The National Fair Housing Alliance is pleased to share with you its catalog of Public Service Announcements and Education and Outreach Materials. The PSAs in this catalog have been categorized mostly by Protected Class. These PSA materials have been adapted for use in many different media.

Each available PSA media type is identified by the following tags:

- **MAGAZINE**
- **BILLBOARD**
- **BUS KING**
- **NEWSPAPER**
- **MALL POSTER**
- **BUS QUEEN**
- **POSTER**
- **BUS SHELTER**
- **BUS CARD**

TV and Radio PSAs, Educational Brochures, and Fair Housing Videos are also available.

Language Options

All PSAs are available in English, and many offer several different language options. Language options are identified by the following two-letter codes:

- **EN** (English)
- **SP** (Spanish)
- **AR** (Arabic)
- **CH** (Chinese)
- **KO** (Korean)
- **RU** (Russian)
- **TL** (Tagalog)
- **VI** (Vietnamese)

Note: Language codes apply to Magazine ads and may not apply to all media types.

Type of Housing Transaction

PSAs are also identified by type of housing transaction, designated by the following codes:

- **DC** (Design and Construction)
- **DI** (Diversity and Inclusion)
- **G** (General Fair Housing)
- **L** (Lending)
- **PL** (Predatory Lending)
- **R** (Rental)
- **S** (Sales)
Where To Find These Materials

These materials are available for free at the National Fair Housing Alliance website, and many of them may be localized with your agency or jurisdiction’s contact information.

Here is the website address: www.nationalfairhousing.org

Localization

If you are unable to localize a print document yourself, please contact the National Fair Housing Alliance (contact information can be found on the last page of this document).

For TV and radio PSAs, you may be able to partner with a local station, production company, or university which can assist in the localization of these assets. You can always reach out to The CauseWay Agency (at 203-454-2100) which will gladly assist with broadcast localization, but which charges a modest fee.

Securing Donated Media

As you are selecting your PSAs, you should also be planning your media outreach strategy in order to secure donated media in support of fair housing. Be sure to prepare an “elevator speech” that readily conveys the importance of the issue in your community and why free media time and/or space could be helpful. The media is not required to support PSAs but often helps when unsold inventory is available. They look for issues or causes that are locally relevant and important to their audience. As such, you should develop a list of your priority media outlets (e.g., TV, radio, print and outdoor [billboards, bus shelters, etc.]) and then call these outlets to identify and meet with the individual tasked with Public Service Advertising. It may be a person in Community Affairs, but not necessarily. You should also know that, historically, the NFHA PSAs in the Clearinghouse’s library have been met with significant donated media support, at least on a national basis.

Many of the PSAs in this catalog were created with funding from the U.S. Department of Housing and Urban Development.
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WHERE YOU LIVE IS YOUR CHOICE

DON'T LET ANYONE TELL YOU DIFFERENTLY.

We found the home of our dreams, but the real estate agent said she thought we would be more comfortable in a different neighborhood. But, I never felt it was right until I walked into this neighborhood where there's a park, something to do at every corner. We're in love with it. We're so happy here. Here we are, every day.

Visit hud.gov/fairhousing or call the HUD Hotline
1-800-669-9777 (English/Spanish) 1-800-927-9275 (TTY)

Fair Housing Is Your Right. Use It!

RACE & COLOR

MAGAZINE

POSTER

BUS CARD

BILLBOARD

MALL POSTER

BUS KING

BUS QUEEN

BUS SHELTER

Type of Transaction: R / S

EN / AR / RU

CH / KO / TL / VI

SP
SOUNDS LIKE DISCRIMINATION.

What matters is how you look on paper – not how you sound over the phone. Judging you by your race or color instead of your qualifications is discrimination. It's unfair, it's painful... and it's against the law. The best way to stop housing discrimination is to report it.

If you believe you may be a victim of housing discrimination, contact HUD or your local Fair Housing Center.

Visit www.hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (voice) 1-800-927-9275 (TTY)


EN
MAGAZINE
POSTER
BILLBOARD

Type of Transaction: R

"WILL THE APARTMENT
STILL BE AVAILABLE
WHEN THEY
MEET ME IN PERSON?"

"I MADE ARRANGEMENTS
TO LOOK AT AN APARTMENT,
BUT WHEN THE LANDLORD
SAW MY SON AND ME, HE
WALKED AWAY. WHEN WE
CAUGHT UP WITH HIM, HE
SAID THE APARTMENT
WAS ALREADY RENTED."

Discrimination because of race or familial status is prohibited under the law. If you believe you may be a victim of housing discrimination, contact HUD or your local Fair Housing Center:

Visit www.hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (voice) 1-800-927-9275 (TTY)


EN / AR / CH / KO / RU / TL / VI
MAGAZINE
POSTER

Type of Transaction: R

It's okay to consider color

...as long as it's green.

Judging you by what you look like instead of your qualifications is discrimination. What matters is your ability to pay for housing. It's legal to discriminate because of race, color, religion, sex, national origin, disability, or family status in the sale or rental of housing.

If you believe you may be a victim of housing discrimination, contact HUD or your local Fair Housing Center.

Visit www.hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (voice) 1-800-927-9275 (TTY)


EN / SP / AR / CH / KO / RU / TL / VI
MAGAZINE
POSTER
BILLBOARD

Type of Transaction: R / S / L

SHE Fought FOR HER COUNTRY.

NOW SHE'S FIGHTING
HOUSING DISCRIMINATION
RIGHT HERE AT HOME.

Kena defended the red, white and blue and there was turned down for housing because she's black. After meeting her, the rental agent told her that the apartment she wanted to see was not available. Renting housing because of race or color is against the law. The only way to stop housing discrimination is to report it. If you believe you may be a victim of housing discrimination, contact HUD or your local Fair Housing Center:

Visit www.hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (voice) 1-800-927-9275 (TTY)


EN
MAGAZINE
POSTER
BILLBOARD

Type of Transaction: R
We don’t make loans in black neighborhoods.”

“Your debt to income ratios are too high.”
“Your appraisal said ‘inadequate collateral.’ ”
“You need more money down.”

Anytime you’re denied a home loan or the terms and conditions are changed, you could be a victim of mortgage lending discrimination.

If you believe you may be a victim of housing discrimination, contact HUD or your local Fair Housing Centre.

Visit www.hud.gov/fairhousing or call the HUD Hotline
1-800-669-9777 (voice) 1-800-927-9275 (TTY)


Type of Transaction: S/L
Type of Transaction: R / S

Visit hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (English/Spanish) 1-800-927-9275 (TTY)
Fair Housing Is Your Right. Use It!

Housing discrimination based on any form of religion isn’t just unfair – it’s unlawful. If you feel that you’ve experienced that type of housing discrimination because of your religion, race, color, nation origin, sex, familial status or disability, report it to HUD or your local fair housing center.

Here are some possible signs of housing discrimination:
- "I’ll show you neighborhoods with mosques."
- "We only take people who speak English fluently.
- "You might be more comfortable living elsewhere."

Visit www.hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (English/Spanish) 1-800-927-9275 (TTY)

Fair Housing Is Your Right. Use It!
Choosing where you live is a right. Housing discrimination is wrong.

Discrimination because of race, color, religion or national origin is illegal. The only way to stop it is for you to report it.

Fair Housing Is Your Right. Use It.
Visit www.hud.gov/fairhousing or call the HUD Hotline
1-800-669-9777 (voice) 1-800-927-9275 (TTY)

Type of Transaction: R / S

SOUNDS LIKE DISCRIMINATION.

What matters is how you look on paper—not how you sound over the phone, judging you by your race or national origin instead of your qualifications. It's unfair, it's unlawful, and it's against the law. The best way to stop housing discrimination is to report it.

If you believe you may be a victim of housing discrimination, contact HUD or your local Fair Housing Center:
Visit www.hud.gov/fairhousing or call the HUD Hotline
1-800-669-9777 (voice) 1-800-927-9275 (TTY)


Type of Transaction: R

Elegir donde usted vive es un derecho.

La discriminación en materia de vivienda está mal.

La discriminación por motivos de raza, color, religión o origen nacional es ilegal. La única forma de intervenir es si usted la reporta.

Visite www.hud.gov/fairhousing o llame a La Oficina Directa de HUD al 1-800-669-9777 (voice) 1-800-927-9275 (TTY)


Type of Transaction: R / S
“Will the apartment still be available when they hear my accent?”

“I called five different numbers about apartments for rent. They all said they had been rented. I started to get suspicious so I had a white friend call. Suddenly these apartments were available.”

If you believe you may be a victim of housing discrimination, contact HUD or your local Fair Housing Center.

Visit www.hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (voice) 1-800-927-9275 (TTY)


EN / SP / AR / CH / KO / RU / TL / VI

Type of Transaction: R

SP

MAGAZINE
BUS CARD
BUS KING
MALL POSTER
BUS SHIELD
BILLBOARD
BUS QUEEN

Type of Transaction: R
EN / SP / AR / CH / KO / RU / TL / VI

**Type of Transaction:** R

---

EN / SP / AR / CH / KO / RU / TL / VI

**Type of Transaction:** R

---

EN / SP / AR / CH / KO / RU / TL / VI

**Type of Transaction:** L / S
When it comes to housing, little things shouldn’t make a difference.

If you have children or are pregnant and a landlord refuses to rent to you, requires a higher security deposit, or sets the use of blankets, or even you can pick live in minor areas of a housing complex… that could be discrimination. And housing discrimination because of familial status is against the law.

Fair Housing Is Your Right. Use It.

Visit www.hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (Spanish), 1-800-927-9275 (TTY).
Type of Transaction: R

有好的信用记录。
有好的工作。有好的推荐人。
但是房东因为她的残疾拒绝租房给她。
这种事每天都有。

因为你的残疾状况,房东拒绝你的申请,兜圈子不告诉你实情,收取更高租金,或者让你
去别的出租小区或社区,都是违法行为。如果你怀疑受到了住房歧视,就向住房与城市发
展部或当地公平住房中心投诉,以便当局进行调查。

投诉网址:
hud.gov/fairhousing
或致电
1-800-669-9777

公平住房是你的权利。请使用。

该公益信息由美国住房与城市发展部携手国家公平住房联盟发布。联邦《公平住房法案》禁止因种族、肤色、宗教、原国籍、性别、
家庭情况或残疾进行歧视。获取更多信息,请访问:
3 TOURS. 2 PURPLE HEARTS. 1 EVICTION NOTICE.

When my brother found out I had Non-Hodgkin’s Lymphoma (NHL), he
reacted as if I had been killed. Every time I opened my eyes, I
felt that I was being watched. I tried to tell people about my
cancer, but they didn’t believe me. I went to see the doctor and
when he told me I had NHL, I was shocked. I didn’t know what
to do. I didn’t know what to say. I just knew I had to
fight. I had to win. I had to live. I had to be strong.

Visit hud.gov/fairhousing or call
the HUD Hotline 1-800-669-9777 (English/Spanish)
FAIR HOUSING IS YOUR RIGHT. USE IT!

Type of Transaction: R

EN / RU

Type of Transaction: R

EN

Type of Transaction: R

EN / SP / AR

Type of Transaction: R

CH / KO / TL / VI

Type of Transaction: R
Is discrimination keeping you out of the home of your dreams?

“You might not feel comfortable living elsewhere.”

“I’ll show you neighbors who speak Spanish.”

“We only take people who speak English clearly.”

If you feel that you have been denied the sale, rental or financing of a home because of race, color, national origin, religion, sex, handi-cap status or disability, report it to HUD or your local fair housing center.

Fair Housing Is Your Right. Use It.

Visit www.hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (voice) 1-800-927-9275 (TTY)

Type of Transaction: R / S

UNLESS YOU REPORT HOUSING DISCRIMINATION, IT WON’T STOP.

Discrimination isn’t always obvious. But it is just as hurtful and illegal. Here are possible signs you might hear from a landlord:

“There’s a lot of traffic. It’s not safe for kids.”

“The apartment you asked about is already been rented.”

“My apartment won’t lower a rent if you get back.”

“We only take English-speaking people.”

“The ad is wrong. The rent is really $757 higher per month.”

“They did not allow a tenant.”

“We can’t accommodate a veteran.”

IF YOU SUSPECT HOUSING DISCRIMINATION, PLEASE REPORT IT.

Visit www.hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (voice) 1-800-927-9275 (TTY)

Type of Transaction: R / S
BEWARE OF PREDATORY LENDERS

WE CAN HELP YOU AVOID THE TRAPS

Predatory lenders will try to fool you. Don’t get caught! Here are some of the usual tricks:

- They use a long list of fees and charges to make the loan seem more expensive.
- They may say that they can get you approved for a larger loan amount.
- They may not fully explain the terms of the loan.
- They may not inform you about the possibility of prepayment penalties.
- They may use high-pressure sales tactics.

DON’T GET TRAPPED. DON’T GIVE UP!

Visit www.hud.gov/fairhousing

MAGAZINE

Type of Transaction: S/L/PL

“I’m sorry. I must have misplaced your paperwork...”

Your credit report isn’t back.

Your income hasn’t been verified yet.

Don’t be held by excuses. What appears to be a delay could be discrimination. You can fight back.

If you believe you may be a victim of housing discrimination, contact HUD or your local Fair Housing Center.

Visit www.hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (voice) 1-800-927-9275 (TTY)

MAGAZINE

Type of Transaction: R/S/L

It’s okay to consider color

...as long as it’s green.

Judging you by what you look like instead of your qualifications is discrimination. What matters is your ability to pay for housing. It’s illegal to discriminate based on race, sex, religion, age, national origin, disability, or veteran status in the sale or rental of housing.

If you believe you may be a victim of housing discrimination, contact HUD or your local Fair Housing Center.

Visit www.hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (voice) 1-800-927-9275 (TTY)

MAGAZINE

Type of Transaction: R/S/L
WHEN WE EMBRACE DIVERSITY, WE BUILD STRONGER COMMUNITIES.

Visit hud.gov/fairhousing or call the HUD Hotline 1-800-669-9777 (English/Spanish) or 1-800-927-9275 (TTY).

Fair Housing is Your Right. Use it.

DIVERSITY & INCLUSION

Type of Transaction: DI

MAGAZINE
POSTER

Type of Transaction: S / L / DI

MAGAZINE
BUS CARD
BUS QUEEN

Type of Transaction: R / DI

MAGAZINE
BUS SHIELD
BUS QUEEN

Type of Transaction: DI

MAGAZINE
BUS CARD
BUS KING

DIVERSE NEIGHBORHOODS PROMOTE UNDERSTANDING AND RESPECT...

AND BEST OF ALL, FRIENDSHIP.

Learn more about how fair housing promotes diversity at www.hud.gov/fairhousing

Learn more about how fair housing promotes diversity at www.hud.gov/fairhousing
Type of Transaction: **S** / **DI**

**Live life in full color.**

Diverse and social diversity in your neighborhood and community is what powers a greater sense of engagement, better communities. Help the community that will build a place we all call home. To learn more about how neighborhood diversity and benefits, and your family, please visit www.NFHA.org

**Diversity is working.**

Shouldn’t it also be living?

Your includes the talent diversity to help in shaping your community, diverse neighborhoods, promote understanding and openness, and to improve the quality of life. To learn more about ways to help build more diverse and better communities, please visit www.NFHA.org

**Life Is A Team Sport.**

You don’t even have to choose sides.

Did you think it’s too简单 even if life is much easier if you can be yourself? In your neighborhood, it’s engaging and accepting diversity in your community. And everyone’s a part of it. Our neighborhoods, our lives, your home for the greater community. If you want a good life, to have a better understanding of how neighborhood diversity and benefits, and your family, please visit www.NFHA.org

**Type of Transaction: ****DI**

**Type of Transaction:** **S** / **DI**

**Type of Transaction:** **DI**

**Type of Transaction:** **S** / **DI**
A ZIP CODE SHOULD NOT DETERMINE A CHILD'S FUTURE.

Many variables can shape a child’s outcome in life — like the zip code where a child grows up. That’s because not all neighborhoods have the same opportunities and resources, such as quality schools, transportation, housing, healthcare, food and jobs. The good news is that communities can come together to ensure opportunities for all, regardless of zip code. You can play a vital role in your local community.

Find out how at: hud.gov/fairhousing

FAIR HOUSING. SHARED OPPORTUNITY IN EVERY COMMUNITY.

A public service message from the U.S. Department of Housing and Urban Development in partnership with the National Fair Housing Alliance. The federal Fair Housing Act prohibits discrimination because of race, color, religion, national origin, sex, familial status or disability. For more information, visit www.hud.gov/fairhousing.

Type of Transaction: DI / R / S
A ZIP CODE SHOULD NOT DETERMINE A CHILD’S FUTURE.

Many variables can shape a child’s outcome in life—the zip code where a child grows up. For some, not all neighborhoods have the same opportunities and resources, such as quality schools, transportation, housing, healthcare, food, and jobs. There are many ways to improve our communities so that everyone has the chance to succeed, regardless of zip code. You can play a vital role in your local community. Find out how at hud.gov/fairhousing.

FAIR HOUSING. SHARED OPPORTUNITY IN EVERY COMMUNITY.

A public service message from the U.S. Department of Housing and Urban Development in partnership with the National Fair Housing Alliance. The federal Fair Housing Act prohibits discrimination because of race, color, religion, national origin, sex, familial status or disability. For more information, visit www.hud.gov/fairhousing.

EVERYONE THRIVES IN A VIBRANT COMMUNITY.

We all want access to opportunities in our neighborhoods, such as quality schools, fair housing, jobs, and transportation. However, in many communities these resources are very limited. Be a part of the movement to ensure everyone lives in safe housing and has access to opportunities that help us succeed.

Learn how you can get involved at hud.gov/fairhousing

FAIR HOUSING. SHARED OPPORTUNITY IN EVERY COMMUNITY.

A public service message from the U.S. Department of Housing and Urban Development in partnership with the National Fair Housing Alliance. The federal Fair Housing Act prohibits discrimination because of race, color, religion, national origin, sex, familial status or disability. For more information, visit www.hud.gov/fairhousing.
LEGAL

if appropriate, the perpetrator?

COUNSELING AND MEDIATION

and state or federal court complaints must be filed within two years of

housing-related hate activity?

Did mediators/counselors available to the community, the victim and,

Was the victim interviewed by attorneys, victim/witness advocates, and

RAPID RESPONSE CHECKLIST (continued)

Did community members use social media to promote or incite more

positive, healing messages?

Did response network members use social media to promote thoughtful,

sensitive and accurate, and did it promote reconciliation?

Did the schools and the media use the incident as a teachable moment

If tension occurred, did leaders from both sides try to find a way to

resolve the dispute and prevent further tensions from flaring?

Was there a response on social media? What was the tone of the response?

Did the professional media know about the incident? Was the coverage

industry) know about the incident?

Was the public response, as appropriate, to the incident?

Did response network members use social media to promote or incite more

Did community members use social media to promote or incite more

positive, healing messages?

The work that provided the basis for this publication was supported

in part by funding under a grant with the U.S. Department of Housing

and Urban Development. NFHA is solely responsible for the accuracy

of the statements and interpretations contained in this publication.

For more information or to file a housing discrimination complaint, contact your

local fair housing agency or visit

www.HUD.gov/fairhousing

www.nationalfairhousing.org
You deserve to live safe from sexual harassment.

Sexual harassment by a landlord or anyone related to your housing violates the Fair Housing Act. If you receive unwelcome sexual advances or are threatened with eviction because you refuse to provide sexual favors, you may file a fair housing complaint.

YOU HAVE RIGHTS

It’s illegal to refuse to rent to you because of your race, color, religion, sex, national origin, disability or familial status.

You have the power to stop housing discrimination.

“Not Just at Work” :60, :30 & :15
EN / SP

“You Have Rights” :60, :30 & :15
EN / SP
DEAR PSA DIRECTOR:

“Zip Code” TV PSAs: :60, :30 & :15 (in English and Spanish)

21 Charles Street

IN EVERY COMMUNITY.

FAIR HOUSING.

please contact:

For additional information,

Cathy Cloud

Chief Operating Officer


ccloud@nationalfairhousing.org

Washington, DC 20005

National Fair Housing Alliance

1101 Vermont Avenue, NW, #710

For additional PSA materials, please contact:

Triwi Harjito

The CauseWay Agency

VP, Communications

Westport, CT 06880

p: 203-454-2100  f: 203-341-8553

triwi@thecausewayagency.com

www.thecausewayagency.com

Thank you in advance for your support.

Timely PSAs from the U.S. Department of Housing and Urban Development in partnership with the National Fair Housing Alliance.

We hope you will include them in your rotation soon and air them as often as possible.

Sincerely,

Gustavo F. Velasquez

Assistant Secretary for Fair Housing and Equal Opportunity

President, National Fair Housing Alliance

“Zip Code” TV PSAs

A ZIP CODE SHOULD NOT DETERMINE A CHILD’S FUTURE.

Not everyone has access to the same opportunities and resources, such as quality housing and schools, fresh food and good healthcare.

Learn the many ways to improve communities so that everyone has a fair chance.

Take Action Against Housing Discrimination

Fair Housing is your right. Use it!

TV PSAs: “Open Doors” :60, :30 & :15

EN / SP

This new public service advertising campaign from the U.S. Department of Housing and Urban Development (HUD) and the National Fair Housing Alliance (NFHA) encourages individuals to join with HUD, NFHA and local leaders to take action and improve their communities.

The good news is that you can play a vital role in raising awareness about fair housing and improving communities nationwide.

We hope you will include them in your rotation soon and air them as often as possible.

Thank you in advance for your support.
How can we tell him that the color of his skin is keeping his family from the home of its dreams?

Housing discrimination because of race, color, national origin, religion, sex, familial status or disability isn’t just unfair – it’s against the law.

Fair Housing Is Your Right. Use It.
ANNOUNCER-READ RADIO SCRIPTS

2018 marked the 50th Anniversary of the federal Fair Housing Act. Unfortunately, significant levels of illegal housing discrimination still persist. The U.S. Department of Housing and Urban Development (HUD) and the National Fair Housing Alliance are pleased to provide Announcer-Read scripts for you to share this important issue with your listeners.

ENGLISH

ANNOUNCER-READ SCRIPT: 15-SECOND SCRIPT:

Sexual harassment doesn’t just happen at work.

If a landlord threatens to evict you or increase your rent if you don’t provide sexual favors, that’s against the law. You can stop it by reporting it. Go to HUD.gov/fair housing

ANNOUNCER-READ SCRIPT: 10-SECOND SCRIPT:

If a landlord threatens to evict you or increase your rent if you don’t provide sexual favors, that’s against the law. You can stop it by reporting it. Go to HUD.gov/fair housing

SPANISH

GUIÓN LEÍDO POR PRESENTADOR: GUIÓN DE 15 SEGUNDOS:

El acoso sexual no solo sucede en el trabajo.

Que un propietario lo amenace con desalojarte o aumentar el alquiler si no le brindas favores sexuales, es ilegal. Puede detenerlo denunciándolo. Visite HUD.gov/fair housing

GUIÓN LEÍDO POR PRESENTADOR: GUIÓN DE 10 SEGUNDOS:

Que un propietario lo amenace con desalojarte o aumentar el alquiler si no le brinda favores sexuales, es ilegal. Puede detenerlo denunciándolo. Visite HUD.gov/fair housing
DEAR PSA DIRECTOR:

For additional information, please contact:

Cathy Cloud
Chief Operating Officer
National Fair Housing Alliance
1101 Vermont Avenue, NW, #710
Washington, DC 20005
ccloud@nationalfairhousing.org
www.nationalfairhousing.org

For additional PSA materials, please contact:

Triwi Harjito
VP, Communications
The CauseWay Agency
21 Charles Street, Suite 201
Westport, CT 06880
p: 203-454-2100  f: 203-341-8553
triwi@thecausewayagency.com
www.thecausewayagency.com

Not everyone has access to the same opportunities and resources, such as quality housing and schools, fresh food and good healthcare.

Learn the many ways to improve communities so that everyone has a fair chance.

A ZIP CODE SHOULD NOT DETERMINE A CHILD'S FUTURE.

QUALITY HOUSING
FRESH FOOD
GOOD HEALTHCARE
QUALITY SCHOOLS

A zip code should not determine a child's future. Many variables, including the zip code where a child grows up, can shape a child's outcome in life. Unfortunately, not all communities have the same opportunities and resources, such as quality schools and housing, fresh food and good healthcare.

The good news is that your listeners can make a difference! There are many ways to improve our communities so that everyone has access to quality opportunities and resources that help us all succeed, regardless of zip code.

This new public service advertising campaign from the U.S. Department of Housing and Urban Development (HUD) and the National Fair Housing Alliance (NFHA) encourages individuals to join with HUD, NFHA and local leaders to take action and improve their communities. Please share these “Zip Code” Radio PSAs (available in :60 and :30 lengths in English and Spanish) with your listeners. By running these important PSAs, you can play a vital role in raising awareness about fair housing and improving communities nationwide.

These PSAs are ready to air immediately, and there is no expiration date. We hope you will include them within your rotation soon and air them as often as possible.

Thank you in advance for your support.

Sincerely,

Gustavo F. Velasquez
Assistant Secretary for Fair Housing and Equal Opportunity
U.S. Department of Housing and Urban Development

Shanna L. Smith
President, National Fair Housing Alliance

“Use It” :60 & :30

“No Debate” :60 & :30

“No Debate” :60 & :30

“Why Not?” :60 & :30

“Zip Code” :60 & :30

“Imagine” :60 & :30
EN / SP

“Around the World” :60 & :30
“Profiles” :60 & :30
“Disability”  2:58

It made me feel like I have the power to stand up for myself.

“Race”  3:40

“I didn’t know what to do. I was totally in shock.”

“Familial Status”  3:44

Discriminating against me and my children was the last straw.

“Wanted Everywhere Else”  :45

“Drawing Discrimination”  :60

“Open Doors”  :45
Fair Housing Videos for the Deaf and Hard of Hearing

These videos provide critical legal and practical information in a format accessible to persons who are Deaf and/or Hard of Hearing. The videos were produced by Disability Independence Group, NFHA and Sweetwater Media.

Obtaining a Fair Mortgage Loan

What is Lending Discrimination?

Homeowners Insurance Rights

Your Right to Effective Communication in Lending

HUD Housing Discrimination Complaint Form 903

Fair Housing and Equal Opportunity for All

How to Complain about Housing Discrimination

Your Right to Effective Communication in Buying or Renting a Home

Fair Housing and Equal Opportunity for the Deaf

The Federal Fair Housing Act and Reasonable Accommodations

The Federal Fair Housing Act and Reasonable Modifications

Local Fair Housing Organizations