PUBLIC SERVICE ANNOUNCEMENTS AND EDUCATION AND OUTREACH MATERIALS

INCLUDES NEW SEXUAL ORIENTATION AND GENDER IDENTITY PSAs

April 2022
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 CauseWay Agency (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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Type of Transaction: R
I was denied housing because I have an assistance animal. So I contacted HUD for help.

When a landlord tries to deny you housing because of an assistance animal, you can contact HUD and learn about your fair housing rights. For instance, landlords must make reasonable accommodations for persons with disabilities, such as allowing an assistance or emotional support animal in a pet-free building. If you believe you have experienced discrimination, contact HUD at your local fair housing center and file a complaint.

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!

Type of Transaction: R
Type of Transaction: R/S
EN

Type of Transaction: R

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

Type of Transaction: R / S / L

EN

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

Type of Transaction: R / S
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.

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

EN / SP

<table>
<thead>
<tr>
<th>MAGAZINE</th>
<th>POSTER</th>
<th>BUS KING</th>
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Type of Transaction: R / S

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

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Type of Transaction: R
NEW SEXUAL ORIENTATION
AND GENDER IDENTITY PSAs

For years, the LGBT+ community has fought discrimination.

Did you know that HUD can help you fight housing discrimination?

Under the Fair Housing Act, it’s illegal for landlords and real estate agents to deny you housing opportunities because of your sexual orientation or gender identity. If you believe you have experienced housing discrimination, you can file a complaint:

Type of Transaction: R

Love is love. Home is home. Fair is fair.
You’re protected by the Fair Housing Act.

Under the Fair Housing Act, it is illegal for landlords and real estate agents to deny you housing opportunities because of your sexual orientation or gender identity. If you believe you have experienced housing discrimination, you can file a complaint.

Type of Transaction: R

Whatever pronoun you use, the law is pro you.
You’re protected by the Fair Housing Act.

Type of Transaction: R

Who you love is up to you.
Protecting your housing rights is up to us.

Type of Transaction: R

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

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

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

EN / SP / AR / CH / KO / RU / TL / VI
LENDING DISCRIMINATION WAS NOT WHAT I WAS EXPECTING

If you are qualified for a mortgage, but the lender denies the loan because you are an elderly lone— that's a violation of the Fair Housing Act.

If you suspect you are victims of lending discrimination please report it.

1-800-669-9777 (voice)
1-800-927-9275 (TTY)
www.HUD.gov

MAGAZINE
POSTER
BILLBOARD
NEWSPAPER
MALL POSTER

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

**Type of Transaction:** R

**THE FLOOD TURNED OUR LIVES UPSIDE DOWN. WHEN WE TRIED TO RENT A NEW PLACE TO LIVE, WE KEPT GETTING TURNED DOWN.**

**The Fair Housing Act Opens Doors for Families.**

**WILDFIRES DON'T CARE ABOUT YOUR RACE. BUT WHEN WE TRIED TO RENT A NEW PLACE TO LIVE, WE LEARNED THAT SOME LANDLORDS DO.**

**AS A MOTHER I'M ALWAYS EXPECTING THE UNEXPECTED. BUT I DIDN'T EXPECT HOUSING DISCRIMINATION BECAUSE I HAVE A CHILD.**
**BEWARE OF PREDATORY LENDERS**

**WE CAN HELP YOU AVOID THE TRAPS**

Predatory lenders are all around you. Don’t be swindled by these clever lenders. Ask the right questions before signing the mortgage contract:

- **The mortgage broker quotes are interest rates but tries to change you another**
- **There are annual and unexpected fees**
- **The mortgage broker says your credit score requires a higher interest rate**
- **The lender threatens you with a permanent lien**
- **You have to buy a property with no guarantee**
- **You sign the mortgage contract to buy a house**

**DON’T GET TRAPPED. DON’T GIVE UP!**

Visit [www.hud.gov/taxlending](http://www.hud.gov/taxlending)

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**MAGAZINE**

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

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**This detects smoke.**

**We detect smokescreens.**

Housing discrimination isn’t always obvious. These are the kinds of smokescreens you might run into:

- "Sorry, we’ve changed our minds about selling."
- "We just rented that apartment."
- "It doesn’t look like you qualify for the loan."

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

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

Your choice. Your Right. Your Home.

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**En**

**MAGAZINE**

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

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**“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 fooled 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](http://www.hud.gov/fairhousing) or call the HUD Hotline 1-800-669-9777 (voice) 1-800-927-9275 (TTY)

Your choice. Your Right. Your Home.

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**Magazine**

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

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

Your choice. Your Right. Your Home.

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**En / Sp / Ar / Ch / Ko / Ru / Tl / Vi**

**MAGAZINE**

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

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**En / Sp / Ar / Ch / Ko / Ru / Tl / Vi**

**MAGAZINE**

Type of Transaction: **R / S / L**
Live life in full color.

Diversify and support diversity in your neighborhood and community. It will provide a greater sense of engagement, better opportunities driven by the whole community that will shift, grow, and a richer life. Get involved, be a member, and tell your story. www.nfha.org

Type of Transaction: DI

Diversity is working. Shouldn’t it also be living?

You don’t even have to choose sides.

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 there are many ways to improve our communities so that everyone has a fair 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.
A ZIP CODE SHOULD NOT DETERMINE A CHILD’S FUTURE.

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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

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EVERYONE THRIVES IN A VIBRANT COMMUNITY.

We all want access to opportunities in our neighborhoods such as quality schools, fair housing, food, 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 all 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.

WE ALL WIN WHEN WE EMBRACE FAIR HOUSING.

A healthy, vibrant community is built on diverse housing opportunities. We all win when we embrace fair housing. We all win when we support our fellow neighbors who are struggling to find safe housing.

Find out how at hud.gov/fairhousing

FAIR HOUSING EQUALS OPPORTUNITY.

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
discrimination in employment and public accommodations. For more information, visit www.HUD.gov/fairhousing.

SALES DISCRIMINATION

Discrimination against prospective home buyers can be difficult to identify. This may only be considered if the housing provider receives federal fair housing training. Discrimination includes requiring a buyer to pay higher prices for the same housing or showing or telling them about homes that are priced far below or far above the price range they provided.

- A real estate agent refuses to provide information to an African-American family about the available houses in a majority white neighborhood. The agent says: “We don’t have anything suitable.”

- A real estate agent refuses to make accommodations for a client with a disability, such as agreeing to communicate through an automatic closed-caption system.

- A real estate agent sexually harasses a prospective purchaser.

- A family with children is discouraged from viewing homes in a neighborhood where the school board recently decided to make elementary education mandatory through 10th grade.

- A homeowners association refuses to approve the sale of a home to a gay couple. The bylaws state: “Homes may be bought by members of the community. Membership is defined as all persons not in violation of the law and whose children are no more than 30 years of age.”

- A real estate agent refuses to provide information to an African-American family about the available houses in a majority white neighborhood. The agent says: “We don’t have anything suitable.”

- A home seller instructs the seller’s agent not to entertain any interested buyers of a certain protected class, but not to persons in other protected classes.

- A real estate agent refuses to show homes to a family with a moderate income. The real estate agent said, “You can’t afford these homes.”

- A real estate agent refuses to sell a home to a lesbian. The real estate agent refused to provide the prospectus and said, “It’s a family home. We don’t sell to single people.”

- A real estate agent refuses to show homes to a middle-aged, middle-class couple. The real estate agent said: “We don’t show homes to couples in the middle.”

- A real estate agent refuses to sell a home to a single African-American woman. The real estate agent refused to provide the prospectus and said, “We don’t sell to single women.”

- A real estate agent refuses to show homes to a single Hispanic couple. The real estate agent refused to provide the prospectus and said, “We don’t sell to single people.”

- A real estate agent refuses to show homes to a single white couple. The real estate agent refused to provide the prospectus and said, “We don’t sell to single people.”

- A real estate agent refuses to alter the commission percentage to accommodate a down payment on a new home. The real estate agent refused to provide the prospectus and said, “We don’t sell to single people.”
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 the power to stop housing discrimination.

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

A CHILD’S FUTURE. SHOULD NOT DETERMINE

FAIR HOUSING IS YOUR RIGHT. USE IT!

HOUSING DISCRIMINATION BECAUSE OF RACE, COLOR, NATIONAL ORIGIN, RELIGION, SEX, MARRITAL STATUS OR DISABILITY ISN’T JUST UNFAIR – IT’S AGAINST THE LAW.

“Zip Code” :60, :30 & :15

EN / SP

“Open Doors” :60, :30 & :15

EN / SP
“Wanted Everywhere Else” :60, :30 & :15

EN / SP

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

2021 marked the 53rd 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 desalojarlo o aumentar el alquiler si no le brinda 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 desalojarlo 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:
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www.nationalfairhousing.org

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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.

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.

EN / SP
“Letting Himself In” :60 & :30
“More Comfortable Elsewhere” :60 & :30

EN / SP
“No Strings Attached” :60 & :30

EN / SP
“Imagine” :60 & :30

EN / SP
“Zip Code” :60 & :30
EN / SP

“No Debate” :60 & :30
“Why Not?” :60 & :30

EN / SP

“Use It” :60 & :30

EN / SP

“Around the World” :60 & :30
“Profiles” :60 & :30
Pre-Roll Video* (Localizable)

“Different Homes, Different People”
EN / SP

“More Comfortable Elsewhere”
EN / SP

“The Signs You Don’t See”
EN / SP

Housing discrimination has no home here.

FAIR HOUSING: THE LAW IS ON YOUR SIDE.

For online use only.
“Disaster Relief”  
:30 & :15  
EN / SP

“Race”  
3:40  
EN

“Disability”  
2:58  
EN

“Sexual Harassment/Lease”  
:30 & :15  
EN / SP

“Wanted Everywhere Else”  
:45  
EN / SP

“Drawing Discrimination”  
:60  
EN / SP
“Familial Status” 3:44  
EN

Discrimination against me and my children was the last straw.

“Open Doors” :45  
EN / SP
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
Print

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: R
Pre-Roll Video* (National)

“Masked Denial” :30 & :15
EN / CH

“Sexual Harassment” :30 & :15
EN / SP

*For online use only.
Pre-Roll Video* (Localizable)

“Masked Denial” :30 & :15
EN / CH

FAIR HOUSING: THE LAW IS ON YOUR SIDE.
your URL here.org
your telephone here 1-800-555-1234
YOUR LOGO HERE

“Sexual Harassment” :30 & :15
EN / SP

FAIR HOUSING: THE LAW IS ON YOUR SIDE.
your URL here.org
your telephone here 1-800-555-1234
YOUR LOGO HERE

*For online use only.
Radio (National)

EN / SP

“Shut Down/Shut Out” :60 & :30
“No Strings Attached” :60 & :30
“Masked Denial” :60 & :30

Radio (Localizable)

EN / SP

“Shut Down/Shut Out” :60 & :30
“No Strings Attached” :60 & :30
“Masked Denial” :60 & :30
For additional information, please contact:

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For additional materials or assistance with localizing or re-sizing PSAs, please contact:

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