



**National Society of Genetic Counselors
STAR/Rosen Public Relations Projects
(April-May 2005)**

Proactive Media Outreach

Agency scheduled Associated Press interview with Robin Bennett about cousins. Article appeared in *Pittsburgh Post Gazette*, *CNN.com*, *MSNBC.com*, *Seattle Post Intelligencer*, *Chicago Tribune*, *Baltimore Sun*, *San Diego Union-Tribune*, *San Francisco Chronicle*, *Modesto Bee*, *Chicago Sun-Times*, *Newsweek.com.*, *Houston Chronicle.com*, *Concord Monitor*, *Hamilton Spectator* (Ontario, Canada), *Post and Courier* (Charleston, SC), *News-Press* (Fort Myers, FL), *NEPAnews.com*, *The Pitt News* (University of Pittsburgh), *News14.com* (Raleigh, NC), and *Fox19.com* (Cincinnati, OH).

The Oprah Show contacted Robin Bennett about a possible cousins story. After several discussions, the segment was put on hold; it will be considered for next season.

Agency provided PBS' *Religion & Ethics Weekly* with several members for possible interview in D.C. regarding DTC genetic testing. The producer delayed the story until sometime over the next few months.

Agency pitched legal and HR publications regarding genetic discrimination.

Agency arranged for Kelly Ormond to be interviewed by a human resources publication, *"Ideas & Trends,"* about genetic discrimination. Piece published on May 18.

Agency pitched *Chicago Sun-Times* reporter Lori Rackl on topic of genetic discrimination. Reporter was interested but unable to work on story at this time.

Agency pitched Kelly Ormond to CBS's Chicago affiliate, WBBM-TV. Producer considering story idea on genetic discrimination.

Wall Street Journal health reporter Antonio Regalado is working with Kelly Ormond on several story angles including licensure/cases of harm.

Agency worked with Kelly Ormond on a letter to editor for *American Journal of Obstetrics & Gynecology* about the lack of access to genetic counselors and difference between genetic education and genetic counseling.

Agency contacted reporters that wrote about University of Pennsylvania study of the number of African American women who do not seek genetic counseling to determine breast cancer risk, and offered NSGC as a future resource for information.

Agency pitched Kelly Ormond to *BabyTalk* magazine.

Agency pitched Kelly Ormond to discuss genetic counseling and DTC on *Powernomics Radio Network*, which has 15 affiliates including stations in Ohio, Michigan, Connecticut, Pennsylvania, North Carolina and South Carolina. Interview to take place in June.

Agency scheduled interview with Kelly Ormond for *Nature Medicine* for a story on DTC genetic testing. Article should appear in June issue.

Agency posted NSGC and Kelly Ormond as an expert resource on genetic counseling on ProfNet, a database serving journalists across the country.

Agency pitched Kelly Ormond for a story on family medical history for *Ladies' Home Journal*. Reporter interviewed Kelly on May 18.

Agency pitched Kelly Ormond for piece on mother/daughter health history for *Long Island Woman*, an upscale regional magazine for women. Story date to be scheduled soon.

Agency pitched NSGC as a resource to *Plum*, a new magazine that is targeted to pregnant women 35 and older.

Agency contacted *OBGYN.net*—an online resource that posts information, papers, ads, etc. Editor is interested in receiving press releases or articles. They will be posted and linked to NSGC website.

Agency pitched Kelly Ormond for media tour in Washington, D.C. *NPR*, *WAMU-FM* and *WUSA-TV* are considering doing stories.

Writer Michael Cain interviewed Robin Bennett for a sidebar in a non-biology major college textbook.

Agency worked with Heather Hampel and did targeted pitching to media regarding NEJM study/colon cancer.

Other Projects

- DTC Talking Points -- Agency worked with Kelly Ormond to draft talking points about DTC genetic testing for posting on NSGC website.
- NAPS syndicated column – Article on family history will be distributed to 10,000 weekly newspapers in June.
- Mass. Licensure – Agency working with Kristen Shannon on licensure efforts in Mass.
- Prenatal Bill (S609/HR 1353) - Agency is working with Kelly Ormond and Jill Fonda Allen on possible PR. Agency researched supporters of bill and sent findings to Bea for review.
- ART - Agency contacted Jill Fischer to learn if there are any viable angles that would be of interest to media.
- Visibility Initiative –NSGC sent completed DVDs to Bea Leopold.

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