

REACHING YOUR AUDIENCE: A MEDIA GUIDE

The table below outlines which audiences you can generally expect to reach through different media platforms. [Access more Housing Alliance media advocacy guides here.](#)

	Legislators	Reporters	Millennials	Gen Xers	Baby Boomers
TV News	X			X	X
Radio News	X			X	X
Newspapers	X				X
News Blogs		X	X	X	
Facebook	X	X	X	X	
Twitter		X	X		
Instagram		X	X		