

STATE OF NEW YORK  
DIVISION OF HUMAN RIGHTS  
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**FOR IMMEDIATE RELEASE**

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***New York State Division of Human Rights and  
United States Department of Housing and Urban  
Development Announce Month-Long Fair Housing  
Public Service Campaign***

New York State Division of Human Rights ("Division") Commissioner Galen D. Kirkland and United State Department of Housing and Urban Development ("HUD") Assistant Secretary Kim Kendrick today announced a month-long housing discrimination public service campaign, targeting all regions of the state. The half-million dollar campaign, funded by HUD, begins November 3, 2008 and extends through the rest of the month. The campaign includes 4,000 subway and 300 bus advertisements in New York City; 195 bus advertisements in Buffalo, Rochester, and Syracuse; 26 billboard ads throughout upstate New York; advertisements in numerous weekly publications around the state; and a statewide webcast to be broadcast on November 17, 2008. The theme of the campaign is "*for rent/for sale, unless...*" The advertisements list various categories protected under the Fair Housing Act. These include: race, ethnicity, creed, religion, familial status, and disability, among others. The goal of the campaign is to educate the public as to their rights and recourse.

The campaign comes just after the release of a new mortgage study by New York University's Furman Center for Real Estate and Urban Policy finding that the number of new mortgages to Blacks and Hispanics fell sharply in New York City due to the shuttering of subprime mortgages targeted to these neighborhoods. Many minority neighborhoods, instead of possessing full-service banks, have mortgage companies that only offer subprime loans to purchase a home. The study also reported that Black and Hispanic borrowers were adversely impacted even in applying for prime loans with both groups falling by 23 percent and 15 percent respectively in 2007.

Commissioner Kirkland stated: "The Division is very proud of its relationship with HUD to process housing discrimination complaints on behalf of all New Yorkers. We hope this campaign is only the first of many to come which benefit the citizens of our great state." Assistant Secretary Kim Kendrick added: "HUD

is very pleased to join Commissioner Kirkland and the Division in an effort to combat housing discrimination in these trying economic times."

On November, 17, 2008, from 9:30 a.m. to 1:30 p.m., a live webcast will be broadcast from the Division's Headquarters on Fordham Road in the Bronx to attorneys, activists, tenants, landlords, and the public. The webcast is sponsored by the Division, HUD, and the New York State Bar Association. The program will include: "*An Update on Federal and State Fair Housing Laws*," featuring Commissioner Kirkland and Assistant Secretary Kim Kendrick; "*After the Bailout, An Update on Predatory Lending*," featuring Josh Zinner, Co-Director, Neighborhood Development Advocacy Project, and Mike Hudson, Senior Investigator, Center for Responsible Lending and Author, *Merchants of Misery*; "*Housing and the Rights of People with Disabilities*," featuring John Herrion, Director of Disability Rights, Division of Human Rights, Caroline Downey, General Counsel, Division of Human Rights, and Simeon Goldman, Senior Staff Attorney, Disability Advocates, Inc. For information on how to participate in the webcast, visit the Division's website.

The Division and HUD have a contract for the Division to serve as HUD's lead enforcement agency in New York State to investigate and adjudicate complaints of housing discrimination. The agencies have collaborated for almost a decade as partners in the effort to eradicate housing discrimination from the State of New York.

More information on the campaign and webcast is available on the Division's or HUD's websites, [www.dhr.state.ny.us](http://www.dhr.state.ny.us) and [www.hud.gov](http://www.hud.gov).

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