



**every  
one**

deserves a decent  
place to live.

## Media Relations Overview



# Media & Public Relations

The Media & Public Relations team at HFHI primarily works with reporters and media outlets to help tell the Habitat story and position Habitat leadership as subject matter experts to consumers of traditional, digital and social media.



# Team Functions

- Earned media
- Public appearances (conferences, events, etc.)
- Executive communications
- Crisis support

# Who do we work with?

 CBS  
NEWS

 CNN

 The  
Guardian

 AP

 The Washington Post

 abc NEWS

 The New York Times

 REUTERS



# Traditional Habitat Media Story

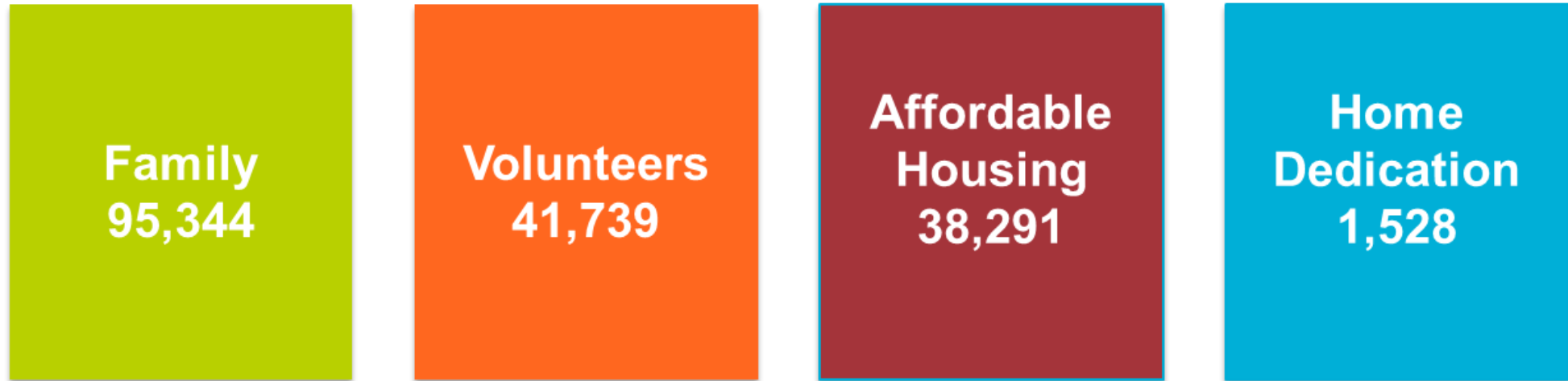
- Habitat-focused
- “Feel-good”, heartwarming story
- Volunteers
- Homeowners and families







In 2023, media hits for  
**“Habitat for Humanity”**  
and...



***Source: Agility***

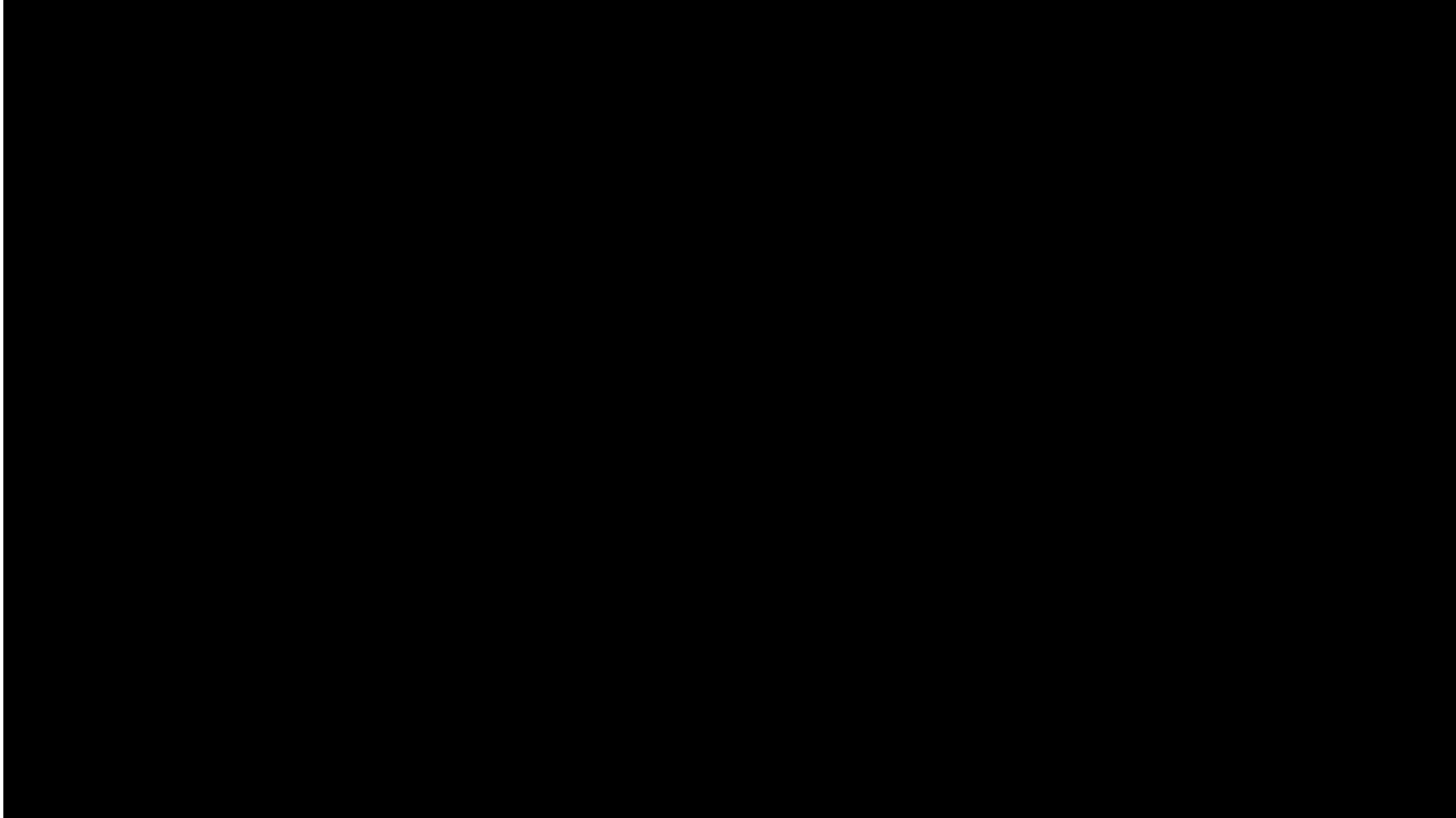
In 2023, media hits for “Affordable Housing”...

1,381,796

***Source: Agility***



# Subject Matter Experts



# Subject Matter Experts

WSJ Barron's MarketWatch IBD



THE WALL STREET JOURNAL.

## To Combat Climate Change, Builders Create Greener—and Tougher—Homes

Demand grows for energy-efficient, hurricane-resistant construction as storms become stronger



# Rise in Digital Media

Social  
Media

Podcasts

Newsletters



# Social Media

The right social media channel can reach more people than more traditional media outlets.



# Podcasts

Podcasts allow for deeper conversations on a topic with a built-in engaged audience.



# Newsletters

Newsletters can be an effective way to reach a specific audience.



**POLITICO**  
**Morning Money**

## HOUSING

**Habitat for Humanity's fly-in** — Eleanor reports that the affordable housing group is sending around 450 staff, homeowners and others to the Hill this week to push for Congress to appropriate more money for HUD programs and to pass a [bipartisan housing tax credit](#). Habitat Vice President of Government Relations **Chris Vincent said** in an interview that the group wants Congress to add the tax credit to [the tax bill the House passed](#) late last month.



# Media Monitoring

The earned media working group recently vetted several global media monitoring services before ultimately choosing Meltwater.

- Challenges remain for LAC region
- Reach out to our team with questions about media monitoring or reporter contact information



# Building Your Expertise

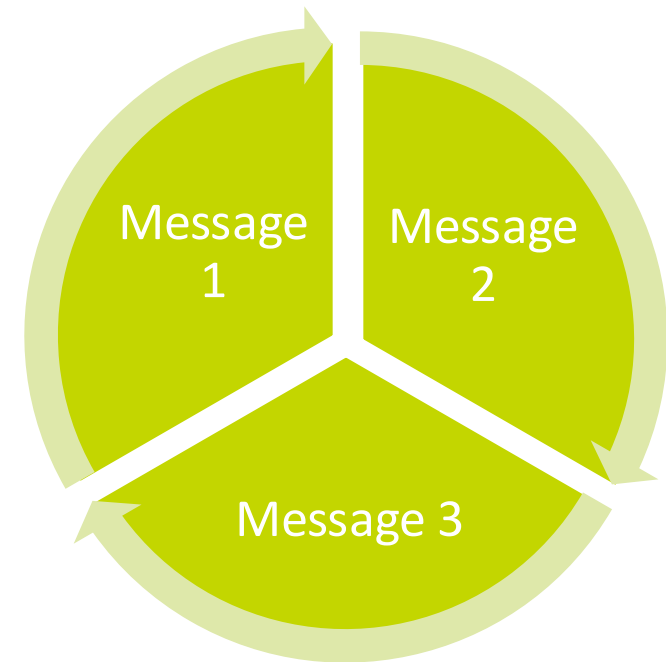
## Media Training

1. Get Your Messages Out
2. Help the reporter

# Building Your Expertise

## Your Message

- Identify three topline messages you want to share during an interview
- Come back to them again and again





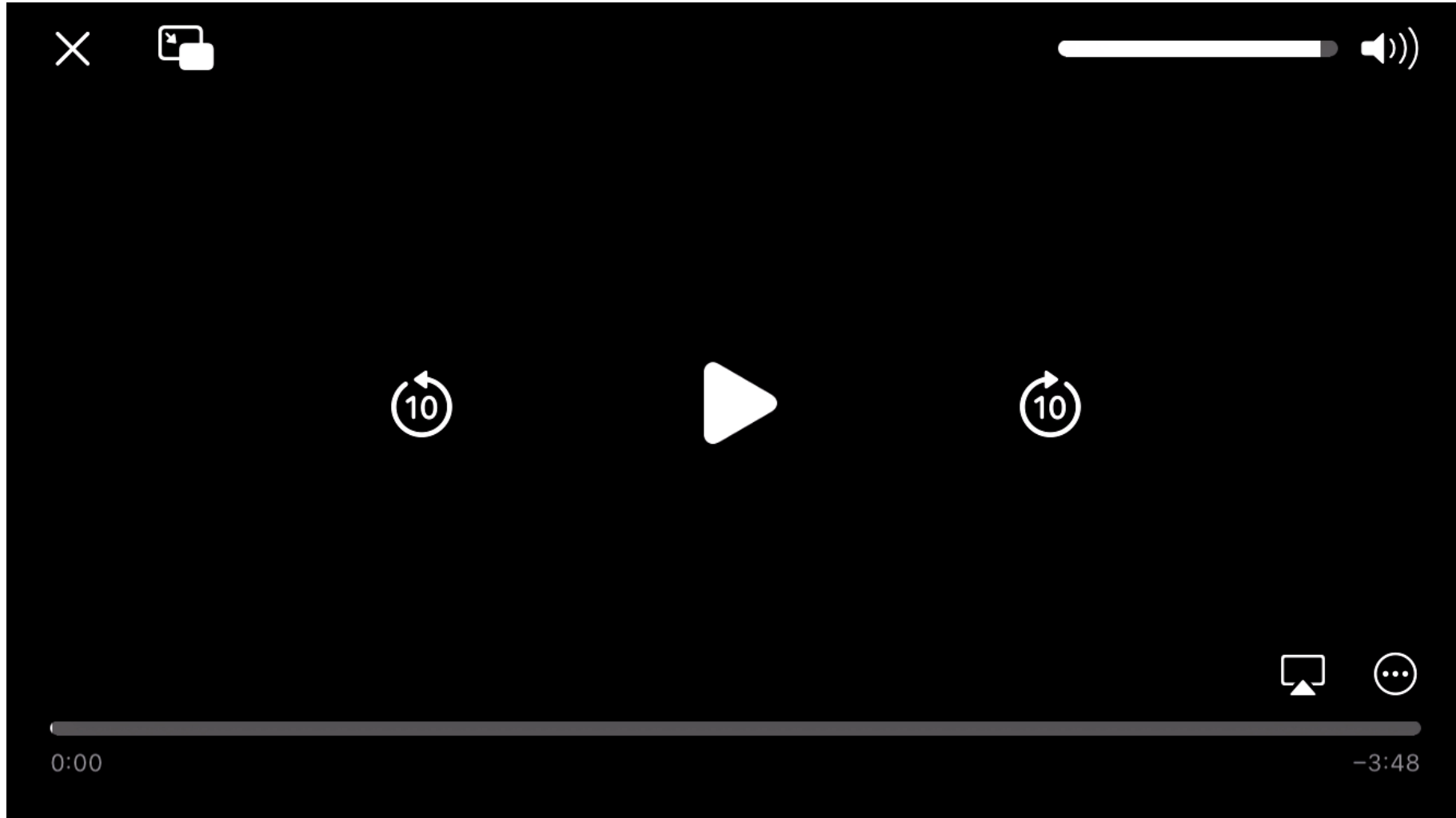
# Building Your Expertise

## Media Training

The “Bridge” is the most important media training tactic.

- Acknowledge the question
- Connect with a bridge phrase
- Provide a positive answer
- Common bridge phrases include: “even more important”, “and that’s why”, “in spite of that”

# Building Your Expertise



# Building Your Expertise

## Media Training

Every question warrants a ***response***, but not every question warrants an ***answer***.



# Ensuring Success

## Pitching

- Media professionals report receiving anywhere from more than 500 pitches per day, so yours needs to stand out.
- Media and press releases aren't always essential to earning coverage.
- Social media, texting, etc. can be more effective way to engage with reporters.

# Ensuring Success

## Pitching

- Media professionals report receiving anywhere from 50 to more than 500 pitches per day, so yours needs to stand out.
- Media and press releases aren't always essential to earning coverage.
- Social media, texting, etc. can be more effective way to engage with reporters.

# How can we work together?

- Share great news that is happening in your region. If the story is right, our team can work to amplify it to international outlets.
- Shelter Scoop
- Can make introductions to reporters if we have contacts that you're interested in.

# Thank you!

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