



Memorandum

To: MHI Members

From: Dick Jennison, MHI President & CEO

Date: December 30, 2015

Subject: PBS NewsHour Story on the Manufactured Housing Industry
Scheduled for January 2nd

Greetings all,

As we have previously communicated, PBS NewsHour has been working on a story on the manufactured housing industry. While the airdate has already been considerably delayed, we now understand that **PBS is planning to air the story on Saturday, Jan. 2 (check your local listings for airtimes)**. Please note that it is possible the segment will be further delayed, based on other news/shifting PBS priorities. If that happens, we will let you know.

We anticipate the segment will be approximately 8-10 minutes long when aired, and will be accompanied by web copy. We have fully cooperated with the reporter and have tried to do our best to educate him on the dynamics of the manufactured housing industry, including challenges regarding legislation and regulations that are harming manufactured homeowners and our industry. It is possible - even likely - that, for the sake of balance, the reporter has interviewed activists and others who do not share our views on the benefits of manufactured housing and the importance of legislative/regulatory reform of manufactured housing lending.

Our PR consultant, Reputation Partners, is telling us we should expect a "fairly balanced report," but we know that the reporter has interviewed and will likely feature individuals and families who are living in manufactured housing and are struggling financially or otherwise. We believe the reporter visited communities in Northern Virginia and West Virginia, but we have no way of knowing whether residents from those states or others will be included in the final report. We have been assured by the reporter that individual company names will not be included in the broadcast.

Dick Ernst, Chairman of MHI's Financial Services Division, served as our spokesperson and was interviewed on camera at PBS' Washington, DC-area studio for the segment. Lesli Gooch and our PR consultant were onsite for the taping and felt that Dick did an excellent job representing the industry and our members. The questions he faced were exclusively focused on manufactured housing financing and legislation/regulations governing same. In subsequent dealings with the reporter, we received a number of questions regarding issues that focused on manufactured housing communities. We answered those in written form, based on input from Steve Adler and Patrick Waite, Chair and Vice Chair of the National Communities Council (NCC).

We hope that the result of our participation will be a fair and balanced piece, and give MHI the opportunity for our voice to be heard on critical industry topics. We will be prepared to respond to any inaccuracies or unfair characterizations that may be included in the final segment. Please contact me directly with any questions or concerns at rjennison@mfghome.org. Thank you.

Best Regards,

Dick Jennison
President & CEO
Manufactured Housing Institute

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