

Press Release
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HUD Produces Video Messages for Deaf and Hard of Hearing

YouTube and Facebook video will alert consumers about important housing issues

WASHINGTON - The U.S. Department of Housing and Urban Development announced today that it has produced videos for YouTube (<http://www.youtube.com/FHAHUD>) and Facebook (<http://www.facebook.com/pages/Washington-DC/Federal-Housing-Administration-Department-of-Housing-and-Urban-Development/37437263955>) designed to educate Deaf and hard-of-hearing consumers about their fair housing rights, housing counseling services, and loan programs offered by the Federal Housing Administration (FHA) (http://portal.hud.gov/portal/page?_pageid=73,1&_dad=portal&_schema=PORTAL)

In one video, a HUD employee uses sign language to tell his story of refinancing his home through FHA, the largest government insurer on mortgages. In another video, he explains that it's illegal to discriminate in housing based on race, religion, sex, national origin, disability or family status. All videos encourage viewers to contact HUD by visiting its website, www.hud.gov for help or more information.

Reaching out to consumers on YouTube and Facebook gives HUD another avenue for delivering content to users, particularly those who are Deaf and hard of hearing. Since it is more consumer-driven, videos posted on these sites get a different level of exposure than just being posted on HUD's website.

Because people usually circulate videos through their own distribution lists, users are more likely to be informed about a video from a friend than by searching for it on their own. However, videos are also searchable by using keywords related to the topic.

About HUD

HUD is the nation's housing agency committed to sustaining homeownership; creating affordable housing opportunities for low-income Americans; and supporting the homeless, elderly, people with disabilities and people living with AIDS. The Department also promotes economic and community development and enforces the nation's fair housing laws. More information about HUD and its programs is available on the Internet at www.hud.gov and espanol.hud.gov.

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[_http://www.hud.gov/news/index.cfm_](http://www.hud.gov/news/index.cfm) (<http://www.hud.gov/news/index.cfm>)

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