



U. S. Department of Housing and Urban Development
Washington, D.C. 20410-8000

OFFICE OF THE ASSISTANT SECRETARY
FOR HOUSING-FEDERAL HOUSING COMMISSIONER

October 26, 1993

Dear Public Service Director,

Enclosed you'll find a cassette of yet another Public Service Announcement (PSA). But this PSA is not about ending drug abuse or child abuse. It's not about stopping crime and violence. It's not about eliminating the frustrations that lead to wife beating. Or littering. Or cruelty to animals. It's not about the prevention of teen pregnancy or drunk driving.

Or maybe it is.

This PSA is about the enduring strength of The American Home and the families who live there.

Produced by the United States Department of Housing and Urban Development (HUD), this PSA is an inspirational and touching reminder to Americans everywhere that homeownership--and the many life-enhancing benefits that come with it--are still very possible through HUD's assistance.

For millions of Americans, HUD has made homeownership a reality instead of just a dream. Today, after 60 years of HUD assistance, over 21 million American families have bought homes, and homeownership has increased by more than 60%.

Perhaps you, too, are a homeowner because of HUD.

As Assistant Secretary of Housing of the United States Department of Housing and Urban Development, I ask you to run this spot. To give you the greatest flexibility, we've provided three versions: a:60, a:30, and a:20.

While so many of our citizens have become disillusioned with government solutions, these spots serve as a gentle and sure reminder that HUD has not only worked well but continues to work to improve the lives of all American families. Your help in sending this message can only serve to improve lives as well.

Thank you for your kind and generous support.

Sincerely,

A handwritten signature in dark ink, appearing to read "Nicolas P. Retsinas".

Nicolas P. Retsinas
Assistant Secretary for Housing-
Federal Housing Commissioner