



TDHCA Outreach and Media Analysis, September 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 September 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: 6 (Editorials/Columnists = 0)
- Broadcast: 5
- Trade, Government or Internet-Based Publications: 10

Figure 1 News Tone

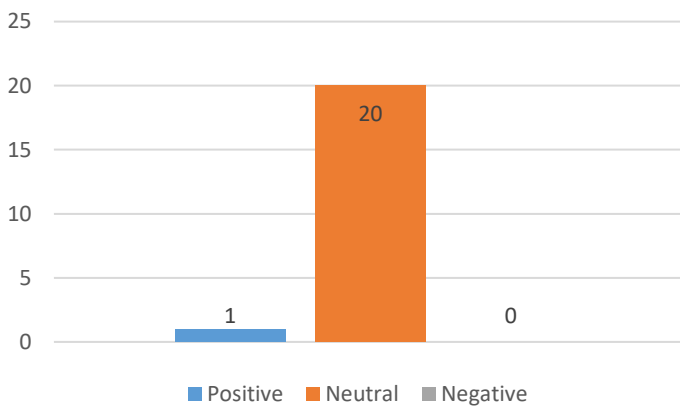
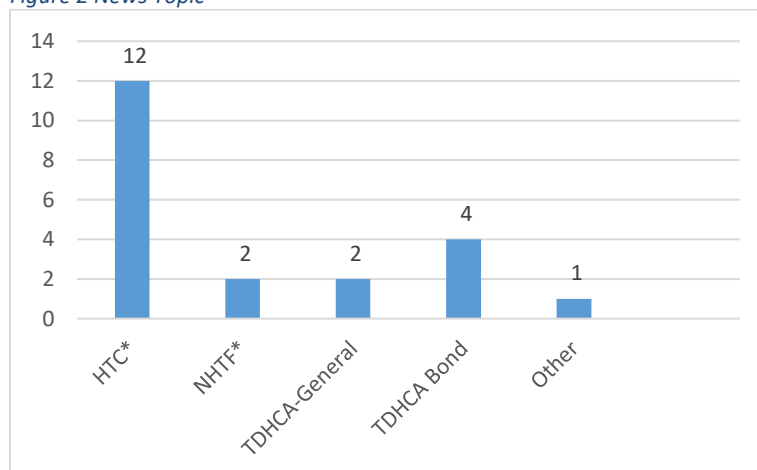
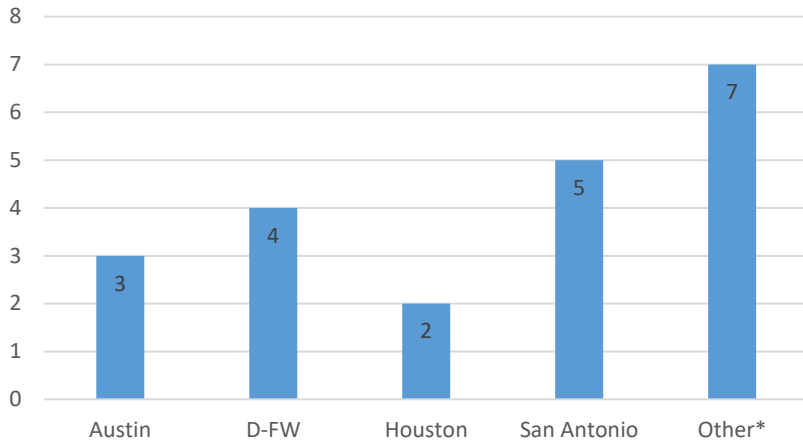


Figure 2 News Topic²



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, National Housing Trust Fund.

Figure 3 Media Market



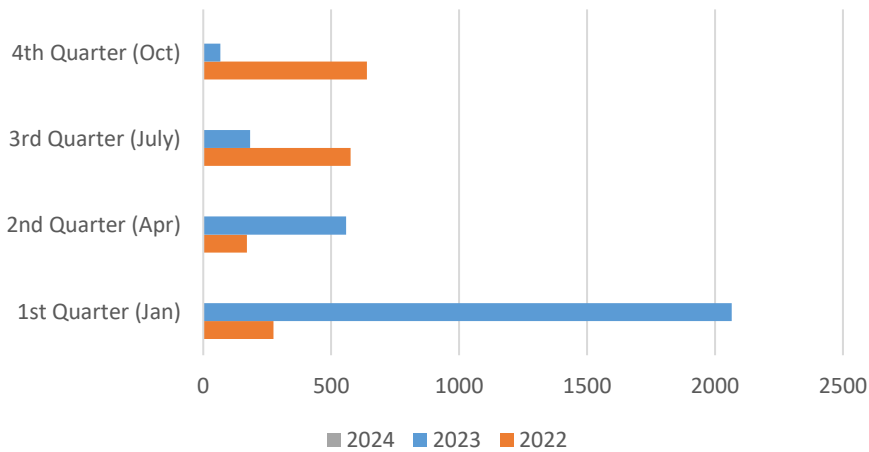
Summary:

Reporting on TDHCA activities by the news media totaled 21 references in September 2024. References related to development projects around the state that were financed using TDHCA’s Housing Tax Credit Programs dominated the news cycle.

News mentions during the month were slightly lower than September 2023 (31 total).


The following table illustrates the number of news mentions during each month or quarter of 2024 compared to 2023 and 2022. Through the third quarter of 2024 (July-September), total news mentions are tracking lower (132 total) compared to the number of mentions during the same timeframe of 2023 (2,715 total) and 2022 (921 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 September 2024, TDHCA has more than 3,700 followers to its X (formerly known as Twitter) account and 7,617 fans to its Facebook page. TDHCA’s YouTube channel had 5,639 views in September. 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

* 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

* 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

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 September 2024

Content	Views ↓	Watch time (hours)	Average view duration	Average percentage viewed	Unique viewers
<input type="checkbox"/> Total	5,639	473.9	5:02	15.7%	4,565
<input type="checkbox"/>  Help for Texans (English)	3,217 57.1%	87.6 18.5%	1:37	48.0%	2,967 65.0%
<input type="checkbox"/>  Texas Homebuyer Program introduction	675 12.0%	8.5 1.8%	0:45	87.4%	661 14.5%
<input type="checkbox"/>  Income Determination Training Webinar - Jan. 4, 2024	143 2.5%	96.9 20.4%	40:38	11.8%	56 1.2%
<input type="checkbox"/>  How to apply: Texas Homeowners Assistance Fund	115 2.0%	1.3 0.3%	0:40	50.2%	96 2.1%
<input type="checkbox"/>  Fair Housing in Texas	100 1.8%	1.5 0.3%	0:54	29.4%	94 2.1%
<input type="checkbox"/>  Assets and the Changes from HOTMA	85 1.5%	18.7 4.0%	13:12	12.3%	67 1.5%
<input type="checkbox"/>  Reasonable Accommodations and Accessibility – Fair ...	71 1.3%	8.3 1.8%	7:03	6.8%	67 1.5%
<input type="checkbox"/>  Fair Housing in Texas	69 1.2%	1.1 0.2%	0:57	30.9%	60 1.3%
<input type="checkbox"/>  Fair Housing 101: The Basics of Fair Housing in Texas	56 1.0%	18.0 3.8%	19:15	18.3%	43 0.9%
<input type="checkbox"/>  2024 Emergency Solutions Grants (ESG) Application S...	56 1.0%	6.0 1.3%	6:27	9.6%	45 1.0%

<input type="checkbox"/>	 1:04:27	Frequently Asked Questions about Utility Allowances	54	1.0%	3.5	0.7%	3:50	6.0%	47	1.0%
<input type="checkbox"/>	 2:38:56	Updated HOTMA Training - Oct. 13, 2023	53	0.9%	27.1	5.7%	30:42	19.3%	36	0.8%
<input type="checkbox"/>	 2:49:57	Students: Eligibility and Income	32	0.6%	2.5	0.5%	4:37	2.7%	26	0.6%
<input type="checkbox"/>	 1:45:17	Utility Allowance Webinar/Office Hours	32	0.6%	13.2	2.8%	24:43	23.5%	20	0.4%
<input type="checkbox"/>	 1:13:44	Average Income webinar/Office Hours	31	0.6%	2.6	0.6%	5:07	7.0%	27	0.6%
<input type="checkbox"/>	 5:52:05	Multifamily Income Determination Training	31	0.6%	13.0	2.7%	25:05	7.1%	11	0.2%
<input type="checkbox"/>	 1:01:15	Compliance Roundtable - May 17, 2024	31	0.6%	5.4	1.1%	10:24	17.0%	26	0.6%
<input type="checkbox"/>	 1:25:24	Adjusted Income Webinar - Jan. 12, 2024	28	0.5%	12.6	2.7%	27:02	31.7%	15	0.3%
<input type="checkbox"/>	 6:18	Assistance Animals in Texas	28	0.5%	1.1	0.2%	2:23	38.0%	25	0.6%
<input type="checkbox"/>	 3:49	Help for Texans in Spanish	26	0.5%	0.6	0.1%	1:17	34.0%	25	0.6%
<input type="checkbox"/>	 7:07	Accessing Texas Department of Aging and Disability S...	26	0.5%	1.2	0.3%	2:41	37.8%	20	0.4%
<input type="checkbox"/>	 1:11:53	Fair Housing Special Topics: How to Create an Affirmat...	25	0.4%	6.2	1.3%	14:49	20.6%	20	0.4%
<input type="checkbox"/>	 1:25:32	811 PRA: Maintaining Compliance with Unit Vacancy a...	24	0.4%	12.1	2.6%	30:11	35.3%	10	0.2%
<input type="checkbox"/>	 0:50	TXHAF Housing Counseling	24	0.4%	0.1	0.0%	0:17	34.3%	19	0.4%
<input type="checkbox"/>	 1:47:16	Fair Housing Overview – Fair Housing Month 2024	23	0.4%	8.5	1.8%	22:14	20.7%	18	0.4%

TDHCA Outreach September 2024

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

Department	Meeting Date	Meeting Title	Attendees (includes organizer)
Compliance	Sept. 5	In-Person Income Determination Training	19
Community Affairs/WAP	Sept. 10	Network Quarterly Call	90
Community Affairs/CEAP	Sept. 11	Network Quarterly Call	90
Housing Resource Center	Sept. 11	Texas Interagency Council for the Homeless	42
Compliance	Sept. 13	Virtual Office Hours and Average Income Training	70
Community Affairs/CSBG/WAP	Sept. 18	NASCSP Conference	90
Community Affairs/CSBG/WAP	Sept. 19	NASCSP Conference	90
Community Affairs/CSBG/WAP	Sept. 20	NASCSP Conference	90
Community Affairs/WAP	Sept. 24	Virtual Training/CA Corp	10
SF and Homeless Programs	Sept. 25	Draws Training	11

Compliance	Sept. 26	Virtual Housing Tax Credit Training	101
------------	----------	-------------------------------------	-----