

MEDIA PACK



WE NEED YOU!

BE A HABITAT FOR HUMANITY MEDIA AMBASSADOR



Overseas trips and building projects, fundraising events and campaigning efforts can make great local news. Your regional media will always be keen to hear stories of people from their area doing something different or to make a difference, which will engage their readers.

The publicity created will also make it easier to engage people with the work of Habitat for Humanity, help us raise the profile of the organisation in the UK and encourage more people to attend or be aware of your event or campaign.

Home is the most important place in the world

If you have any requests or questions regarding media coverage please contact the Press Officer on: t: 01295 220322 f: 01295 264230. e: media@habitatforhumanity.org.uk

DEVELOPING YOUR PUBLICITY PLAN



Spread the word

Decide: Why do you want publicity? Who is your target audience? Put these together and you should have a clear publicity aim!

If you are a large group, it might be useful to appoint someone among you to be the media liaison person. This doesn't mean that they also have to be the spokesperson when an interview is requested. It's just helpful to have one point of contact that the media can call upon.

Remember that you are the story. Your local media is more interested in your story because you are a local person/group. This is an effective medium to impact and reach your local community and in turn raise awareness about the Habitat for Humanity project you are supporting.

Do your research

Read the local paper(s) to identify useful sections: every week there may be a community events section in which your fundraiser or story could be featured. Keep any relevant articles you find and note the author's name so you can drop them a line directly.

You should be contacting the following regional media:

- Daily and/or weekly newspaper
- Local radio (in particular the Sunday morning religious show, if you are a church group)
- Local TV news
- Local BBC website
- Local community newsletters, e.g. match day programmes for your local football team.
- Religious press (if you are a church group)
- Trade press (if you are a particular company)

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PRODUCING A PRESS RELEASE

Press releases alert the media to your story. Here are some tips from the Habitat for Humanity media team:

DO'S

1. Give it a date and a snappy headline that tells the story in brief.
2. Habitat for Humanity needs to be in the first few sentences - the first sentence if possible.
3. Your headline should contain less than ten words and your first paragraph no more than 30 words.
4. Type it but keep it short, simple and preferably on a single sheet – maximum two sheets. Use approximately three sentences per paragraph.
5. Use size 11-point font size and 1.5 line spacing.
6. Get all the crucial information in the opening paragraph or two - including who, what, when, where, why/how.
7. Sum up your news angle in the very first paragraph. If you can't sum it up in the first paragraph, chances are you don't have an interesting story. You have to capture the attention of editors at almost first glance.
8. Include a 'quote' from an identified spokesperson that adds some colour it will humanise the story. If writing a quote for somebody else, get their approval before using it. Remember to give the person's full name and job title.
9. Use "said" for quotes – not "say" or "commented" or "added".
10. Write in the third person. Press releases need to be written objectively and without personal opinion. Personal opinion should be restricted to quotes and sentences beginning with 'Habitat for Humanity supporter Joe Bloggs says that....'
11. Provide contact name/s and 'phone number/s - make sure all your key people have a copy, and that at least one person is available outside office hours (with a copy of the release and any useful background information).
12. If the story is photogenic, give details of what, when and where photographs can be taken.
13. Add brief extra background information in a 'Notes to Editors' section if necessary.
14. Check deadlines in advance - make sure your release arrives in time for journalists to follow it up.
15. Style or brand tips:
 - Always write Habitat for Humanity out in full, not 'Habitat', HFH or H4H.
 - Habitat for Humanity is a collective unit so should be referred to in the singular, not the plural; i.e. Habitat for Humanity is working in Zambia... not Habitat for Humanity are working in Zambia....
 - The families we work with are 'homepartners', all one word.
 - Remember that you should always portray with dignity and respect the people we work with.
 - Numbers one to nine are in words, then 10 up to 999,999 in numerals then a crowd becomes one million people (not 1 million or 1m or 1,000,000).
 - Percent is written as a word, not a % sign.
 - Use the Habitat for Humanity press release template
16. Include a link to www.habitatforhumanity.org.uk at the end of your release.

DON'TS

1. Assume the reader will know all about your concerns.
2. Ramble – keep to the important points.
3. Never make claims you cannot prove, and avoid exaggeration - overstating your case is more likely to wreck than to win your argument.
4. Sloppy presentation, mistakes and bad grammar damage credibility - get someone to check for sense, accuracy, and spelling.



SELLING IN A PRESS RELEASE

You've written it – now make sure it gets picked up! Do not assume that sending out a bulk email to all your contacts will guarantee you coverage.

Follow up releases with calls, prioritising the most important outlets. Often the person who is covering the story will not have seen your release and will ask you to re-send. If you send a press release to a generic 'newsroom' email address, it's likely to get lost in the masses of releases received.

Try to get a named contact who you think would be interested in what you have to say. It's fine to ring up first to ask who the news editor or producer of a particular radio show is.

Be persistent and confident – but remember to be polite and respect the fact that people may be on deadline. It often helps to have the two or three most important points written down in front of you before you make any calls. A good site for finding general contact numbers for local media is www.mediauk.com.

For a daily paper or radio show, it's best to call a couple of days beforehand, following up the day before you want the piece to appear to check whether the release has been read and if it is of interest. For weeklies, call the week before. Make sure you know when the press day is for a weekly paper, and don't call them then!

Try to avoid calling from mid-afternoon onwards, as most (daily print) journalists will then be on deadline and unreceptive to new stories. Many media outlets also have a planning meeting mid-morning, when they discuss and decide what will be featured over the next day or week – it's a good idea to get in earlier than that so your story can be part of the planning meeting. For radio, don't call for five minutes either side of the hour, when the news team will be doing their news bulletins.

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Organising a photo call

A good photograph often more than doubles the amount of editorial space given to a news item. News desks may well just send a photographer to see you after seeing your press release. Alternatively you can set up a photo-call yourself.

If you do:

- Make sure there is sufficient branding (display of the current Habitat for Humanity logo) – if necessary we can provide you with branded items.
- Choose an outside location if possible, one that's easy to get to, where there's space for a group of photographers to gather without causing problems.
- Write a photo call notice to send to Picture Editors. This will be shorter than a news release but must include the five w's (who, what, where, when and why).
- 11am is usually a good time, meeting the needs of both morning and evening papers.
- Phone picture desks a day or two beforehand, to make sure the event is in everyone's diaries.
- Arrange for your own photographer to take pictures, so you have a record of the event.

FOR OVERSEAS TRIPS PRESS, BEFORE & AFTER



Fundraising for Habitat for Humanity and going on an overseas trip is an excellent opportunity to tell your local media (radio, press and television) about Habitat for Humanity.

When you telephone, in the case of newspapers, ask to be put through to the newsroom and in the case of radio ask to be put through to Forward Planning. If you have the name of the show, ask to be put through to the Producer of the show itself. Newspapers 'go to press' on certain days and have no time for any callers that day.

With this in mind always check with whom you're talking to and whether this is a good time to call. If it is then inform them of your impending trip. The person you're talking to may then ask you for a press release – see the example below.

Six months before you leave, you can phone your local media about your fundraising events and introduce them to the work of Habitat for Humanity. Tell them:

- What you are doing
- When you are doing it
- Where you are going on your trip
- Why you are going on the trip
- What the trip is about

Two weeks prior to leaving, phone local media (radio, press and television) and tell them

- Where you are going
- Why you are going
- When you are going
- What the trip is about
- Who you are going with

It is highly likely that they will be interested in doing an interview BEFORE you go. Be prepared to be available for an interview and photo opportunity. They will ask you the above What, Where, Why, When, Who questions. They'll ask how you feel about going, what the purpose of the trip is, are you nervous etc. Be prepared to answer their questions. Read up on the project you are visiting, as well as the country you are going to and Habitat for Humanity.

During your trip it's always useful to keep a journal of your time in the project. You may think you'll remember everything but there will be so much to take in. It's useful to make a note at the end of the day. Record how you feel

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when you arrive. What are your first impressions? Talk to the people that you meet and find out what you can about their lives and the work that Habitat for Humanity is doing there. Take pictures (read film/ photography protocols prior to travel). Remember to take pictures of yourself with local people in the community as this is what your local newspaper will most be interested in.

On your return, contact the newspaper/radio as soon as you can – preferably within two weeks. You could offer to write an article for them or ask them if they would like to interview you on your visit. In the case of newspapers tell them you have lots of pictures.

Don't forget community newsletters – are you a regular football supporter? Tell your fellow fans about your trip in the next match day programme.

Always remember to give the journalist or whoever is interviewing you the details of how the reader, listener or viewer can help. Provide contact information. Use the standard Habitat for Humanity statement within Notes to Editors (on page 7) to ensure consistent branding and messaging. Use the press release template on page 7, inserting your own details, event, quotes and names where relevant.

Example schedule:

When	What
6 months before leaving	Tell media about your fundraising, introduce them to the work of Habitat for Humanity, and tell them where you're going
2 weeks before leaving	Tell media about your upcoming trip and why you're going. Be prepared to do an interview
While you're away	Keep a diary!
1-2 weeks after returning	Phone your media and feedback on your trip. Tell them you have lots of pictures.



PRESS RELEASE EXAMPLE 1 – A fundraising event

January 1, 2012

Award winning Birmingham business rough it for charity

MEMBERS of an award-winning property development firm have raised £4,000 for charity – by spending a weekend living in a shelter they made from scavenged materials.

Last weekend Mr Jones, Joe Bloggs, Mrs Smith and Dave Davies, of Birmingham-based business XXX, joined 34 other teams on Habitat for Humanity's annual Hope Challenge.

The teams had to trek 20km and spend a weekend in shelters they made from scavenged material in a field near Edale in the Peak District.

The XX team whose head office is based in Edgbaston, Birmingham made a home from home out of old pallets, tarpaulins and roofing materials – which remained intact for two nights thanks to the efforts of Mr Jones, who is the Marketing Manager for XXX.

Mr Jones said, "It was worth every minute of lost sleep as we attempted to live in our makeshift shelter for the weekend. As it helped us really understand what millions of people around the world who live in makeshift shelters experience and without access to the basic resources we take for granted such as a toilet or running water. We were proud to take part and raise so much money to support the fantastic work Habitat for Humanity is doing; providing people with a home and hope for the future."

The team raised £4,000 in sponsorship for the charity, which aims to provide decent housing for people living in some of the most deprived regions in the world. In total, the teams' efforts raised £105,000. Habitat for Humanity estimates that 1.6 billion people around the world live in makeshift dwellings and slums.

For more information on Habitat for Humanity's Hope Challenge or to take part in next year's event email xxx or call xxx.

Ends

For more information, interviews or photos please contact Joe Bloggs on 00000 000000 or email xxx.

Notes to Editors

Habitat for Humanity is an international Christian charity that aims to break the cycle of poverty by eliminating poverty housing and homelessness. We believe that everyone, regardless of background or belief, has a right to a safe, decent place to live. We champion that right and also take practical action, working with communities around the world to empower them to design and manage appropriate housing projects in their neighbourhood. Since 1976 we have helped over 3 million people.

PRESS RELEASE EXAMPLE 2 – Before you go on a volunteering trip

April 2, 2011

Leamington resident travels to Nepal to build home

Next week Bertie Brown, 32, from Leamington Spa is travelling with charity Habitat for Humanity to Nepal, to help a family living there build their first ever home.

The Leamington resident who has been fundraising for the charity for over nine months – raising over £1,000 – is joining a team of 24 other volunteers to work alongside the Pariyar family who currently live in a shack. They will fly to Kathmandu on Saturday and then spend seven days building a home using specially-developed bamboo technology.

The Pariyar family currently lives in a shack made from old corrugated iron and scraps of plastic. Together the team from towns across England including Bertie's home town of Leamington and the Pariyar family will build a home that will enable the family to escape the shack and to finally have a safe, secure and decent place to live.

Mr Brown said, "I don't know exactly what we'll find when we get out there, but I'm excited and eager to help the family to change their world. I've seen photos of the types of houses and shacks that people live in out there and

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that just makes me want to do something about it. People shouldn't be living like that. I'm so excited that, by raising funds for Habitat for Humanity and volunteering a week of my time, I can help to eradicate poverty housing."

Bertie Brown has organised multiple fundraising events in and around Leamington in preparation for his trip, from builders' tea parties to car boot sales and raising £1,150 for Habitat for Humanity. The charity estimate that 1.6 billion people around the world live in shacks and poverty housing.

Ends

For more information about the charity please visit: www.habitatforhumanity.org.uk. For more information, interviews or photos from Bertie's trip contact him on 00000 000000 or email xxx.

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PRESS RELEASE EXAMPLE 3 – When you get back from your trip

April 16, 2011

Volunteer from Leamington builds a house in seven days

Last week a volunteer from Leamington Spa built a house in Nepal with charity Habitat for Humanity.

Bertie Brown, 32, joined a team of 24 volunteers from towns across England to help the Pariyar family living near Kathmandu, Nepal, to build themselves a safe, decent home. The family until last week lived in a shack made from scraps of iron and plastic.

The team and local family spent a week mixing concrete, building with bamboo, plastering and painting in order to build the Pariyar family's new home. Mr Brown worked alongside all four members of the Pariyar family – mum, dad and two daughters – helping them to build a home that would keep them safe and dry.

Bertie said, "It was absolutely the best thing I've ever done. All of the preparation, all of the fundraising – to see it culminate in the experience of building a home was just fantastic. The family we worked with was amazing too, and by the end of the week by working together we'd finished their house.

He continues, "There was pure joy at the dedication ceremony at the end when the family received the keys to their new home! Their lives will be transformed now they don't have to live in that leaky shack any more. I'm definitely going back next year and would encourage anyone else to do the same."

The youngest daughter of the Pariyar family said, "I'm so happy now that our home is safe and beautiful."

Mr Brown joined the team as part of Habitat for Humanity's Global Village programme, which offers opportunities for people to volunteer and build homes with families in developing countries like Nepal.

For more information go to www.habitatforhumanity.org.uk or call 01295 264240.

Ends

For more information, interviews or photos please contact Bertie Brown on 00000 000000 or email xxx.

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WRITE A LETTER TO EDITOR

Spotted something that makes you want to leap out of your chair and talk about Habitat for Humanity?

Write a letter to editor as a Habitat for Humanity supporter.

The purpose of letters pages in newspapers is to give everyday people an opportunity to publish their views and respond to the issues of the day. This makes writing a letter to the editor one of the easiest ways to get your message across to thousands of readers and opinion formers such as MP's who monitor letters pages closely.

What's the hook?

If you are responding to something that appeared in the newspaper, you need to send your letter to the editor that very day or, at the latest, the next day – and reference the article in your letter. If you are not responding to something, but writing off your own bat, think about whether there have been any related issues in the paper or on the news recently. If you can tie your letter into a current issue you will have a better chance of getting it published. For example... Did you just read a news release from Habitat for Humanity about lack of access to decent sanitation in the developing world that made you so frustrated when compared to the latest story on our excessive use of water in the UK? Describe yourself as a Habitat for Humanity supporter/sponsor and let the world know!

Call to action...

Where appropriate try and encourage others to join us in our battle against poverty and injustice and include a call to action at the end of your letter and encourage readers to visit www.habitatforhumanity.org.uk or call 01295 264240.

Keep it brief and tailored

Letters to editor should be short, snappy and to the point – no more than 150 words. Take a look at previous letters pages and tailor your letter to the style of that particular publication.

Don't forget!

It's vital you include all your contact details. Even if you only want to be known as a 'Habitat for Humanity supporter' you still have to include a name and address/email address for the letter to be published.

Success!

If your letter is published we would love to know about it or send us a scan of the cutting.