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Shelter  
Scotland

A joint initiative from  
the RIBA and Shelter

## Working with the media

### What?

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

### Why?

Coverage in your local media will boost awareness of your volunteering and increase the likelihood of people signing up to AITH and more money being raised.

Getting into the local media will also promote your business, and help draw attention to Shelter Scotland's work with homeless and badly housed people.

### How?

Your local paper and radio station will be interested that you, a local architect, are participating in a national scheme and giving up your time for a good cause.

You are likely to improve your chance of media attention by contacting the person who regularly writes or broadcasts about housing in your local paper or on radio. If you do not have a name, try contacting the news desk.

Local papers usually publish contact details – postal and email addresses and telephone numbers – or give them on their websites.

Also available to download is a template press release [<link here to Scottish PR>](#). 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 people you sent 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 additional information.

If you speak to the media, please mention that you are taking part in the scheme to raise funds for Shelter Scotland. Don't worry about talking in detail about what we do. If there are questions about Shelter Scotland, homelessness or housing problems, refer them to Shelter Scotland'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](http://www.architectinthehouse.org.uk) at the end of any article.

### When?

The aim of press coverage is to raise awareness and encourage people to sign up. Architects and homeowners can register for Architect in the House from 18 April 2011 until 3 July 2011 – 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 Sarah Webster or Neil Baldwin in the Shelter Scotland press office, 0844 515 2442, [mediascotland@shelter.org.uk](mailto:mediascotland@shelter.org.uk).

Finally, please send copies of any coverage to Shelter Scotland either by email on [mediascotland@shelter.org.uk](mailto:mediascotland@shelter.org.uk) or by post to Sarah Webster or Neil Baldwin, Shelter Scotland Press Office, Scotiabank House, 6 South Charlotte Street, Edinburgh, EH2 4AW.

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