

MEDIA INTERVIEWS, SOCIAL MEDIA AND INFORMATION SHARING

2015

402,761

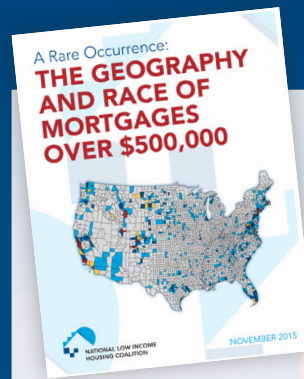
Unique NLIHC.org page views in 2015



5,792

Facebook likes/friends (adding 1,727 in 2015)

A RARE OCCURRENCE Report



On November 29, the *Washington Post* published an editorial calling for reform of the mortgage interest deduction (MID), citing NLIHC's "A Rare Occurrence: *The Geography and Race of Mortgages over \$500,000.*" Titled "Fixing the Most Expensive Tax Deduction," the editorial described the MID as "one of the most expensive tax breaks" in the tax code and "a significant cause of after-tax income inequality." It called for bipartisan action to lower the portion of mortgage principal against which borrowers can claim tax relief to \$500,000 from \$1 million and to convert the MID to a tax credit – both of which are called for in NLIHC's United for Homes campaign.

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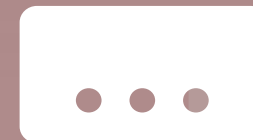
633,901

Twitter Impressions in 2015



6,581

Twitter Followers (added 1,611 in 2015)



44

New Blog Posts, Receiving

7,352

Viewers in 2015

27

Press Releases

NLIHC issued **27 PRESS RELEASES** on key issues during 2015.

2015 Out of Reach Report

The *Out of Reach* report generated **1,578 media stories and mentions in 2015**, and the new *Out of Reach* interactive web site had **70,111 unique visitors** during the year. In 2015, *Out of Reach* and the Housing Wage featured in *Out of Reach*

HUD Secretary Castro: "I have quoted from NLIHC's **OUT OF REACH** report more than from any other research in my life as a public figure."



were covered in such media outlets as *The Washington Post*, *The Wall Street Journal*, *The NPR/Diane Rehn Show*, *The Huffington Post*, *The Chicago Tribune*, *Mother Jones*, *CBS MoneyWatch*, *The Christian Science Monitor*, *The Dailey Kos*, and many others. A *City Lab* online article on *Out of Reach* was shared more than 503,000 times and a *Vox* online article on *Out of Reach* was shared more than 65,700 times in 2015.

4,061 Media Stories

Nationwide, **4,061 MEDIA STORIES** mentioned NLIHC, the national Housing Trust Fund, *Out of Reach*, and other NLIHC-related topics in 2015.

135 Interviews

NLIHC staff participated in **135 INTERVIEWS AND OTHER EXCHANGES** with print, online, television and radio media (including the *NY Times*, *Wall Street Journal*, *Washington Post*, *NBCNews.com*, *Huffington Post*, *USA Today*, *The National Journal*, *Politico*, *Affordable Housing Finance*, *The Atlantic*, *Mother Jones*, *American Prospect*, *CNN Online*, *American Banker*, *The Daily Beast*, *The Boston Globe*, *NPR/Diane Rehm*, *NBC Universal*, *Al Jazeera USA*, *Real News Network*, *Associated Press TV*, *Telemundo Noticias*, *KSTP TV*, *Bloomberg News*, and many others)