Protocol for Hardest-Hit Fund (HHF) Media Calls/Requests

During Florida Housing's implementation of the Hardest-Hit Fund (HHF) program, your Agency may receive media calls, inquiries and/or requests. What follows is the protocol for media relations related to HHF financial assistance.

For media calls to request more information about the HHF program:

1) Take down the following important information:
   a) Date and time of the call;
   b) Reporter's name;
   c) Media outlet (tv, radio or newspaper/website);
   d) Telephone number; and
   e) Email address.
2) Direct the reporter to the HHF website at www.FLHardestHitHelp.org for initial information, and then let them know you will give their information to Florida Housing's Communications Office staff, and that someone will get back with them as soon as possible.
3) E-mail the information to Cecka Rose Green (cecka.green@floridahousing.org) and copy Taylore Maxey (Taylore.maxey@floridahousing.org).
4) Florida Housing Communications staff will contact the reporter and give them the latest information on the HHF program.

For media calls to request an interview with a representative of your Agency on how you are working with Florida Housing's HHF program:

1) Take down the following important information:
   a) Date and time of the call;
   b) Reporter's name;
   c) Media outlet (tv, radio or newspaper/website);
   d) Telephone number; and
   e) Email address.

2) E-mail the information to Florida Housing Communications staff—Cecka Rose Green (cecka.green@floridahousing.org) and copy Taylore Maxey (Taylore.maxey@floridahousing.org); if it is an urgent request, call Cecka or Taylore.
3) Florida Housing Communications staff will discuss the request with the Agency, after which the Agency can move forward with the interview and speak ONLY from the Agency's point-of-view.
   a) Do not attempt to speak on behalf of Florida Housing or the federal government; any questions about Florida Housing or US Treasury should be directed to Florida Housing Communications staff for follow up.

The media calls and says they would like to do an interview on a homeowner who is going through the HHF program:

NOTE: Florida Housing STRONGLY suggests that for the purpose of this media request, only homeowners who have been approved to receive HHF program assistance *AND* their loan servicer has officially begun taking payments on their be offered the opportunity to speak with the media.

It is not advised to offer this opportunity to homeowners whose eligibility has not yet been determined; we don't want the media appearance to be misconstrued as an approval for HHF program assistance.

1) Take down the following important information:
   a) Date and time of the call;
   b) the reporter's name;
   c) media outlet (tv, radio or newspaper/website);
   telephone number; and
   d) e-mail address.
2) E-mail the information to Florida Housing Communications staff—Cecka Rose Green (cecka.green@floridahousing.org) and copy Taylore Maxey (Taylore.maxey@floridahousing.org); if it is an urgent request, call Cecka or Taylore.
3) Florida Housing Communications staff will discuss the request with the Agency, and help you determine a short list of homeowners who may be willing to speak with the media;
4) Once the list is finalized, the Agency can move forward with contacting the homeowners to see if they are interested in doing an interview;
5) If the homeowner is, give the media's contact information to the homeowner and let him/her make contact with the reporter.

a) Again, be sure not to attempt to speak on behalf of Florida Housing or the federal government; any questions about Florida Housing or US Treasury should be directed to Florida Housing Communications staff for follow up.

Talking points and other communications tools pertaining to the HHF program are available by request. Should you have additional media questions, please contact FHFC Communications staff Cecka Rose Green via e-mail at Cecka.Green@floridahousing.org or Taylore Maxey at Taylore.Maxey@floridahousing.org or by phone (850) 488-4197.