

LISTEN UP!

Master Your Money Podcasts

Summary

Since 2019, the Pennsylvania Housing Finance Agency has created an extensive library of financial education podcasts to help renters, homebuyers and homeowners build their financial capability and, in turn, promote housing stability. The podcasts have allowed PHFA to expand the reach and depth of our financial education programming in a widely accessible, easily digestible and engaging format. As new podcasts are released, they have been, and continue to be, promoted through multiple channels, partnerships and stakeholders.

Background

In the digital age of social media and influencers, it's difficult to know who to trust when it comes to money. There are literally thousands of showy podcasts about money with topics from budgeting to bitcoin, most with the goal of monetizing through sponsors, client expansion or product sales. PHFA has the unique advantage of being a vetted state government entity and trusted resource committed to providing listeners with unbiased and noncommercial financial information. The podcasts use a clear, relatable style, offering practical examples and explanations for topics that many people find intimidating. We know from experience that financial topics are best received in smaller chunks, so we have split several topics into segments to maximize absorption.

The original base of the podcasts was PHFA's flagship financial education program, Building Your Financial House. BYFH addresses personal asset development and goal setting, maximizing earnings, spending sensibly and money mapping, minimizing taxes, saving and investing, risk management and protecting assets, and borrowing as an asset. We also surveyed our single-family portfolio to identify topics of interest that are not covered in BYFH or that merit deeper exploration. For example, the Nos. 1 and 2 topics identified from the survey were saving and growing money. We created a series of savings podcasts for America Saves Week in February 2023 and Building Wealth Beyond Homeownership. Supplementing income was also popular, so we recorded The Gig Economy. See Visual 1 for a complete list and description of published episodes.

Engage Target Audiences

The Master Your Money outreach campaign began in 2019 when the first podcasts were launched and continues today as additional episodes are added to the library. The first thing we did was to include a link to the podcasts on our website home page, directly next to the borrower's portal login. As valuable as homepage real estate is, we knew outreach would require more than a link. We decided early on to tap into our internal business units, trusted partners and external stakeholders in direct contact with our intended audience of Pennsylvania-based renters, homebuyers and homeowners.

The methods used to promote our podcasts are summarized below and in Visual 2.

Direct Email Campaigns

- PHFA's single-family portfolio of 57,000+ borrowers
- Housing counseling network of 56 agencies
- PHFA network of 90+ lending partners
- PA Office of Administration to 72,000+ PA state employees
- PA \$AFE – 20 member agencies of the State Agency Financial Exchange

Digital – Website

- Home page link adjacent to the borrower's login portal
- PHFA history timeline

Digital – e-Newsletters

- Around the House – for homebuyers and homeowners (660+ subscribers)
- Quick Connections – 250+ multi-family resident service providers (250+)
- PHFA Developments – for external stakeholders including developers (640+ subscribers)

Digital – Video

- YouTube – Developments Newsletter videos (920 subscribers)

Social Media

- Facebook (13,000+ followers)
- Twitter (2,000+ followers)
- LinkedIn (6,000+ followers)

Other

- Press releases
- Customer Solution Center (call-center) PHFA program awareness training

Achieve Measurable Results

Master Your Money provides free, convenient/on-demand, private and low-barrier to entry (no set classes or location) financial education topics of choice without commitment. Since inception, the Master Your Money podcasts have reached more than 5,400 listeners, with the top three topics of interest being credit and debt; spending, saving, and investing; and risk management and consumer safety. See Visual 3 - Statistics.

Provide Benefits that Outweigh Costs

Podcasting is one of the most cost-effective financial education delivery methods available to agencies. Podcasts require no visual recording equipment, greenscreens or rental studio space. PHFA staff record the podcasts in a small electrical systems closet with sound-barrier foam tiles attached to cinderblock walls. Start-up equipment and software expenses are extremely reasonable; ongoing subscription expenses for software licenses and storage are also reasonable business expenses. Libsyn, the podcast hosting service, distributes to 20+ major platforms including iTunes and Spotify. See Visual 4 - Podcast Expenses (2026).

PHFA has little cost associated with the campaign to promote our podcasts. The strategic use of existing business units and the goodwill of trusted partners and external stakeholders is key to reaching renters, homebuyers and homeowners. The tools, technologies and platforms available have given us several ways to meet the audience where they are – all with minimal effort.

Demonstrate Effective Use of Resources

PHFA utilizes in-house professionals to write, record, edit and publish the library of podcasts. PHFA's senior financial education officer is a Certified Financial Planner™ (CFP®), an Accredited Financial Counselor™ (AFC®), and has more than 20 years of experience in community-based financial education curriculum development and delivery. PHFA's communications officer is a previous radio host and has a certificate in Recording & Sound Technology from Pennsylvania Academy of Recording Arts & Sciences. Together they provide the knowledge, experience and rapport that does not require any external resources beyond library storage. Writing, recording and editing each podcast requires less than a combined ten hours of staff time.

The use of PHFA staff and external trusted partners and stakeholders eliminates the need for purchasing marketing lists, cold emailing, etc.

Are Replicable

There is a plethora of podcasting how-to resources available at little or no cost. Editing software is more user-friendly than ever before. Any state housing agency with the desire to reach their respective audiences in a cost-effective manner can create podcasts. If an agency does not have in-house expertise, there are several other cost-effective avenues to produce podcasts, such as university students looking for real-world technical assistance and housing counseling agencies that offer financial content expertise. With new podcasts being created daily, it's easy to conclude that anyone can do it.

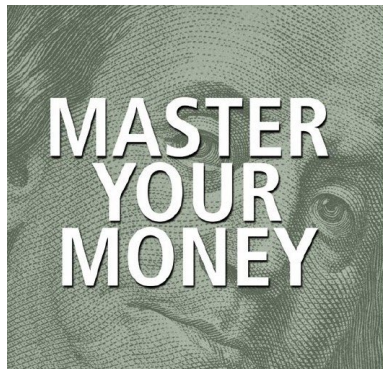
All agencies have existing business units, partners and external stakeholders with direct contact with consumers for an accessible target audience. All tools, technologies and platforms that PHFA uses to promote podcasts widely available to any group.

Achieve Strategic Objectives

PHFA is committed to providing unbiased, vetted financial education to renters, homebuyers and homeowners so they can make smarter housing choices and be more likely to avoid eviction, default on mortgages and face foreclosure. Podcasting provides access to renters, homebuyers and homeowners who may not otherwise seek out financial education. The podcasts are also valuable products which PHFA and our partners can use to remain visible as a trusted resource to Pennsylvanians.

Visual 1 – Master Your Money Episodes

LISTEN UP!  [Click here for Episode 19 Building Wealth Beyond Homeownership](#)



Struggling to meet your financial goals?
Let us help you “Master Your Money”

Listen to PHFA’s “Master Your Money” podcast where Holly and Renae will guide you through topics to help you along your financial journey.

Tune in on Spotify, iTunes, PHFA’s website or wherever you listen to your podcasts!

The Foundation: Three-part series on the framework for building your financial house and investing in yourself through education, skill building and setting realistic and achievable goals.

Earnings and Benefits: Two-part episodes on making the most of your earnings, using employee benefits and supplementing income with side-hustles.

Spending, Saving, and Investing: Four-part series on spending sensibly, creating a money map, saving strategies and vehicles, and asset building outside of homeownership with stocks, bonds and mutual funds.

Taxes: Two-part episodes on federal income tax basics and tax benefits of homeownership.

Protect Your Potential: Six-part series on risk management, emergency savings, insurance, getting final affairs in order, consumer safety, including identity theft and being financially prepared for a natural disaster.

Borrow to Grow: Five-part series on creditworthiness as an asset, the different types of credit, appropriate uses of credit, credit scores, managing debt, predatory lending, appropriate uses of home equity and buying vs. leasing an automobile.

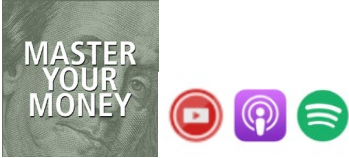
Managing Student Loan Debt: Three-part series on career selection, higher education institutions, resources available to pay for higher education, the financial aid process and student loan repayment options.

Retirement: Three-part series on setting retirement goals, how much money is needed for retirement, sources of retirement income, savings plans and what you can do at different ages to prepare successfully for retirement.

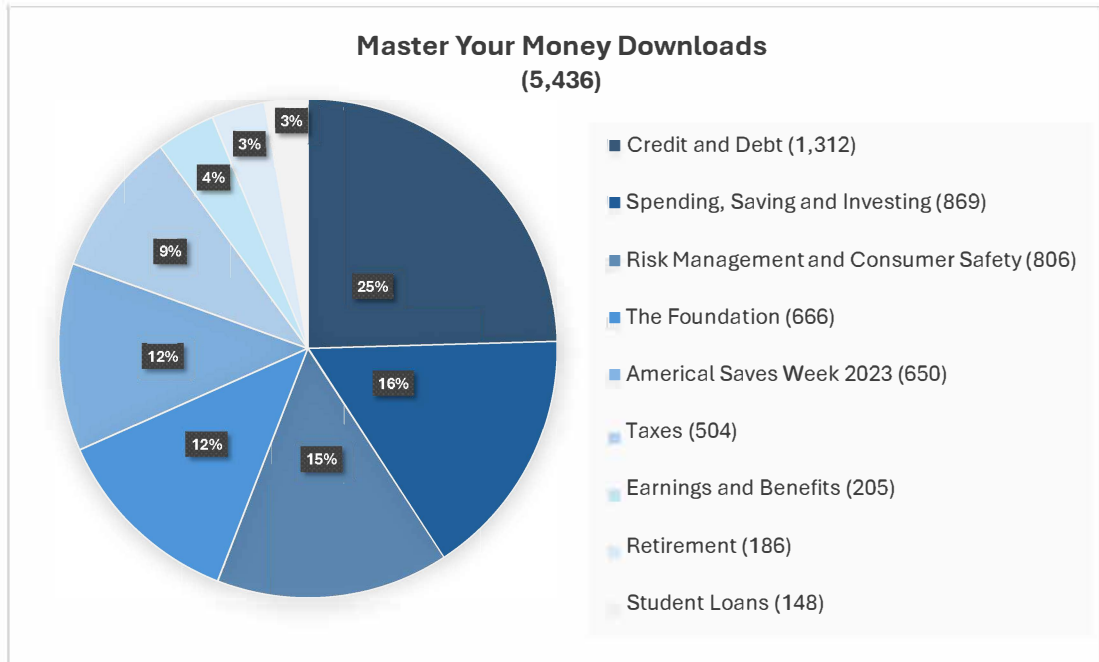
America Saves Week: Five episodes on saving topics including:

- Saving Automatically
- Saving for the Unexpected
- Saving for Major Milestones
- Paying Down Debt is Saving
- Saving at Any Age

Visual 2: Outreach Campaign

Digital – Website  PHFA's Podcast Center 	Partner Outreach  Homebuyer Counseling & Education 50+ agencies Participating Lenders 90+ lenders  72k+ state employees  State Agency Financial Exchange (\$AFE) 20+ member agencies
Email Campaign  57k+ single-family portfolio	Digital e-Newsletters  660+ subscribers  640+ subscribers  Quick Connections 250+ multifamily resident services providers
Social Media  13k+ followers  6k+ followers  2k+ followers	
Digital – Video  Developments Newsletter 920 subscribers	

Visual 3: Statistics



Topic/Episode Name	# of Episodes	% of Total
The Foundation		
The Framework - Part 1	243	
The Framework - Part 2	197	
Investing in Yourself	<u>226</u>	
Subtotal	666	12%
Earnings and Benefits		
Maximizing Your Earnings	171	
Gig Economy	<u>34</u>	
Subtotal	205	4%
Spending, Saving, and Investing		
Spending Sensibly	135	
Making Money Work for You - Part 1	175	
Making Money Work for You - Part 2	183	
Building Wealth Beyond Homeownership	<u>376</u>	
Subtotal	869	16%
Taxes		
Checking Taxes	137	
Tax Benefits of Homeownership	<u>367</u>	
Subtotal	504	9%
Risk Management and Consumer Safety		
Protect Your Potential - Part 1	148	
Protect Your Potential - Part 2	120	
Protect Your Potential - Part 3	118	
Protect Your Potential - Part 4	93	
Protect Your Potential - Part 5	113	
Financially Prepared for a Natural Disaster	<u>214</u>	
Subtotal	806	15%

Topic/Episode Name	# of Episodes	% of Total
Credit and Debt		
Borrow to Grow - Part 1	247	
Borrow to Grow - Part 2	610	
Borrow to Grow - Part 3	61	
Borrow to Grow - Part 4	193	
Autos - Buy vs. Lease	84	
Using Home Equity	<u>117</u>	
Subtotal	1,312	25%
Student Loans		
Managing Student Loan Debt - Part 1	23	
Managing Student Loan Debt - Part 2	22	
Managing Student Loan Debt - Part 3	<u>103</u>	
Subtotal	148	3%
Retirement		
Retirement - Part 1	87	
Retirement - Part 2	63	
Retirement - Part 3	<u>36</u>	
TOTAL	186	3%
America Saves Week		
Saving Automatically	85	
Saving for the Unexpected	71	
Saving for Major Milestones	77	
Paying Down Debt is Saving	78	
Saving at Any Age	<u>339</u>	
Subtotal	650	12%

Visual 4: Podcast Expenses

Equipment (Up-front)

Description	Price
Shure SM58 Cardioid Mic Kit (Mic, XLR Cable, Windscreen) (2) Zoom H4n Recorder	\$249.90
Zoom H4n Recorder	\$199.99
Sony MDR-7506 Headphones	\$113.00
Zoom AD-14 AC Adapter	\$18.95
SanDisk 32 GB Ultra UHS-I SDHC Memory Card	\$18.95
Memory Card Reader	\$16.49
Pelican 0 15 Memory Card Case for 12 SD Cards	\$8.99
Apple Lightning to 3.5mm Headphone Jack Adapter (2-pack)	<u>\$8.99</u>
Total	\$635.26

Annual Service Expenses (On-going)

Description	Price
Adobe Creative Cloud 20+	\$1,199.88
Adobe Audition (only)	\$479.88
Libsyn Storage/Distribution	<u>\$300.00</u>
Total	\$1,979.76