



**National Society of Genetic Counselors
STAR/Rosen Public Relations Projects
(April - May 2004)**

Video News Release – AWARD WINNER!

NSGC's video news release won a Pyramid Award from the New Jersey Chapter of the Public Relations Society of America (PRSA). The award recognizes the best video news release entered in the category from PR firms in the New York and New Jersey region.

Proactive Media Outreach

Agency/Dawn Allain continue to work with *TODAY Show* for a story on newborn screening. Story is scheduled for the week of June 21.

Dawn Allain, Kelly Ormond and Aimee Walter were interviewed by the *Chicago Tribune* for an article about the genetic counseling profession. Article appeared April 9th in the Career Builder section.

Dawn Allain was interviewed by *Fortune Magazine* for an article on genetic testing that will appear in a special section due out in June.

Dawn Allain was interviewed about genetic testing by *CBS MarketWatch*.

Robin Bennett was interviewed by *Details Magazine* for an article on cousin marriages.

NSGC was mentioned as a resource in an article in the *Chicago Sun Times* on May 27.

Kelly Ormond was interviewed by the *New York Times* for an article on disability and prenatal diagnosis, slated to appear in early June.

Agency is working with Jill Fond Allen to author an article on stem cell research for *Health News Digest*.

Agency spoke with health reporter Antonio Regalado at *Wall Street Journal* about using an NSGC researcher as a source. Allyn McConkie- Rosell's C.V. was forwarded for consideration.

Dawn Allain was interviewed by the *International Healthcare Journal* for an article on predictive genetic testing.

Agency contacted several human resource publications to discuss the possibility of NSGC authoring an article. As a result, *Human Resource Executive* is considering a story about the role of genetic counseling in healthcare and why it should be included as part of benefits packages.

Agency contacted the following medical publications in an effort to identify publicity opportunities: *American Family Physician, Group Practice Journal, Healthcare Review, Health Leaders, Hospitals & Health Networks, Managed Care, Pennsylvania Medicine, Physician's Weekly*. Follow-up is underway.

At the Agency's request, Bea Leopold asked the SIG chairs to search for "hot topics" that may have publicity value. These topics should be newsworthy, i.e., new research, trends, statistics (i.e., increase in percentage of patients seeking pre-natal screening or counseling for common disorders) or something provocative.

Syndicated Columns

The North American Precis Syndicate (NAPS) column on genetic counseling has generated 260 newspapers articles in 19 different states with a readership of over 10 million.

A second NAPS column, developed in collaboration with ASHG and the Genetic Alliance, has generated 380 newspaper articles in 27 different states with a readership of over 16 million.

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