



Sundays 8/7c on ABC

Media Instructions

Contact:

Taylor Abbett, Tailored Marketing Inc.

Office: 412-281-1442

Cell: 412-551-0519

taylor@tailoredmarketing.com

The media is welcome on site for the duration of the Slaughter family build. Keep in mind, however, that this is a very busy construction site and closed set. Recommended media hours October 19-24, 2008 are 8:00 a.m. until 8:00 p.m. Daily media alerts will be distributed electronically and/or on site. Media ID is required at site check-in and advanced scheduling is highly recommended. News releases and other media materials about the build will be available at Extreme.MontgomeryRust.com and on site.

Park & Ride

Media, VIP, and volunteers are to park and check-in at Abundant Beginnings Parking Lot at 235 Eastgate Dr. Pittsburgh, PA 15235. Shuttles will run the 19th through the 24th, from 7am to 7pm.

Media Badges

Media badges will be distributed at check-in and must be clearly displayed at all times. To obtain a media credential (badge), all media must visit the clearly marked media tent. At the tent, each media representative will need to show station/publication credentials and photo identification.

Media Tent

All media are required to stay in the media tent for their coverage. They are never allowed to be part of construction, volunteer or walk into the house during the build or until after the airdate.

[FAMILIES HELPING FAMILIES]

Clothing Rules

Media, volunteers, and subcontractors must wear closed toe shoes at all times.

Interviews

Interviews with the builders, designers and project managers are an excellent way to supplement stories with visuals and human-interest angles. Interviews can be scheduled through the duration of the project. All interviews must be scheduled through the media contacts (listed above). Attempts to interview on-site without permission will result in loss of access to the site.

Location Procedures

Media are welcome onsite for the duration of the project. However, specific procedures are in place to assist media with gathering the most relevant information and to help the construct/design teams focus on the task at hand.

Please note the following:

The site is a closed Construction set. Media will have a tent on-site for event coverage.

To obtain a press credential (badge), all media must visit the clearly marked media tent. At the tent, each media representative will need to show station/publication credentials and photo identification.

Press badges must be clearly displayed at all times.

You must wear closed toe shoes at all times.

Interviews with the builders, designers and project managers are an excellent way to supplement your story with visuals and human interest angles. Interviews can be scheduled through the duration of the project. All interviews must be scheduled through the media contacts. Attempts to interview on-site without permission will result in loss of access to the site.

Daily press briefings will be hosted by various members of the build team each morning at 10:00 am. Daily press briefings will include progress and projects completed during the day and evening before, and expected activity for the current day. Also – any interest stories, unique challenges and humorous anecdotes will be shared!

Daily releases will be distributed on-site in the media tent and via email, and will be posted on this website. If you would like to ensure that you are on the email list, please make a request at the media tent.

Limited quantities of food and drink are available, but primarily intended for volunteers and staff. We suggest journalists bring their own supplies if they plan to be on-site for long periods of time.

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