

Supporting your Professional Promotion Activities

TIPS & SUGGESTIONS FOR CONTACTING LOCAL MEDIA DURING OT MONTH

October is Occupational Therapy Month! This is a terrific catalyst to think about how you can make your profession more visible in your community or region. OT Month provides a timely reason to be in touch with local media channels with proposals to share information and human interest stories about occupational therapy. Community newspapers and online outlets as well as local radio stations look for relevant community-based content of interest to their audiences. **Why not make an OT Month commitment to pitch a story or promotion about OT to your local media?!**

Making the contact...

- **Local radio stations**
Review this [listing of local Ontario radio stations](#) to find local channels to your city/town. Links will take you to Wikipedia listings – look for station websites and contact information.
- **Local TV stations**
Review this [listing of local Ontario TV stations](#) to find channels local to your city/town. Link will take you to Wikipedia listings – click on your station to get to Wikipedia listing for that station – look for station websites and contact information.
- **Local community newspapers**
Review this [listing of Ontario community newspapers](#) to find your community outlets. The link will take you to the online version of the newspaper. Look for the “Contact us” links to find where to send letters, news, stories.

Share that October is Occupational Therapy Month and that this is an ideal time to focus an interview or article on occupational therapy in your community. Offer to support or submit a short article about occupational therapy or to participate or assist in the development of a radio/TV announcement or interview. Consider asking them to include a [promotional resource](#) on their website during OT Month or to feature one of OSOT’s new promotional [animated videos](#).

What makes a good story?

- A local radio station may support **public service announcements** or have a local host that would be willing to work it into their DJ duties. Why not suggest a shout-out e.g. *Hey "Ourtown"....it's October... and it's Occupational Therapy Month here in town. Occupational therapists or OTs are health professionals who work with people who for a variety of health related reasons, experience challenges managing day to day living skills that limit their participation in activities that are both important and meaningful for them. OTs help people find solutions that eliminate or minimize barriers and enable enable them to engage in the occupations of day to day life – self care, managing at home, succeeding at work or school, engaging in meaningful social and community activities. This is pretty important work and I understand we have OTs working in Ourtown at..... So here's to all our Ourtown OTs! Want to know more about occupational therapy? Visit OTOntario.ca. Of course you can provide a shorter version!*
- **Offer an interview if there's a talk show format** that could be relevant. This might focus on what OT is or on a local program or service that is meeting community needs, a new OT position at a Family Health Team, or on a topic of more general interest – home safety for seniors, accessibility, workplace mental health, etc.
- **a community newspaper is always looking for local stories.** Share that you live and/or work in the community and that you could help develop a story. Perhaps there is a client that would be willing to be interviewed or a hospital administrator...
- **Human interest stories are bread and butter to community newspapers.** Can you share an interesting story about OT in your community –
 - the history of your service
 - a new development or program that is meeting needs in the community
 - an OT event, e.g. an open house, a community education session
 - a client story (with client consent and participation of course) that illustrates well what your OT services contribute
- an **informative article on a topic of interest to the broader community** that also educates readers about OT –
 - living with dementia
 - backpack safety tips for kids
 - tips for home safety for seniors
 - build from your own experience and expertise
- Feel comfortable to identify OSOT as a resource to the public to find and OT or to find more information. Include reference to our contact information and the OTOntario.ca website

OSOT is pleased to assist....

If you're willing to make contact with a media outlet, don't hesitate to be in touch with the [OSOT Office](#) – we'll be pleased to provide any resources and advice we can.

Check through our [Promotional Resources pages](#). You'll find prepared promotions that may be used at any time.

Thank you in advance for considering how you can ***do your part to promote OT!***