



To: Alabama TV and Radio Stations
Fr: Sharon Tinsley, President, Alabama Broadcasters Association
Re: **NEW SPOTS FOR “HARDEST HIT” (AL HOUSING FINANCE AUTHORITY)**
Dt: May 1, 2018

The Alabama Housing Finance Authority has brand new spots for their “Hardest Hit” campaign. These high quality spots talk about the Hardest Hit federally funded program to prevent foreclosures. Families across Alabama can save their homes from foreclosure if they lose their job or take a significant pay cut. Counselors are available to speak with individuals to determine eligibility for mortgage assistance and to get the process underway.

There are :15, :30 and :60 spots for both radio and television.

Contact Niki Thomas at 205-982-5001 or nthomas@al-ba.com with questions.

AL Housing Finance Authority
“Hardest Hit Alabama” 2018

TV:

Hardest Hit 15 ISCI: AHFT1504
Hardest Hit 30 ISCI: AHFT3004
Hardest Hit 60 ISCI: AHFT6001

Radio:

Hardest Hit 15 ISCI: AHFR1501
Hardest Hit 30 ISCI: AHFR3004
Hardest Hit 60 ISCI: AHFR6004

Air dates:

May 1, 2018 – November 30, 2018