



2013 PSA CAMPAIGN ADVERTISING KIT

FAIR HOUSING IS YOUR RIGHT. USE IT.

Print and Radio Public Service Announcements

The National Fair Housing Alliance (NFHA) has produced a series of high quality public service print advertisements. The advertisements are designed to teach individuals and families how to recognize and report discrimination in housing because of race, color, sex, religion, national origin, familial status and disability. The ads are appropriate for use in newspapers and magazines across the United States and are available in English, Spanish, and Chinese. Most importantly, the PSAs may be customized with your name and logo.

One print ad features a woman wearing a hijab (a covering for the hair and neck worn by Muslim women) and asks the question: "Is religious discrimination keeping you out of the home of your dreams?" Housing discrimination based on any form of religion isn't just unfair – it's against the law. The ad gives examples of some possible signs of housing discrimination based on religion and encourages victims to report the illegal discrimination.

Enclosed you will find a Print PSA CD.

- **The 2013 Print PSA Kit** contains localizable and national print advertisements that have been produced in digital format and are ready to be used by newspapers, magazines, and other publications. These ads can only be viewed and localized using Quark Xpress 7.0 or higher. Localization instructions are included in the CD sleeve. Many local commercial/retail printers have such applications. NFHA will customize and, if need be, resize the ads to your publication's specifications for you if you do not have the appropriate software. If you need us to assist you with this, please send a high resolution image of your logo (300 dpi or higher) and your agency information to Cheryl Taylor at CTaylor@nationalfairhousing.org.

How to Obtain Placement of Print Ads

The ads are public service announcements (PSAs) and are eligible for donated space. Newspapers and local magazines have Public Service Directors, Publishers, Community Service Directors or Advertising Managers who choose the PSAs that are given free advertising space, on a space-available basis. The Public Service Directors usually prioritize PSAs based upon production quality and local relevancy. Although print media are not required to give free space to any community affairs advertising, a number of publications do so.

It is important to personally "market" print PSAs:

- ❖ Call the Public Service Director (PSD) and arrange a meeting to discuss the advertisements. Explain the objective of the PSAs, and describe the local target audience.

- ❖ Demonstrate the need to get this information to their readers with local stories about diverse neighborhoods, diverse corporations, etc.
- ❖ Encourage the PSD to insert the advertisements in specific sections, such as the real estate, metro/city or business sections. You can encourage the paper to run a different ad weekly and rotate the ads throughout the year.

If you currently purchase advertising space from your local press, there are several ways to maximize your dollars:

- ❖ Try negotiating 2-for-1 or 3-for-1 spots, where you pay for one ad and receive 2 or 3 free ad spaces in future publications.
- ❖ Encourage the paper to write feature articles on fair housing, the housing challenges persons with disabilities experience, or diverse/integrated communities, using different ads as the focus of the article. For example, the newspaper can run an article about the prevalence of discrimination against families with children during the week the ad relating to this issue runs. The ad can even become the graphic for the news article.

Keeping Track

Finally, it is essential to keep an accurate record of all ads that run, and when and where. It is important to keep hard copies, as well as photocopies, which clearly show the title of the publication, the date, and the ad.

It is very important to immediately acknowledge any print PSAs you observe. Call and write to thank the newspaper for its commitment to helping your organization promote equal housing opportunities.

Note: NFHA asks that whenever you place one of the NFHA fair housing ads, you send a clipping of the ad (including the title and date of the publication) to us. This enables us to better gauge the distribution and exposure of our print ads. It also assists NFHA in obtaining continued funding for the development and production of media materials.

Radio Public Service Announcements

The 2013 Radio PSA Kit contains localizable and national 60 and 30 second English and Spanish advertisements. These are produced in digital format and can also be localized. The radio PSAs address discrimination based on disability and familial status.

Obtaining NFHA's Media Products

If you have any questions or to order additional CDs or posters, contact:

Cathy Cloud, Senior Vice President, at ccloud@nationalfairhousing.org or

National Fair Housing Alliance:
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