



CASE STUDY

Preparing for a Public Hearing

to Increase Awareness of the Appraisal Subcommittee and the Issue of Appraisal Bias

The Appraisal Subcommittee (ASC) held its first-ever public hearing—the *Hearing on Appraisal Bias*—to explain the agency’s role within the appraisal regulatory framework and to bring national attention to the issue of appraisal bias.

With less than two months to prepare, ASC partnered with us to design and execute a communications strategy that would raise awareness, attract attendees, and position the agency as a leader in the conversation on equity in appraisals. We immediately got to work, developing a targeted outreach campaign that blended media relations with strategic social media engagement.

The team crafted compelling messaging and distributed media advisories, press releases, and personalized pitches to an extensive list of national and industry outlets. Simultaneously, we launched a social media campaign across LinkedIn, Twitter, and Facebook to generate buzz and drive attendance.

We tapped into the ASC Board’s network, enlisting member agencies to share posts and amplify visibility. Engagement surged across all platforms, and LinkedIn followers increased by an impressive 242.3% from the first *Hearing* post in December 2022 through the end of January 2023.

Nineteen reporters from a range of outlets registered to attend the *Hearing*, and *Valuation Review* featured the event as its cover story. The strong media presence helped boost public interest, resulting in more than 2,000 people registering in advance and over 4,800 viewing the event recording.

Beyond the event itself, our team built a foundation for ASC’s ongoing success. The team compiled a new stakeholder list of more than 1,700 subscribers, creating an audience for future communications and outreach efforts.



We help organizations shape their stories, strengthen their brands, and build lasting trust with audiences.

Whether an organization is launching a new initiative, navigating a sensitive issue, or enhancing a public image, we blend strategic insight with creative execution to deliver messages that resonate—and results that endure.

Core Competencies

- Stakeholder relations
- Key message development
- Media relations
- Correspondence management
- Spanish language outreach

Contact

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