

Sample Media Advisory

A media advisory is intended to drive media to attend a special event. In a simple format, it answers a journalist's most basic questions: what, where, when, why, who, and how.

Use the sample media advisory, below, to format and create your own media advisory.

****MEDIA ADVISORY**
FOR IMMEDIATE RELEASE** ****MEDIA ADVISORY**
CONTACT: [NAME, PHONE, EMAIL]**

AOTA/[State Occupational Therapy Organization Name] and Rebuilding Together™ Join to Make Homes Safe and Accessible

[City, State] — The **[State Organization]** today announced that it is joining the American Occupational Therapy Association (AOTA) to partner with Rebuilding Together, a national volunteer organization that preserves and revitalizes houses and communities through more than 250 local affiliates. **Occupational therapy professionals** will volunteer their health expertise to National Rebuilding Day to promote home safety and independent living.

WHAT: Rebuilding Together's National Rebuilding Day, **April 24, 2004**, is when volunteers repair and rebuild on behalf of low-income homeowners, particularly the elderly and disabled. Rebuilding Together's goal is to make homes warm, safe, and dry. Additionally, occupational therapy practitioners and students in **[City]** assist work groups with identifying homeowner needs and appropriate modifications to make home environments safer and more accessible for owners.

WHERE: **[Insert Name of Location], [Address of Location, Room or Floor]**

WHEN: **[Date of Event], [Time, p.m. or a.m.]**

WHY: Home design is typically based on the assumption that homeowners are completely able to navigate the functions of daily life (using stairs, manipulating knobs and switches, getting in and out of bathtubs, going through standard-width doorways, etc.). Sometimes, because of aging-related changes or specific disabilities, homeowners can no longer participate in these activities the same way they once did. Then it becomes essential to modify the home and teach new skills, so that people can remain in their homes and participate in necessary activities of daily living. The increasing numbers of older Americans, including the population of aging baby boomers, is shifting the focus of home design to universal design and emphasizing the importance of the home modification process.

AOTA and state occupational therapy associations educate the public and advance the profession by providing resources, setting standards, and serving as advocates to improve health care. Working with an older adult population facing age-related or other changes is the professional focus of many AOTA members. The occupational therapy profession contributes its considerable expertise to the home modification process through evaluation, consultation, and training with clients or consumers who need home modification to age in place. AOTA and Rebuilding Together work toward mutual goals of active community participation and the promotion of home safety and independent living.

WHO: **[Name of Local OT Spokesperson and Title]**

[Mr./Ms./Dr. Name], an occupational therapist with expertise in home modifications for independent living, will be at **[location]** on National Rebuilding Day and will be available to answer questions. **[He/She]** can also arrange a walk through of the home prior to event day and point out home modification needs and solutions.