

9:00 AM – 10:30 AM

Media Engagement Essentials for Housing Leaders

Race Point

Housing authority leaders are increasingly called on to communicate with the public, stakeholders, and the media - often in fast-moving or high-pressure situations. This session provides practical guidance on how to handle media interactions with clarity, consistency, and professionalism. Participants will explore effective messaging strategies, common pitfalls to avoid, and techniques for staying composed during interviews and difficult questions. The session will also cover how to prepare key talking points and ensure communications align with agency goals and public expectations. Designed for leaders and designated spokespersons, this session will help strengthen confidence in media engagement while supporting transparent and effective communication.

Moderator: Gina Govoni, Executive Director, Franklin Cty. Regional H.R.A

Presenters: Sylvia Gimenez, Director of Communication, NAHRO; Andrew Van Horn, Policy and Research Advisor, NAHRO