

Lawrence Board of Realtors
Marketing and Communications Committee

Co-Chair: Lexie Haskin, Flint Hills Mortgage
Co-Chair: Emily Robertson, McGrew Real Estate
Past Co-Chair: Tori Perdue, KW Integrity
Rob Hulse, LBOR Staff Liaison
Karena Schmitendorf, EXP Realty LLC
Campbell Ragan, McGrew Real Estate

Diane Fry, Fairway Independent Mortgage
Erin Maigaard, McGrew Real Estate
J. Patrick Dipman, McGrew Real Estate
David Dunn, Stephens Real Estate
Nez Iskandrani, Pure Maintenance of Kansas

Marketing and Communications Committee Meeting

Empowering the Community through REALTOR Connections

September 10th, 2024

1:30 pm

1. Call to Order (5 min)

- Attendance & ICEBREAKER: **What is your go-to Karaoke song?**
- Review of Minutes from August
- Welcome Campbell!

2. Previous Business (20 min)

A. Social Media:

- Update on Public Group (**Emily**)
 - Insight Tracker Update (**Patrick**)
- Update on Private Group (**Tori**)
 - Community Guideline Review Update (**Tori**)

B. Podcast Sub-Committee Update (Lexie**) (10 min)**

- Discuss the Podcast WHY document- (Suggestions/changes needed?)
- Discuss meeting with the DEI committee.
- Analytics Update
- Discuss 2025 Podcast- hosts, episodes recording schedule, etc.
- Discuss Advertisements for Episodes and how they will look
- Go over the Proposed 2025 Podcast Budget
- **We will need a Treasurer for the Podcast in 2025 and an AD coordinator/recruiter. Please consider these.**

C. OTHER UPDATES: (5 min)

- Committee Liaison Report (**Karena**)
 - Is there any update on the DEI Grant we discussed at the previous meeting?

3. New Business (10 min)

- Review Marketing Request Form
 - See if anyone would be willing to help with updating
- Charity Golf Classic - discuss marketing plan
- Blood Drives - Should we advertise/market for this more?
- Lawrence Lights - @ **Rob, what is going on with this?**

4. Discuss Next Meeting Date & Time

- Tuesday, October 8th @ 1:30 pm

6. Open the Floor for Suggestions

7. Adjourn

2025 Proposed Podcast Budget

Income:

- Flint Hills Mortgage Sponsorship: \$1,200
- Lawrence Board of Realtors Sponsorship Request: \$1,600
- DEI Committee Revenue for 4 Episodes: \$536
- Ad Revenue (6 ads @ \$50/each): \$300

Total Income: \$3,636

Expenses:

- 24 Podcast Episodes @ \$135/episode: \$3,240
- Opus AI Subscription: \$114
- Google Drive Storage (\$20/month): \$240
- **Potential Facebook Ad Marketing:** (Amount TBD)

Total Expenses: \$3,594 (plus Facebook ad cost)

Summary:

- **Total Income:** \$3,636
 - **Total Expenses:** \$3,594 (plus Facebook ad cost)
 - **Budget Surplus:** +\$42 (excluding Facebook ad cost)
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Additional Notes:

- Once the amount is determined, the Facebook ad budget can be set based on projected reach and marketing goals.

Why the DEI Committee Should Participate in the Episodes

Collaboration Across Committees:

By participating in these podcast episodes, the DEI committee will be creating a unique opportunity for cross-committee collaboration. This strengthens the connection between different groups, allowing everyone to work toward common goals in a unified, supportive way. Sharing your mission with a broader audience increases your impact within the organization.

Amplify Your Message:

Being featured on a podcast allows the DEI committee to reach a wider audience. It's a platform to raise awareness on important diversity, equity, and inclusion topics and engage listeners in meaningful dialogue. Your involvement will showcase the committee's work and thought leadership in an accessible, approachable way.

Educational Opportunity:

The podcast provides a platform for the DEI committee to educate others on critical issues. Sharing real-life examples and initiatives helps drive meaningful conversations that listeners might not encounter elsewhere. It's a chance to inspire change through education, reflection, and action.

DEI PROPOSAL:

- Four episodes for this committee to use throughout the year
 - These can be used all in a row as a "series," or you can do one episode a quarter.
- The DEI committee will have complete control of episode topics, questions, guests, and will provide the "host" for the episode.
 - In regards to the topic, if the Housing Opportunity grant is being used to fund the episodes, then the topics and questions will need to fall under that umbrella.
- \$135/episode to cover the "hard costs" of the episode for editing
 - If you want additional marketing through Facebook ads, the DEI committee must cover those extra costs because we don't currently do that for podcast.
 - We would be willing to help set these advertisements up, but we do not have the money in our 2025 budget.
- The marketing and communications committee will work directly with the editor/audio engineer who assists us on each episode and posts them on their scheduled day.

Why Someone Should Participate in the Podcast

Custom Content for Social Media Sharing:

When you participate in the podcast, we'll create and provide reels of the episodes featuring you, which you can use across your social media platforms. These reels will be high-quality, shareable content to enhance your digital presence, increase engagement, and build your brand's visibility.

Expand Your Reach and Influence:

Participating in the podcast offers a chance to extend your reach beyond your immediate circle. You'll tap into our established audience, allowing your voice and expertise to influence others who are interested in your message, field, or perspective.

Engagement with a Broader Audience:

As a podcast guest, you'll have the opportunity to share your insights and experiences in a format that can resonate with listeners. Your voice will be heard by a diverse audience, opening doors for meaningful connections, feedback, and potential opportunities.

Why Someone Should Purchase a \$50 Ad

Ad Placement Within the Episode:

With a \$50 ad, your business will get a short ad or shoutout during the episode, giving you direct access to our audience. This is a great way to promote your brand, product, or service to an engaged listener base interested in what you have to offer.

Logo Placement on Reels:

Your ad doesn't just stay within the episode. We'll also include your logo at the bottom of each reel we post and share across our social media platforms. These reels are frequently viewed and shared, offering additional visibility and reinforcing brand awareness every time the reel is played.

Cost-Effective Marketing:

For just \$50, you get both an in-episode ad and a presence on our social media content—giving you dual marketing channels to boost your brand. It's an affordable and effective way to promote your business while supporting a podcast that aligns with your values.

2024 Housing Opportunity Grant – Level 1

Staff Contact: **Christine Windle**: cwindle@nar.realtor (202-383-1135)

Housing Opportunity Grants support state and local REALTOR® Associations' activities that create or improve systems, programs, and policies that expand access to housing that is affordable. Level 1 Housing Opportunity grants support efforts to educate REALTORS® and the public about housing affordability topics.

State and local REALTOR® associations shall only use resources provided by the NAR REALTOR® Party Program within their association's territorial jurisdictions as set by NAR.

Does the proposed activity adhere to the stated requirement? **Yes**

Activity Details

Max \$3,000

Amount Requested: \$1,000

1. Type of event

Other: REALTOR® and Public Educating Podcast Series: Navigating Housing Affordability

2. Date of Initiative (or timeframe if ongoing).

12/1/2024 Ongoing month of December 2024

3. Describe the proposed activity including information about course curriculum or agenda topics if applicable.

The Lawrence Board of REALTORS® (LBOR) will launch a special monthly podcast available to REALTORS® and the public. These podcasts are to be made alongside a video (REELS, YouTube) component in addition to a regular podcast version. Agenda topics will vary by podcast, but overall topics will include housing availability, affordability, and opportunities in the Lawrence and Douglas County areas. Some sample topics include financial literacy, homeownership and wealth building, and housing advocacy in the lens of the LBOR jurisdiction.

4. Why is the association interested in conducting the activity?

LBOR is interested in conducting this activity to boost its community outreach and engagement efforts. Featured guests will include subject matter experts that can speak to and boost the credibility of the Board to greater heights amongst its membership and the public. These guests and designated moderators will host discussions that will provide insight on topics which will increase awareness of those topics in the surrounding area and present Lawrence REALTORS® at the forefront of these conversations (i.e. boost the visibility of the benefits of increased density, a local housing charity, etc).

5. What are the outcomes that the association expects to accomplish through this activity?

LBOR wants to establish itself as a more visible champion of common-sense housing proposals and showcase how REALTORS® are working hard to make a positive impact in the community. Each podcast produced will increase the visibility of Lawrence REALTORS® on a variety of topics to its membership and the public, which in turn will increase the likelihood of more housing-friendly policies and programs becoming available in the Board jurisdiction and establishing Lawrence REALTORS® as experts on the forefront of impacting position change in the local area.

Revenue:

Fair Housing Grant	1,000
Contribution from Realtor Assc.	250
	\$1,250

Expenditures:

Consulting Fee(s)	148	Additional costs for project, planning
Marketing	250	Facebook Ads, local social media placement
Speaker Fee(s)	150	non-profit speaker representative (3 @ \$50 ea)
Podcast Editing	450	editing fees (3 episodes @ \$150 ea)
Other: Print Ad, Radio Ad	250	print ad, radio PSA (or paid)
	\$1,248	

Additional Budget Information: If applicable, use the space below to: provide explanations for "other" revenue or expenses noted above; provide an estimated number of attendees for activities with an admission fee; provide a breakdown of consulting fees; or provide details about in-kind contributions the association will make toward the activity.

7. For local associations: The state association must be notified of this funding request. (Please provide the name and title of the person at the state association most familiar with the request.)
First Name Association Contact *

Last Name Association Contact * **Association Staff Email ***

8. In reference to THIS activity, as described, has your association applied for funding from another NAR grant programs including Housing Opportunity, Smart Growth, Diversity, Consumer Advocacy Outreach or Issues Mobilization? * Yes

9. If this funding request is approved, do you give NAR permission to share your application with others (either directly or on the REALTOR® Party website) as an example of a successful application? * Yes