

FAIR HOUSING.



IT'S NOT AN OPTION. IT'S THE LAW.

## DEMYSTIFYING MEDIA

### *Do's and Don'ts of PSA Placement*

The National Fair Housing Public Service Announcement (PSA) Campaign aims to educate renters and homebuyers about the pervasive problem of housing discrimination. Fair housing advocates can play a major role to reach intended audiences and activate change. The Ad Council will be conducting outreach across the country to ensure placement of print, radio and television spots. This effort will be greatly enhanced by your help.

As an organization with strong community ties, you have the ability to persuade public service directors to run the PSAs. The following information is designed as a guide to capture the attention of local media and convince them to inform their viewers, readers, and listeners about housing discrimination.

**DO** identify your target media organizations and create a hit list.

**DON'T** overlook opportunities with alternative newspapers, real estate guides, local access cable stations or other local media outlets.

**DO** contact the media organization (newspaper, radio or TV station) and find out who is responsible for public service advertisements – usually someone in the advertising department at newspapers and the Public Affairs Director or News Director for radio and TV stations. Identify the best way to contact him or her, i.e. fax, email, telephone, hard copy mailed letter.

**DO** draft a personalized, brief pitch letter stressing that housing discrimination is a serious community problem that is widespread yet under-reported. Explain how the campaign will address the problem. Enclose fact sheets or other supplemental information. End the letter with a call to action and state when you will be in touch to follow-up. Also include your contact information.

**DON'T** be afraid to be aggressive and persistent – call to follow-up on your letter, and offer to provide review copies of the spots. Continue to make follow-up calls until the organization makes a decision about participating in the campaign. Then stay in touch. Lead times for the appearance of PSAs in a publication or on the air vary from 1 week to 3 months, depending on the type of media.

**DO** keep in mind that radio stations may have policies against airing pre-recorded PSAs. Explain that this campaign was produced by the Ad Council and ask if the public service director can make an exception. Provide the director with an opportunity to hear the pre-recorded spot. If your request is refused, offer the director a “readers” script (included in this kit) for a PSA that may be taped or read on air by staff at the radio station.

**DO** send a thank you note when the media organization runs the PSAs.

**For more information, visit [www.fairhousinglaw.org](http://www.fairhousinglaw.org)**

Leadership Conference on Civil Rights Education Fund ♦ 1629 K Street, NW ♦  
Tenth Floor ♦ Washington, DC 20006 ♦ 202/466-3434 ♦ [www.civilrights.org](http://www.civilrights.org)