



**National Society of Genetic Counselors
STAR/Rosen Public Relations Projects
(April-May 2003)**

Proactive Media Outreach

- Agency drafted and issued media advisory for Region IV meeting/ DNA Day in Chicago.
- Agency arranged interview for Robin Bennett with the *San Jose Mercury News* for an article on genetic testing.
- Secured placement in *Health Careers USA* for a profile on counseling as a career. Robin is writing the article, which will run in late July.
- Agency arranged for *USA Today* to interview Christina Palmer about prenatal issues at the APA conference.
- Agency reached out to media in the San Francisco area in an effort to generate interviews at APA, to no avail.
- Robin Bennett's interview with *Self Magazine* will run in the July issue.
- Following a report that ran on NPR, agency prepared an advisory which was released to national media contacts. A producer from ABC News requested additional information. NPR declined to run another story on this issue.

Genome Meeting

- Agency contacted more than 15 national media outlets in an effort to secure interviews with Robin Bennett during Genome Meeting, to no avail.
- Contacted NHGRI several times in an attempt to work with them to secure media coverage.