



# Facing the Mortgage Crisis

People. Connections. Resources.



800.427.4626



[ketc.org](http://ketc.org)



**Content**

**Resources**

**Mission**

Bringing St. Louis  
together as we connect  
our region to the world  
and the world  
to St. Louis.

**Engagement**

**Identity**



Content

Resources

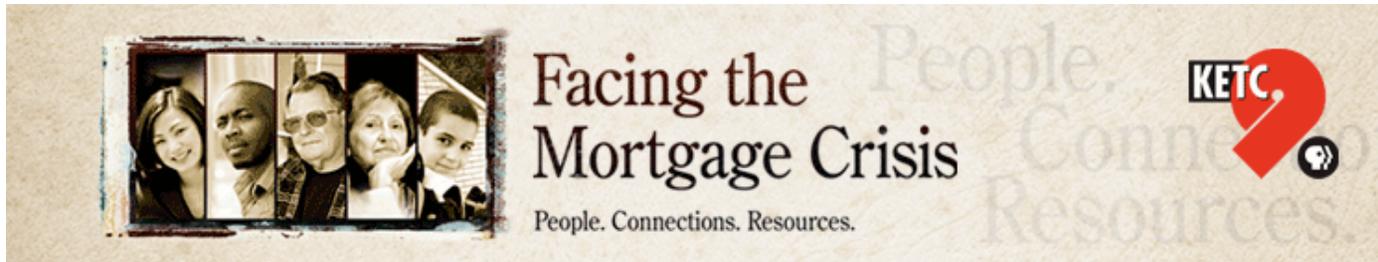
Mission

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Engagement

Identity

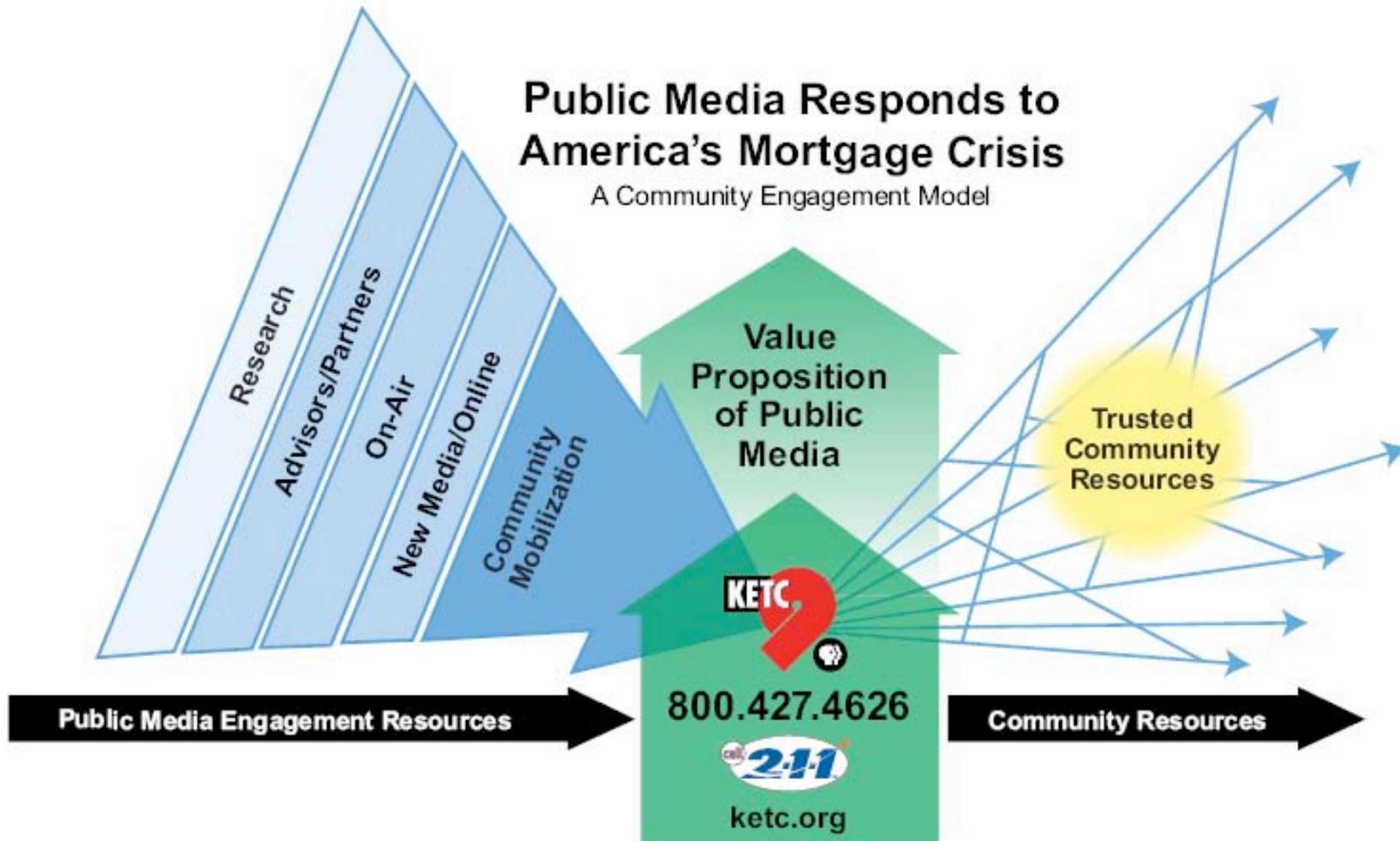


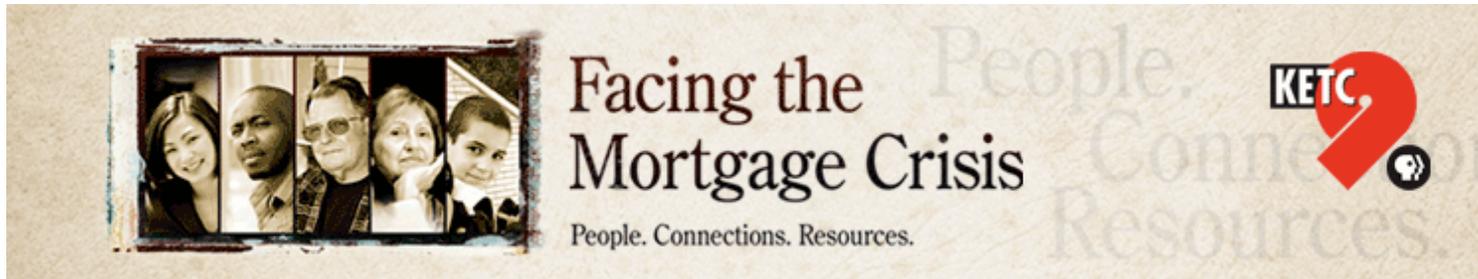


- Connect people of the St. Louis region to foreclosure prevention resources through a network of trusted community partners mobilized by public media
- Raise awareness about the impact of the mortgage crisis on the entire community



# The Model



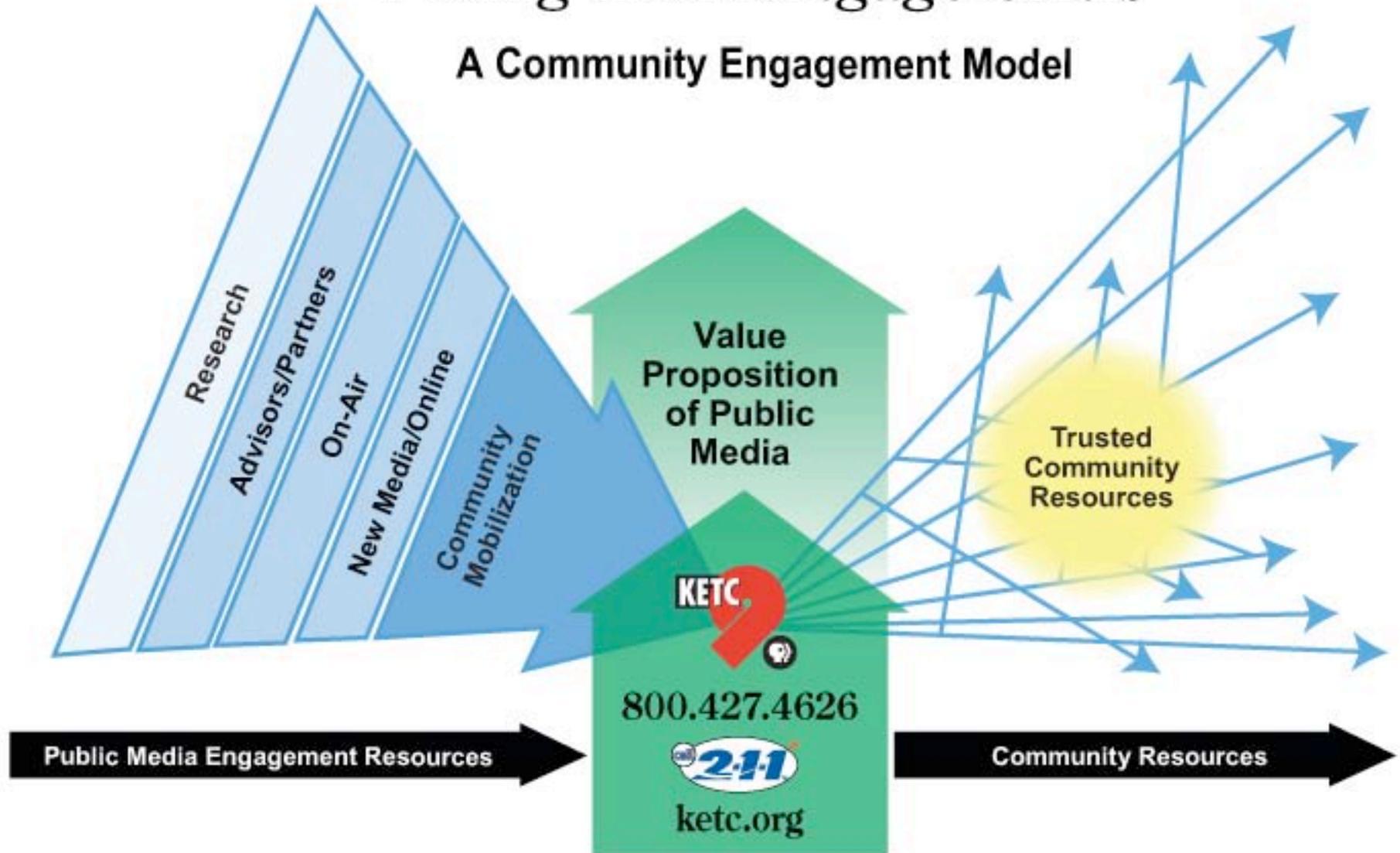


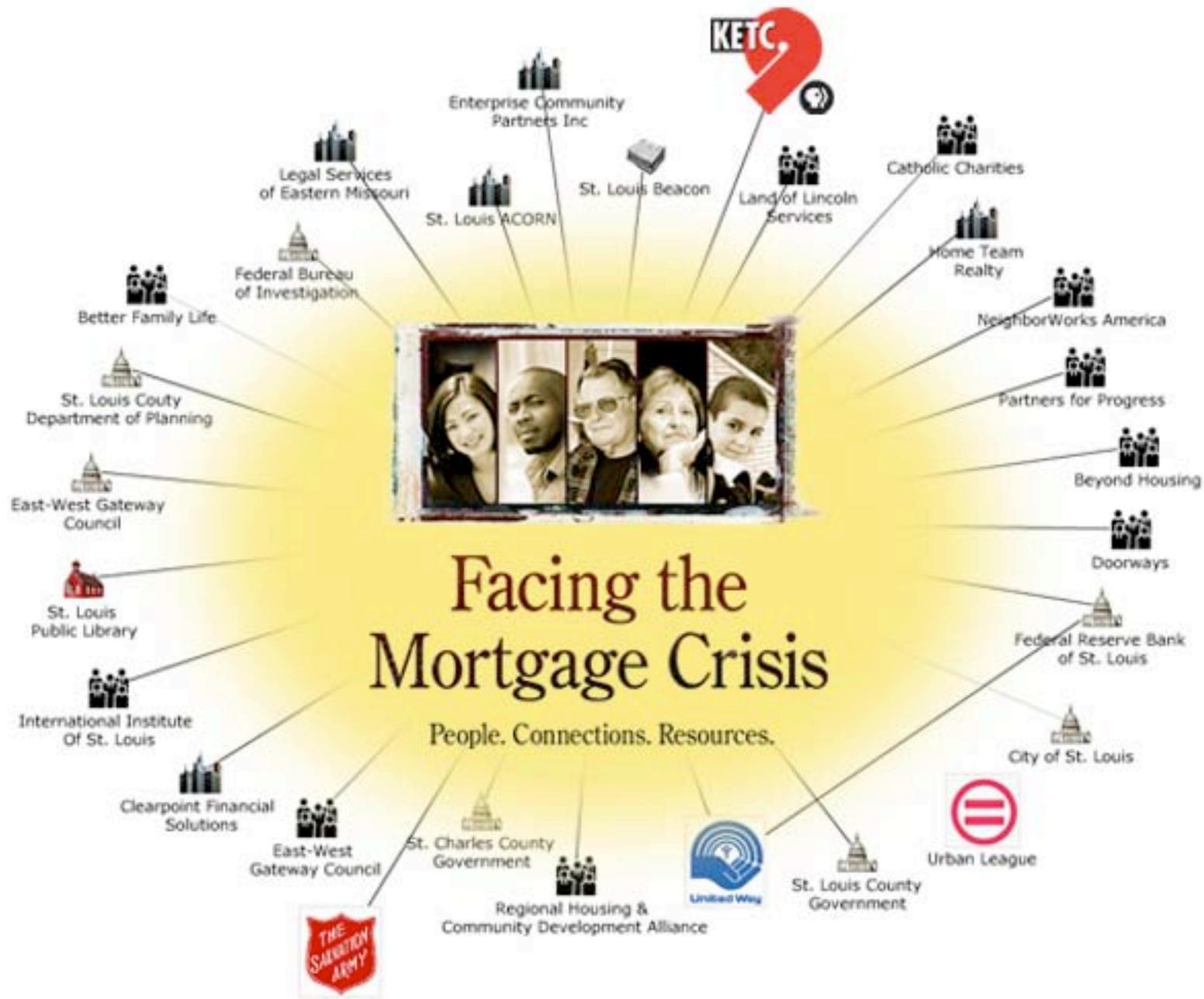
- Research
- Advisors/Partners
- On-Air
- Online [www.ketc.org/mortgagecrisis](http://www.ketc.org/mortgagecrisis)
- Community Mobilization



# Facing the Mortgage Crisis

## A Community Engagement Model





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## Partners/Advisors

- Leverage community knowledge and expertise
- Connect with trusted community partners to leverage combined assets to solve a problem or respond to a crisis.
- Foster regional cooperation and establish channels to communicate our work throughout the community.



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*“Working together is critical to any of us making any difference in the community.*

*This is part of how we can make a difference in the community because when there’s a disaster you must have all your partners already around the table.”*

Debbie Fagin  
United Way 2-1-1 Call Center Manager



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## Assessing Impact

- How public media and community partners can engage people to act through exposure to our work
- How our work connected people to resources
- How community networks were strengthened and the benefits that accrued as a result.



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# Impact

## **People who were exposed to the work:**

- Better understood the local impact and severity of the mortgage crisis
- Talked to other people about the ripple effects of the mortgage crisis
- Were more likely to seek helpful information and tell others about this information
- Were more likely to contribute and connect to KETC



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# Impact

- Rough estimates suggest something around **5,000-10,000** additional calls to 2-1-1 about the mortgage crisis as a result of KETC's programming.
- The airings of the short messages coincided with a substantial increase in the number of calls to 2-1-1 about mortgages, from an average of about **20 calls per day to about 100 calls a day.**
- All of the housing counseling agencies experienced an increase in call volume



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# Forward Motion

- Continue to mobilize locally—reframe the work in light of recent developments
- National replication in 25 impacted markets across the country
- Frame the story of impact so that all involved use the work to leverage support



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*“I had been crying all day,  
praying for help. Then I turned on the  
television and I saw your show.”*

St. Louis Resident



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