



OFFICE OF
HOUSING COUNSELING
LET'S MAKE HOME HAPPEN

Capturing Media Attention

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Friday, May 18th 2018

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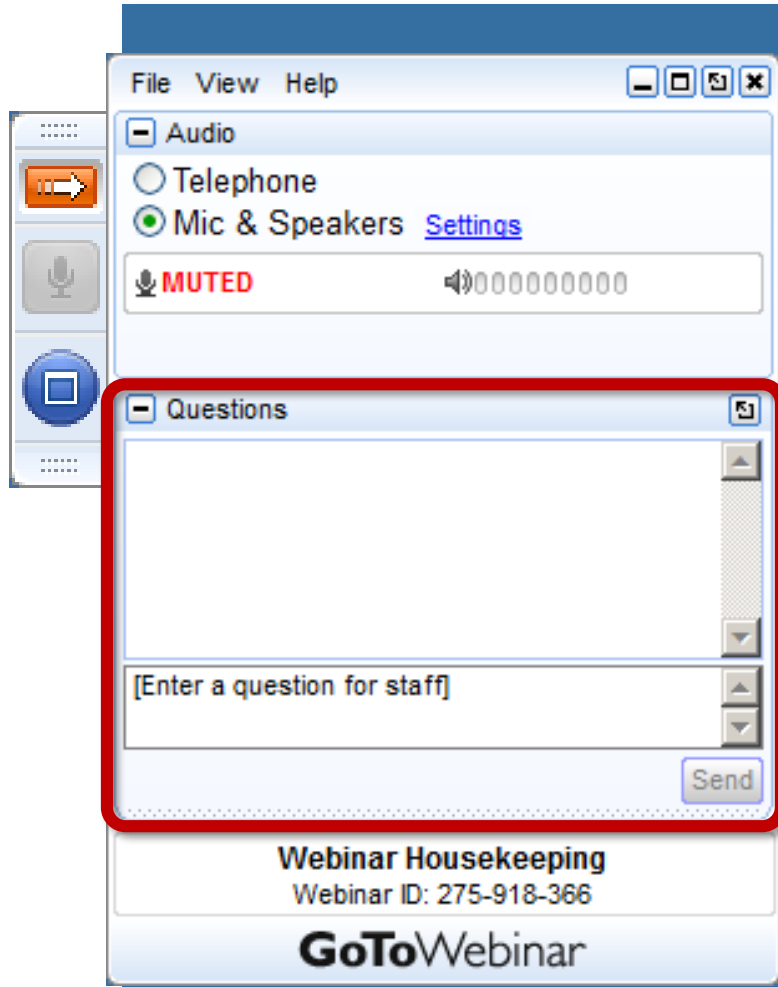
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- Attendee lines will muted during presentation.

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- There will be Polling Questions. Please respond to them.
- There will be a Q&A period, as well as discussions opportunities.
 - If so, The operator will give you instructions on how to ask questions or make your comments.
 - If unmuted during Q&A, please do not use a speaker phone

Other Ways to Ask Questions



- Please submit your text questions and comments using the Questions Panel. We will answer some of them during the webinar.
- You can also send questions and comments to *housing.counseling@hud.gov* with the webinar topic in the subject line.

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- During the discussions, all the phones may be unmuted by the operator.
- It is critical that you mute your phone during these discussions.
 - Most phones have a mute function.
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OFFICE OF
HOUSING COUNSELING
LET'S MAKE HOME HAPPEN

Benjamin Yanetta

Housing Program Specialist
HUD Office of Housing Counseling

Today's Agenda

- Introduction
- Goals and Desired Outcomes
- Media Relations Basics
- First Steps to Engaging
- GAME!
- Questions



OHC Webinar Goals

- Highlight the value of media relations
- Show how to identify the right media
- Help create a contact list
- Share best practices



Desired Outcomes

- What we hope you get out of it...
 - Increased consumer engagement
 - Increased consumer buy-in and trust for HCAs
 - **ULTIMATELY:** More consumers using HUD-approved HCAs



What Are Media Relations?

- An important part of public relations
- A company's communications and relationships with editors, reporters, journalists, and bloggers
- Connections with newspapers, magazines, radio, television, and Internet media
- GOAL: Communicate your message, story, event, or information to media outlets that talk to your consumers

Why Use Media Relations?

- Creates exposure for your HCA
- Adds credibility to your reputation or message
- Influences consumer thoughts and opinions
- Motivates consumers to take action
- Costs less than advertising
- *Caveat: Nothing is guaranteed!*

Consumer Stakeholders

- Renters
- First-time homebuyers
- People in default or foreclosure
- Reverse mortgagors
- Existing homeowners
- Anyone else you serve!



Basic Media Relations Tools

- Press releases
- Media alerts and advisories
- Media interviews
- Photos, graphics, charts
- Social media posts



QUESTION


- Have any of you created or used a press release or media alert/advisory to reach out to the media?

Getting Started Making the Right Connections

Assemble a Media Outreach list

- Which media talk to my consumers?
 - Daily consumer newspapers
 - Community newspapers and magazines
 - TV news stations
 - Radio talk shows
 - Don't forget culturally-focused media



- 
- QUESTION: Do any of you already have a target list of your local media?

Identify Media Contact Names

- Which reporter writes or talks about your services?
 - Real estate
 - Finance and money
 - Business
 - News



Finding the Right Connection

- Search tips
 - <http://www.usnpl.com/>
 - Search [media name] and [topic] in search engine
 - Check the publication's Contact Us section, and contact online or in print
 - Call and ask, "Can you please tell me who covers [topic]?"

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Media Website

Newsroom staff

QUESTIONS ABOUT DIGITAL SUBSCRIPTIONS

[Customer service](#)

314-340-8888

NEWSROOM LEADERSHIP

Click on a person's name to email them.

Gilbert Bailon	Editor in chief	314-340-8387
Adam Goodman	Deputy managing editor	314-340-8258
Bob Rose	Deputy managing editor	314-340-8333
Jean Buchanan	Assistant managing editor-Projects	314-340-8111

EDITORIAL PAGE

Tod Robberson	Editorial page editor	314-340-8382
Kevin Horrigan	Deputy editorial page editor	314-340-8135
Deborah Peterson	Editorial writer	314-340-8276
Frank Reust	Letters editor	314-340-8356

NEWS REPORTING

Marcia Koenig	Assistant managing editor-Metro	314-340-8142
Matthew Franck	Deputy metro editor-Education and religion	314-340-8156
Greg Jonsson	Assistant metro editor-Breaking news	314-340-8253
Christopher Ave	Political editor	314-340-8341
Lisa Eisenhauer	Night metro editor	314-340-8220
Kim Bell	Breaking news reporter	314-340-8115
Nassim Benchaabane	Night police reporter	314-340-8167
Disha Bhandari	Night reporter	314-340-8120

Put It All Together

Sample of Media Contact List (Excel)

	A	B	C	D
1	Media Name	Contact Name	Phone	Email
2	Radio			
3	WXOC	Jane Smith	416-765-9988	jane.smith@wxoc.com
4				
5				
6				
7	TV			
8	Fox	Mike Thomas	416-887-6543	mike.thomas@fox12.com
9				
10				
11				
12	Print			
13				
14				
15				
16				
17				
18	Online/Bloggers			
19				
20				
21				
22				

Media Outreach Tips

Be Newsworthy

- Is it timely?
 - Holidays: Budgeting tips for the Christmas gift-buying season
 - Seasons: Home expenses that are tax deductible during tax season
 - Celebrations: HCA open house or other event occurring during National Homeownership Month (June) or a community celebration

Be Relevant

- Is it consumer-focused?
- Is the topic appropriate for the reporter?
 - Tips for improving your credit score before getting a home loan
 - Local HCA workshops or seminars about the home buying process
 - A new financial service your HCA is offering to consumers

Be Local

- Does it affect or take place in my community?
 - HCA events - workshops, seminars
 - New HCA office location
 - Addition of a new housing counselor at your HCA
 - Counselor certification



GAME TIME!

GAME: Is It Newsworthy?!

- You want to pitch a story about your new office furniture, especially the new couch in the front.
- Is this a newsworthy story?

Comfy Couch Newsworthy?

- No it is not.
- While you appreciate the new office surroundings, the story does not elevate your housing services in the eyes of consumers.

Is It Newsworthy?!

- Your office is recognized for helping a number of consumers get out of debt in your community.
- Is this a newsworthy story?

Recognition Newsworthy?

- Yes of course!
- Any time your agency or employee(s) is recognized for service, an award, accolade or certification (hint hint) relating to your services, it is newsworthy and should be shared with your local community press.

Is It Newsworthy?!

- You have a first-time homebuyers workshop coming up.
- Is this a newsworthy story?

Event/Workshops Newsworthy?

- It sure is!
- Events that relate to consumers and your services are always newsworthy.

Is It Newsworthy?!

- This August, you write a press release to the media and pitch a holiday season budgeting piece.
- Is this a newsworthy story?

August Holiday Season Budgeting Story Newsworthy?

- Not yet it isn't.
- The story is relevant to your consumers and the services you provide, but most consumers (and the media) won't be thinking about the holiday shopping season till at earliest October. Wait till then and pitch, and you will have a much better chance of obtaining press.

Best Practices

- Be brief, but informative
- Meet media deadlines
- Be available to answer questions
- Remember: Nothing is guaranteed



What's Next?

- Join us Friday, June 1st, 2018 @ 12pm EST for the second media relations webinar
 - “Communicating with the Media”
 - Press Release Writing
 - Tips and Tricks to Stand Out





QUESTIONS?