

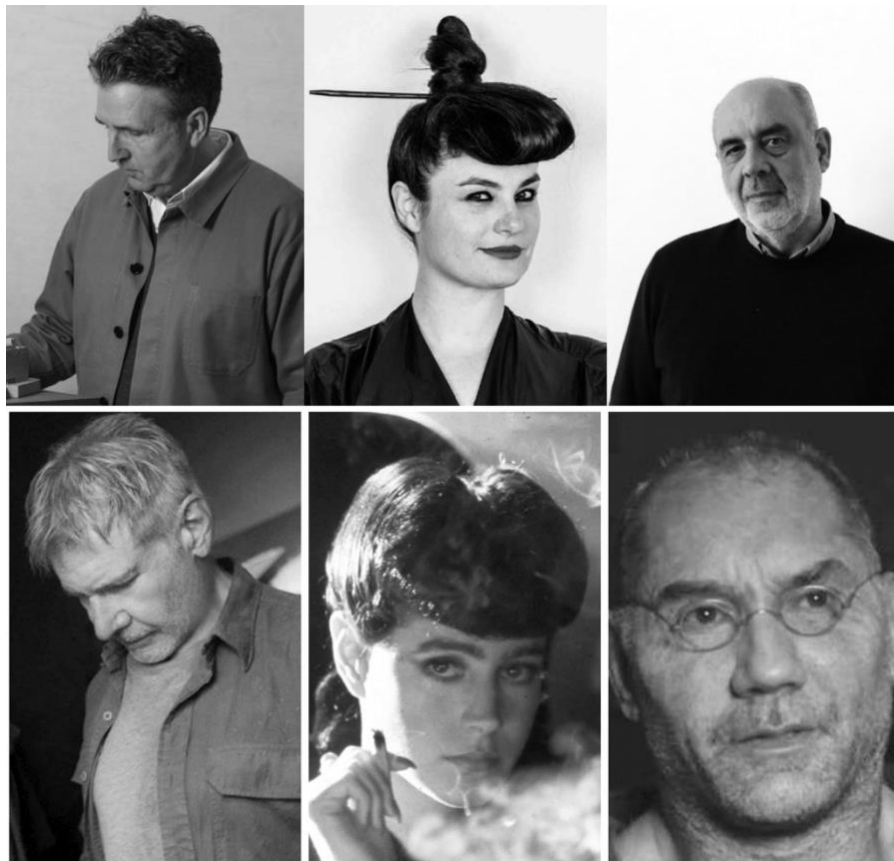
## IBP AWARDS ENTRY 2018

### SIMON ALDOUS, ARCHITECTS' JOURNAL | MULTIMEDIA JOURNALIST

The second year of my weekly newsletter has seen it evolve and develop while its audience has grown. Originally commissioned as a roundup of news items, it has quickly become a crucial opportunity to provide a wider context for AJ's stories: looking into their historical background and making connections with other stories; as well as being opinionated and often using humour.

It has also been rebranded as 'Simon Aldous's Weekend Roundup' to emphasise that it is my personal take. As well as being sent as a newsletter every Saturday morning, it now appears as the lead item on the AJ's website over the weekend.

I have paid more attention to images, particularly on the main story, making them as eye-catching as possible. This example accompanied my suggestion that the three candidates shortlisted to be director of the Architectural Association had been recruited at a Bladerunner-themed fancy-dress party.



To encourage reader engagement, I introduced a weekly poll on one of the big issues of the day, which earlier this year correctly predicted the outcome of the RIBA presidential election.

Over the last 12 months, the newsletter's average opening rate has steadily risen, and is now up by a massive 19% year on year – with the majority reading it over the weekend.

AJ editor Emily Booth commented: 'Simon's weekly take on the news is insightful, pithy and well-written. It has helped boost the AJ's digital engagement figures and provides a lively, contextual sense-check for the week ahead.'

Attached are three newsletters that exemplify its qualities:

#### [23 September 2017](#)

Scottish architects' professional body produced an extraordinarily amateurish pop-up installation, ostensibly to promote Scottish architecture. The inclusion of an architect as one of the contestants in 2017's *Great British Bake Off* was a great quirky story; I also live-tweeted the episodes he appeared in, focusing on the architectural angle.

#### [23 June 2018](#)

The destruction of Glasgow's Mackintosh Building by fire prompted questions about whether it should be faithfully reconstructed. My poll on its future received 377 votes. The appointment of an architectural expert witness to the Grenfell Tower inquiry was a fast-developing story that concluded minutes before my final deadline.

#### [30 June 2018](#)

The RIBA's presidential elections made for a rich source of copy for much of the summer. The emergence of a #MeToo era 'Shitty Men in Architecture' list needed to be covered, but sensitively and with a mind to legal concerns.

### How to log in to the Architects' Journal website

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