Facing the Mortgage Crisis

People. Connections. Resources.

KETC

800.427.4626

call 211 United Way

ketc.org
Mission

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

Public Media Responds to America’s Mortgage Crisis
A Community Engagement Model

Value Proposition of Public Media

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Citizens Advice Bureau
Community Resources
- Research
- Advisors/Partners
- On-Air
- Online  [www.ketc.org/mortgagecrisis](http://www.ketc.org/mortgagecrisis)
- Community Mobilization
Facing the Mortgage Crisis
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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.
“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
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.
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
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
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
“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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