



Rogue Valley Association (OR) Turns to Radio to Voice Housing Opportunities — June 2015

It was not a bad problem to have: the 1,000-member Rogue Valley Association of REALTORS® (RVAR) in southwestern Oregon had been extremely successful with its charitable fundraising over the past several years, providing over \$100,000 in homebuyer-assistance grants administered by ACCESS, the Community Action Agency of the Jackson County Housing Department. The next step was finding a good way to get the word out.

As Paul Shoemaker, the association's Communications and Government Affairs Liaison, explains, RVAR was also looking to fulfill the new Community Outreach requirements within the NATIONAL ASSOCIATION OF REALTORS® Core Standards. The solution? Radio.

Thanks to a Housing Opportunity Grant from the REALTOR® Party, RVAR secured a year-long co-sponsorship of "The Real Estate Show" on KMED, a popular talk radio station featuring Oregon-centric programming. This entitles RVAR to produce the content for a 45-minute show every six weeks, on a topic of its choice. It shares sponsorship with a number of other local organizations and firms with housing and property interests.

"The Real Estate Show" is hosted by two veteran sports broadcasters from the local university, who became licensed in real estate and brought the program to the air. The hosts provide the show with a stable format, introducing all the guests, as well as providing necessary context and background information.

RVAR's first show functioned as an introduction to the real estate industry for first-time homebuyers. "Our president, and the state association president, came to the studio and talked about the value of using a REALTOR®," says Shoemaker. "It was a great opportunity to promote our identity, even to existing homeowners. We were able to explain what RVAR is, and what REALTOR® associations do, and why people should care. The show's content sent a strong positive branding message to the community: If you own a home, or want to, you should be thankful that the NATIONAL ASSOCIATION OF REALTORS® is there for you, looking out for your interests in Washington, DC."

The second show featured a representative from ACCESS, the local agency that handles grant opportunities for homebuyers, who spoke about first steps for first-time homebuyers, as well as the grants available. The show is not scripted, but Shoemaker provides an outline and speaking points to participants to make sure key information gets covered. "Our ACCESS liaison totally rocked the show," he says. "She was so passionate about the material, and that came through loud and clear in her presentation, which I believe was her first radio appearance."



The association syndicates the programs on its Facebook page, through YouTube, and includes a link to the latest broadcast in its weekly newsletter. The radio station promotes each show in the week leading to it with short announcements. Future topics for the RVAR shows will include Understanding Real Estate Statistics, and Lending 101: Navigating the Land of Lending.

Sponsoring the radio program is an ideal way to integrate information with outreach, says Shoemaker. To those who might wonder if broadcast radio is outmoded in the twenty-first century, he points out that in the semi-rural region of Rogue Valley, where the median age of residents is nearly 50, there are still plenty of folks who are very comfortable with the medium. While it's hard to gauge the size of the listening audience, notes Shoemaker, the real estate show follows the gardening show, which is the most popular program in the whole market.

Applying for the Housing Opportunity Grant from NAR was a very easy process, he adds. "The way we see these grants, is that it's our members' dues money. With very little effort, and with complete guidance from the REALTOR® Party staff, any local association should be able to recoup that money for a worthy project."

To learn more about how the Rogue Valley Association of REALTORS® is broadcasting its housing opportunity assistance and expertise to the southwest Oregon public, contact Paul Shoemaker, its Communications and Government Affairs Liaison, at paul@roguevalleyrealtors or 541.770.7060.

REAL ESTATE SHOW OREGON

Rogue Valley Association of Realtors
Life Behind the Scenes in Real Estate
Lobbying for Your Property Rights



They reside in the background of Southern Oregon real estate, yet they operate as the voice of this industry in ways you never knew. Join in when Colin Mullane, Patrick Eiler, Paul Shoemaker and Tina Grimes share what RVAR/SOMLS are gearing up to support realtors and your property rights. They talk with Pete Belcastro, one of the "Real Estate Guys" and bring us up to date on the latest new.

Don't forget for a free property evaluation pak - contact us. pete@realestateshoworegon.com 541 621 7036

Radio KMED AM & FM 1440 & 106.7 Saturday 11 am Sunday 9 am
Charter Cable Ch. 180, Ashland Home Net Channel 9
Second TU of Month, Live 6 pm www.rvtv.sou.edu schedule

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