



Working with the media

What?

If you're taking part in Architect in the House (AITH), there's a strong chance your local paper will be interested.

Why?

Working with local media is an effective and easy way to raise awareness of your volunteering and to raise even more money by encouraging the public to sign up to AITH.

Getting into the local paper will boost your fundraising potential, promote your business, and help draw attention to Shelter's work with homeless and badly housed people.

How?

To maximise your chances of getting coverage, contact press and broadcasters who focus on your particular town or area. They will be interested that a local person (you) is participating in this national scheme and giving up their time for a good cause.

Enclosed is a template press release. All you need to do is fill in your details (spaces for inserting information are indicated in italics and underlined) and send it out to local press and broadcasters.

Local media receive hundreds of press releases every day so it's a good idea to call the person you send the release to a few days after sending it. Check that they received the release, ask if they want to cover your story, and find out if they need any other information.

If you do speak to the media, please mention that you are taking part in the scheme to raise funds for Shelter. Don't worry about talking in any detail about what we do; if there are any questions about Shelter, homelessness or housing, refer them to Shelter's press office. For questions relating to the RIBA, refer them to the RIBA's press office (details of both below).

Please ask the journalist to publish the AITH website www.architectinthehouse.org.uk at the end of any article.

When?

We hope that press coverage will raise awareness of the scheme and encourage people to sign up. Architects and homeowners can register for Architect in the House from 19 April 2010 until 4 July 2010; we suggest sending the press release out at the end of April/early May.

Our media teams are here to help

For more information or advice please call:

Julia Pitman in the Shelter press office
020 7505 2058 julia_pitman@shelter.org.uk

Mina Vadon in the RIBA press office
020 7307 3761 mina.vadon@inst.riba.org

Finally, please send copies of any media coverage to Shelter either by email on julia_pitman@shelter.org.uk or by post to **Julia Pitman, Shelter Press Office, 88 Old Street, London EC1V 9HU**