

**The Human Relations
Division and Human
Relations Commission**
is a civil rights enforcement
agency.

It investigates complaints from persons alleging they have been discriminated against in housing because of race, sex, religion, color, national origin, age, ancestry, sexual orientation or disability, in addition to familial status in housing.

Chapter X, Article 1 of the Code of the City of Lawrence, Kansas as amended, authorizes the agency to receive, investigate, decide, and attempt to conciliate a complaint or complaints alleging discrimination, segregation, or separation in housing inside the city limits and to hold public hearings.

**City of Lawrence
Human Relations Commission and
Human Relations Division
1006 New Hampshire
Lawrence, Kansas 66044
(785) 832-3310**

If you have questions about your rights or responsibilities under fair housing laws, contact the specialists in the Human Relations Division for a consultation.

They can also provide you with copies of Chapter X, Article 1 of the Code of the City of Lawrence, Kansas, the Kansas Residential Landlord and Tenant Act, the Mobile Home Parks Landlord and Tenant Act, as well as informational brochures and posters.

City of Lawrence, Kansas
Legal Department
Human Relations Division
and
Human Relations Commission

1006 New Hampshire
Lawrence, Kansas 66044

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Advertising Without Discriminating



**City of Lawrence, Kansas
Legal Department
Human Relations Division
and
Human Relations Commission**

1006 New Hampshire
Lawrence, KS 66044
785-832-3310
785-832-3315 FAX
Office Hours:
8:00 a.m. to 5:00 p.m.
Monday—Friday



City of Lawrence



Among housing providers it's common knowledge that putting up a sign in front of an apartment building that says "no children" or "adults only" would be discriminating against families with children. Housing providers also have to be careful not to use ads that say, "perfect house for couple," or "Christian family preferred." As a general rule ads should not contain words that express a preference based on a protected class. Ads should describe the property and not the tenant.

In addition, human models used in sales or rental ads and in brochures and other advertising material should reflect the community's diversity. For example, if a community is 20% Asian, 40% black and 40% white, ads and brochures should not contain only white models. To do so may invite a housing complaint. Create models, ads and brochures that reflect the increasing diversity of our population.

A limited exception applies to renting out rooms. For example, if you're a woman and you have rooms to rent in your house, your ad for roommates may prefer females and can in fact exclude males. But, your ad may not prefer white females over black females nor may it prefer non-disabled females over disabled females. This limited exception applies only to sex and only where the owner lives in the house and wants to rent rooms to same sex roommates.

Use of equal housing opportunity logotype, statement, or slogan

All advertising of residential real estate for sale, rent, or financing should contain an equal housing opportunity logotype, statement, or slogan as a means of educating the home seeking public that the property is available to all persons regardless of race, sex, religion, color, national origin, ancestry, age, familial status, disability, or sexual orientation.

Coverage of local laws.

Where the equal housing opportunity statement is used, the advertisement may also include a statement regarding the coverage of any local fair housing or human rights ordinance prohibiting discrimination in the sale, rental or financing of dwellings.

Notification of fair housing policy

The following groups should be notified of the firm's fair housing policy:

a. Employees. All advertising agencies, publishers of advertisements, and firms engaged in the sale, rental, or financing of real estate should provide a printed copy of their nondiscrimination policy to each employee and officer.

b. Clients. All publishers of advertisements and advertising agencies should post a copy of their nondiscrimination policy in a conspicuous location wherever persons place advertising and should have copies available for all firms and persons using their advertising services. top of page

Selective Advertising

The selective use of advertising media or content when used exclusively with respect to various housing developments or sites can lead to discriminatory results and may indicate a violation of the fair housing law.

The following are examples of the selective use

of advertisements that may be discriminatory:

Selective geographic advertisements

Such selective use may involve the strategic placement of billboards; brochure advertisements distributed within a limited geographic area by hand or in the mail; advertising in particular geographic coverage editions of major metropolitan newspapers or in newspapers of limited circulation which are mainly advertising vehicles for reaching a particular segment of the community; or displays or announcements available only in selected sales offices.

Selective use of equal opportunity slogan or logo

When placing advertisements, such selective use may involve placing the equal housing opportunity slogan or logo in advertising reaching some geographic areas, but not others, or with respect to some properties but not others.



The Fair Housing Logo should appear in all advertisements. Using the logo creates a presumption that you're trying to follow the fair housing law.

Selective use of human models when conducting an advertising campaign

Selective advertising may involve an advertising campaign using human models primarily in media that cater to one racial or national origin segment of the population without a complementary advertising campaign that is directed at other groups. Another example may involve use of racially mixed models by a developer to advertise one development and not others.



City of Lawrence