles related to eviction diversion efforts.


The following table illustrates the number of news mentions during each month or quarter of 2024 compared to 2023 and 2022. Through the second quarter of 2024 (April-June), news mentions are tracking much lower (69 total) compared to the number of mentions of the second quarter in 2023 (558 total) and 2022 (171 total).

TDHCA News Trends




Social media:

Through June 2024, TDHCA has more than 3,600 followers to its X (formerly known as Twitter) account and 7,412 fans to its Facebook page. TDHCA's YouTube channel had 5,426 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 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

* 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
May 2024	49	16	18	5	12
June 2024	63	0	58	57	1

* 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	6,725	486.7	4:20	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










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 2024

Content		Views ↓		Watch time (hours)		Average view duration	Average percentage viewed	Unique viewers	
<input type="checkbox"/>	 3:24 Help for Texans (English)	2,856	52.6%	77.3	17.6%	1:37	47.8%	2,628	59.5%
<input type="checkbox"/>	 0:52 Texas Homebuyer Program introduction	764	14.1%	9.6	2.2%	0:45	86.6%	748	16.9%
<input type="checkbox"/>	 1:07:13 2024 Emergency Solutions Grants (ESG) Application S...	164	3.0%	23.3	5.3%	8:32	12.7%	116	2.6%
<input type="checkbox"/>	 1:21 How to apply: Texas Homeowners Assistance Fund	136	2.5%	1.7	0.4%	0:45	55.9%	116	2.6%
<input type="checkbox"/>	 3:24 Help For Texans tutorial	109	2.0%	2.3	0.5%	1:15	36.9%	105	2.4%
<input type="checkbox"/>	 5:43:58 Income Determination Training Webinar - Jan. 4, 2024	106	2.0%	51.4	11.7%	29:06	8.5%	72	1.6%
<input type="checkbox"/>	 1:47:05 Assets and the Changes from HOTMA	104	1.9%	38.3	8.7%	22:07	20.7%	70	1.6%
<input type="checkbox"/>	 2:38:56 Updated HOTMA Training - Oct. 13, 2023	91	1.7%	40.8	9.3%	26:53	16.9%	66	1.5%
<input type="checkbox"/>	 1:01:15 Compliance Roundtable - May 17, 2024	70	1.3%	15.9	3.6%	13:35	22.2%	56	1.3%
<input type="checkbox"/>	 1:47:16 Fair Housing Overview – Fair Housing Month 2024	55	1.0%	13.2	3.0%	14:26	13.5%	48	1.1%
<input type="checkbox"/>	 1:42:56 Reasonable Accommodations and Accessibility – Fair ...	43	0.8%	11.8	2.7%	16:31	16.1%	36	0.8%
<input type="checkbox"/>	 1:29:12 Monitoring Reviews: Notification to Closed!	43	0.8%	10.0	2.3%	13:56	15.6%	32	0.7%
<input type="checkbox"/>	 1:04:27 Frequently Asked Questions about Utility Allowances	43	0.8%	2.5	0.6%	3:31	5.5%	42	1.0%
<input type="checkbox"/>	 7:07 Accessing Texas Department of Aging and Disability S...	43	0.8%	2.3	0.5%	3:13	45.3%	36	0.8%
<input type="checkbox"/>	 1:31:25 Supportive Services, LURA discussion webinar	32	0.6%	2.9	0.7%	5:25	5.9%	22	0.5%
<input type="checkbox"/>	 1:11:53 Fair Housing Special Topics: How to Create an Affirmat...	32	0.6%	4.2	1.0%	7:55	11.0%	16	0.4%

<input type="checkbox"/>	 2:49:57	Students: Eligibility and Income	32	0.6%	19.0	4.3%	35:36	21.0%	24	0.5%
<input type="checkbox"/>	 2:00:06	811 PRA: Written Policies and Procedures training	31	0.6%	9.1	2.1%	17:40	14.7%	21	0.5%
<input type="checkbox"/>	 1:32:18	Let's Talk About Forms	28	0.5%	7.2	1.6%	15:23	16.7%	24	0.5%
<input type="checkbox"/>	 3:07	Fair Housing in Texas	28	0.5%	0.7	0.2%	1:30	48.5%	23	0.5%
<input type="checkbox"/>	 1:34:35	Assistance Animals in Housing – Fair Housing Month ...	27	0.5%	6.7	1.5%	14:47	15.6%	21	0.5%
<input type="checkbox"/>	 1:45:18	Fair Housing 101: The Basics of Fair Housing in Texas	26	0.5%	7.4	1.7%	17:05	16.2%	19	0.4%
<input type="checkbox"/>	 1:25:24	Adjusted Income Webinar - Jan. 12, 2024	26	0.5%	5.5	1.3%	12:40	14.8%	24	0.5%
<input type="checkbox"/>	 21:39	Improving your CEAP Process	25	0.5%	2.4	0.6%	5:50	27.0%	14	0.3%
<input type="checkbox"/>	 0:50	TXHAF Housing Counseling	25	0.5%	0.1	0.0%	0:20	41.4%	22	0.5%

TDHCA Outreach June 2024

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
SF and Homeless Programs	June 3	ESG Applicants	90
Housing Resource Center	June 4	2025 Draft Regional Allocation Formula (RAF) Public Hearing	3
Community Affairs/WAP	June 11	Quarterly Network Call/Network	60
Compliance	June 12	Virtual Housing Tax Credit Training with the Texas Apartment Association	101
Compliance	June 14	Virtual Office Hours and Monitoring Review Training	114
Community Affairs/CEAP	June 18	Quarterly Network Call/Network	100