



How to become a contributor to your local media outlets

Scott Frank, Senior Director, AIA Media Relations

LEARNING OBJECTIVES / Course = 1 Learning Unit

- Approach a media outlet and propose developing a regular editorial presence by writing “tips-for-homeowners” articles to be published in print or online.
- Structure the article content that is informative, yet not overly promotional.
- Use seasonal changes, geographic issues, real-world challenges and AIA design trends data as topic ideas for article content.
- Leverage published articles to help further your business opportunities, personal, professional and/or organizational brand, and to be an active advocate for the profession and residential architects in general.



POLL QUESTION:

**Have you ever had an article
published under your byline?**

Purpose:

- To replicate a successful relationship w/ *The Washington Post* “Where We Live” real estate blog in other newspapers across the country
- Sources developed by publicizing opportunity to provide articles authored by local architects in Capital Area CRAN website
- To date: 10 different articles published (blog and print section)
- Can we activate local CRAN chapters to develop similar opportunities?

The Washington Post

How to find an architect

By John Isch November 26, 2012

As the housing market pulls out of the economic morass of recent years and mortgage rates continue to be at very favorable levels, more people are considering a custom residential construction or major renovation project.

An architect can serve as your advocate through all phases of the design and construction process (especially by ensuring the construction is executed according to the design specifications), provide crucial pre-design consultation, negotiate the best prices on building materials and to present a final design that will reduce energy consumption and maintenance costs over the life of the home.

But how do you find an architect who is the best fit to help you execute your vision?

Start by getting recommendations from friends and family members who have used an architect. An American Institute of Architects' online tool is available to help you search for an architect in your local area. You can narrow your search down to three or four firms after reviewing their design portfolios on their Web sites.

As you begin your interview process, there are a multitude of questions you should ask a prospective architect:

- What does the architect see as significant issues of consideration in your project?
- What will the architect show you along the way to explain the project?
- What is the architect's experience/track record with cost estimating?
- Can the architect provide a list of recent references?

How to a REGULAR establish local editorial presence

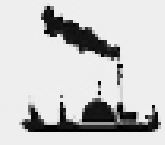
STEP 1: Get group buy-in and determine what regularity seems feasible that you can offer to a newspaper or local lifestyle publication

(suggest starting with proposing quarterly submissions)

STEP 2: Develop list of potential article topics and determine who will write the various articles

Possible topic ideas

- Top 3 considerations when planning a major renovation
- How to maximize efficiency in kitchens / bathrooms
- Design elements that can prepare your home for storm season
- Senior living space considerations
- Building materials to promote a healthier home environment



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How to choose the right architect

REAL ESTATE - JULY 22, 2016 6:23 PM

BY JANE FREDERICK

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Building a new home or renovating a current one is both exciting and a little intimidating.

With everything that's involved, one question folks ponder is whether or not to hire an architect or draftsman. Do we even need one? What services do they provide, and do we need all of those services? And, most importantly, how do you find the right one who matches with your goals, ideas, personality, and your budget?

Choosing the right architectural firm from the start allows you to enjoy the build or renovation process as much as you will enjoy the finished house.

To find the perfect match in an architect, consider the following points that can guide you along the way. Use these to help you analyze the qualifications, design strengths, and communication skills of your candidates.

High standards

Architects are uniquely qualified through education, experience, examination, and practice to

- STEP 3: Approach editor of local newspaper Home & Garden / Real Estate section; Local or regional lifestyle or shelter publication and offer to provide “tips oriented” articles with advice for homeowners – from a residential architect’s perspective
- STEP 4: Review AIA resources that can be valuable resources to include in the articles or trigger topic ideas

AIA residential resources

- [Home Design Trend Surveys](#) as topic ideas or to add a data point in an article to substantiate the increase in popularity in home element
- CRAN TV You Tube video: [How to Choose an Architect for Your Project](#)
- Contract Document information for residential projects

Article development tips

- Follow editorial guidelines of publication (word count: 700 +/-)
- No self-promotion, be informative with tips geared towards homeowners – write from personal vantage point
- Present common frustration / offer design-oriented solutions
- Weave in role of an architect as problem solver and / or project guide
- Avoid archi-speak, always use plain English and laymen's terms

The Washington Post

How to live large in a tiny house

By Julia Caswell Daitch
April 6, 2015

I love the tiny house movement.

I love the efficiency of it. I love the flexible use of space. I love the things that fold out from the wall, and who doesn't love miniature things — so cute! But when I think about it for my lifestyle, it would be darling — for about the first week. Then, after tripping over my family during that week, I'd start thinking about an addition or maybe a new house.

When I was in architecture school, I had a professor by the name of Kaya Arikoglu. He would often have jewels of wisdom and this particular jewel that I'm going to talk about here I have used over and over again throughout my architectural career. He would say, "You can't afford the mansion, but you might be able to afford one room of that mansion." I love that philosophy so much. It really works.

About 14 years ago, I designed our vacation home on a pretty tight budget and I used this philosophy. Yes, I had to make sacrifices — I couldn't have the grand kitchen, the palatial bathroom, the separate dining room, the todiefor master bedroom. I had to make the decision that one room, "the great room," was the priority and everything else was subordinate to that idea. I had to use a simple structure (think barn). You will save a lot of money using a simple structure, all those fussy bumpouts cost money. Quite simply, that is why barns have always been built that way. They wanted a lot of space — for little money. That's just what my just now named "notquitesotiny house movement" wants to do, too.

When I went to a mason to get a bid on my house project, he said, "Why do you want the footprint so small — I've built garages bigger than that!" The answer was simple, I didn't have the money to make it bigger. But what I knew was that it would live large, because I wouldn't divide the space into little compartments like most homebuilders do. The enemy of tiny houses is interior separation walls. Yes, it is important to close off the bathroom and maybe the bedroom, but everything else has to share the great space or it won't be a great space because the budget will be eaten up by all of those rooms.

Julia Caswell Daitch is the principal architect of Caswell Daitch Architects in Silver Spring, and a member of the Potomac Valley Chapter of the American Institute of Architects and the AIA's Capital Area Custom Residential Architects Network (CRAN). To see a YouTube video on how to choose an architect for your project, [click here](#).

It works for renovation, too. **Architects are adept at manipulating** the current layout of a space, which can really expand the spatial feeling of an existing house.

The Washington Post

How to add splendor to a tired bathroom

Meeting with an architect is important to discuss the overall value of features as they relate to the rest of your home.

By Stephanie Brick April 5

Stephanie Brick is a designer at Nicely Done Kitchens & Baths in Springfield, Va.

Bathrooms were once the quintessence of utility and raw function in a house. Now, though, a well-designed master bathroom is revered as luxurious and, at times, even palatial with marble and exotic stones adorning every wall and floor surface.

In today's household, the bathroom strives to emulate the look, feel and experience of a personal spa, embodying tranquility and serenity in every aspect of the design. Double shower heads, body sprayers, chroma- and aromatherapy shower enclosures — the list of ways to incorporate splendor and extravagance into even small spaces is endless.

There are important inherent elements that need to be recognized in bathroom redesigns, no matter what the scale or desired level of opulence. One of the most frustrating elements of a poorly designed bathroom is poor scale: Having 2-foot-wide drawers or open shelving in your base cabinets leaves you with terribly inefficient options for small items typically stored in a bathroom, like Q-tips, cotton balls, toothpaste, floss, etc. An architect can help work out the balance you need for a wide, open feel to the space with efficient and small-scale storage solutions to suit your needs.

The Washington Post

How to design efficiency into your kitchen

By Stephanie Brick February 9

Gone are the days of kitchens as single-purpose rooms: We cook, entertain, do homework, pay bills, catch up and socialize there.

The kitchen, regardless of size, will inevitably end up hosting more people at a party than any other room in the house (despite your best efforts). It is the highest trafficked yet often most inefficient room in a home.

For instance, you may be merely settling or adapting to spaces defined by a builder from decades ago that never really met your needs. You may have every nook and crevice in your kitchen crammed with that oversized serving platter for Thanksgiving, the 30-inch-high coffee tureen, the rice cooker that they've only used once but will probably need someday for the recipe in that book you don't want to get rid of.

This new world of opportunity can be overwhelming or intimidating at first, **but keep in mind, an architect will be your guide, always by your side through the entire process.**

How to “merchandise” published articles

- Post to your firm website or blog
- Share via social media channels
- Promote with clients or new business prospects
- Send to local TV stations for possible segment on design topic with broad appeal (or see if you local component can reach out to broadcast press contacts)

Questions?

Final thought

Every architect that gets an article published is an active participant in the AIA national public awareness campaign. Good luck!

POLL QUESTION:

Having heard how this might work – how many plan to try and develop a regular column opportunity in your market?

Contact information

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Thank you.