



GUIDELINES FOR PRESS RELATIONS

One of the key objectives of The Almshouse Association is to raise the profile, not only of the Association but the almshouse movement, and you, our valued members.



Image courtesy of Amersham almshouses

The Association is working on a public relations campaign to increase awareness of the almshouse movement. As more and more people get to know about your purpose and work and almshouses in general, we hope to be able to encourage more support for member charities through representation, trusteeship and fundraising.

We are here to support you

We hope that we will receive a lot of interest from the press from our PR activities. It would, however, be naive to think this interest would simply be about the almshouses in your town/village/city.

Local journalists will, of course, be interested primarily in your story, your almshouse/s, your residents and your local community. Some journalists, however, may also want to ask additional questions about The Almshouse Association or the almshouse movement and may contact you directly for a comment.

Should this happen, please do not hesitate to refer any journalists to us, if necessary, so we can provide any further information they may require.

Nick Phillips, CEO of the Association is available for interviews, to provide a comment, or help you with further details and statistical data, so please do not hesitate to involve us in your media work if you feel it may support your charity more.

We have also put together a set of guidelines to support you when you are talking to journalists, or if you are contacted directly by them for any quotes, or would like to engage with them directly about any potential events or stories you may have.

GUIDELINES FOR PRESS RELATIONS

What happens if I get asked any difficult questions?

When dealing with any enquiries from newspapers, broadcast press (including radio and TV stations), journalists and press relations personnel, there is always a potential for them to ask awkward questions or 'dig' for more information.

We may not want this information in the public domain without consultation with our Press Relations Agency (PR) and/or our Chair/CEO.

It is not a case of shying away from challenging questions, but there are a number of ways to put across a message without encouraging 'negative press'.



Image courtesy of Fotherby almshouses.

Guidelines overview

The guidelines included in this pack will help you manage any general interactions or challenging situations with the press and we will be available to offer advice and support where needed.

#SupportAlmshouses

The Almshouse Association
Billingbear Lodge
Maidenhead Road
Wokingham
Berkshire
RG40 5RU

01344 452922
www.almshouses.org
AlmshouseSupport@almshouses.org

Registered Charity No. 245668 Registered Company No. 04678214

