# MEDIA TIP SHEET

The media tip sheet provides guidance to volunteers on how best to respond to media inquiries. Prior to your count, you should make every effort to engage the media outlets in your community. To ensure the confidentiality of your survey participants, kindly request that the media refrain from interviewing teams of volunteers, especially volunteers surveying on the street. As part of your volunteer training, instruct volunteers on how to respond if the media approaches them. The media tip sheet should be included in your volunteer training package

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## Why are we doing the survey?

The **[INSERT NAME OF COUNT]** Count is a **[INSERT FREQUENCY I.E. ANNUAL, BIANNUAL, OR BRAND NEW]** survey. The information that is collected tonight will be used by **<agency/municipality>** to help plan appropriate programs and services for people experiencing housing problems or homelessness. Anonymous data will be shared provincially/territorially and nationally to build a better understanding of homelessness across Canada.

No names or personal identifiers are included in the count and the information gathered is compiled and reported as a total. The **[INSERT NAME OF COUNT]** is managed by **[INSERT NAME OF LEAD ORGANIZATION]** and is done in collaboration with a range of partners including **[INSERT KEY PARTNERS].** For further information, please go to **[INSERT PiT COUNT WEBSITE].**

## What to do if the media shows up:

In order to maintain consistency with messaging and ensure accurate information, we ask volunteers to refrain from commenting on the PiT count with the exception of talking about their own personal experience.

DO NOT comment on the overall count, the process, how the survey is progressing or anything else to do with the survey or the people you are interviewing.

We are asking the Media to respect people’s privacy. They will be kept informed of the outcome of the survey and what it means to **[INSERT NAME OF COMMUNITY].**

Please direct queries to:

**[INSERT NAMES AND CONTACT INFO FOR MEDIA CONTACTS]**

## What can I post on social media?

While we want to encourage you to share your personal experiences we need to maintain the integrity of the PiT count and the confidentiality of the people you encounter including survey participants and other volunteers.

When sharing about the count you can use the hashtag # **[INSERT HASHTAG, E.G., #WinnipegPiT or #YYZcount]**.

Do not post pictures:

* of anyone except yourself or friends/family for whom you have received consent (ensure no one is in the background)
* that identify encampments, shelters or buildings (even public ones)
* of the survey materials
* If you come across an interesting building or site (unrelated to homelessness) please save the picture to post until **after** the count is completed – we do not want to actively publicize where PiT Count volunteers and survey participants are located.