



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

Proactive Media Outreach

- Agency arranged interview with Elinor Langfelder Schwind for article in *Self Magazine* about prenatal genetic tests, specifically CF. The reporter also interviewed a patient of Elinor's, as well as patients of Kelly Ormond and Vivian Weinblatt. The article will be published in early 2004.
- Agency arranged for Vivian Weinblatt to be interviewed for an article in *Pregnancy Magazine* about first trimester testing. Publication date TBD.
- Agency arranged for Dawn Allain and Bea Leopold to be interviewed for an article in *Managed Healthcare Executive* about the impact of genetic counseling. Publication date TBD.
- Agency arranged for Vivian Weinblatt to be interviewed for a segment on "Your Morning on CN8" about CF. Air Date: October 10.
- Agency arranged for Vivian Weinblatt to be interviewed by *The Scientist* for an article on CF from her abstract.
- *Urology Times* requested information about Kari Danziger's male infertility study from her abstract.
- Agency arranged interview with Robin Bennett for article in *More Magazine* about counseling women ages 40-60. Publication date TBD.

- Agency identified an opportunity on *Good Morning America* and worked with the producer for a segment involving patients of Dawn Allain and Susan Hahn. Unfortunately, the producer elected to use other families for the story. However, the agency now has a strong contact at GMA.
- Agency arranged for Kathy Schneider to be interviewed by *Vive Magazine* in Florida for an article on breast and ovarian cancer. Article ran in Sept/Oct issue.
- Agency arranged for Vivian Weinblatt and Cathy Wicklund to be interviewed by *Hi Magazine*, a new international consumer lifestyle publication in the Middle East, for an article on prenatal counseling. Kelly Ormond and Inbal Kedar were interviewed for follow-up questions. Publication date TBD.
- Agency worked with a reporter from *Reno Gazette-Journal* for a CareerBuilder column on genetic counseling. Robbin Palmer was interviewed. The reporter cited information from the professional status survey and asked the agency to proofread the final article before it was published.
- Agency arranged for Peggy O'Farrell from the *Cincinnati Enquirer* to interview Bev Yashar for an article on how gene chip technology will impact consumer health care, i.e., the development of new drugs and therapies. She also inquired about the dangers of banking genetic information.
- Agency spoke with *USA Today* reporter Elizabeth Weise. She is planning to write a story based on her interview with Christina Palmer at the American Psychiatric Assn (APA) meeting. She will contact us once she is ready to proceed with additional interviews. Elizabeth plans to include information from Vivian's CF study in the article and will be calling to interview Vivian in the coming months.
- Agency drafted a release on Dawn Allain being appointed as President and sent it to major trades and print media including Charlotte, Milwaukee and Philadelphia media.
- Agency arranged for *The Pioneer Press* in Chicago to interview Leslie Cohen for background information on an article about a ban on partial birth abortion and how this ban would affect genetic counselors.
- *Discover Magazine's* August issue includes an article on consanguinity and cites Robin Bennett's study.
- Theresa Frezzo was interviewed for an article in *Shape Magazine*.
- Robin Bennett was contacted by **20/20** for an upcoming story on cousin marriages.

- Lisa Mullineux's article on breast cancer was published in the August issue of the journal *Cancer*. It was also featured in the *Denver Post*, *Rocky Mountain News*, and **Denver News 4 TV**.
- Robin Bennett was quoted in an article in the *Atlanta Journal-Constitution* and the *Star Tribune* about the Family History Project.
- Two articles co-written by Robin Bennett will run in the *Journal of Clinical Investigation* in November.
- Agency coordinated final interviews for KTLA-TV story about multi-cultural abstract from 2002 conference. The story should finally air before the end of 2003.

Annual Meeting

- Agency reviewed news value of abstracts for 2003 Annual Meeting and identified abstracts submitted by: Kristin Niendorf, Kari Danziger, Vivian Weinblatt, Karin Dent, Barbara Bernhardt, Jennifer Farmer, Allyn McConkie-Rosell and Danielle LaGrave. All were contacted about significant findings of their respective studies.
- Agency identified three abstracts (Vivian's – CF, Karin's – congenital hearing loss, Kari's – male infertility) that had the highest news value and released them during the conference via newswire to major TV, print and radio. Outcomes are detailed in the media outreach section and include contact with *The Scientist*, *Urology Times*, and *USA Today*. *Bloomberg News* also inquired and asked to interview Kari Danziger; unfortunately the reporter never spoke with Kari despite several attempts.
- Agency drafted a release on the key presenters at the Psychiatric Short Course and sent it to major psychiatric publications. In addition, the agency worked to have the course listed on major psychiatric association web sites including the American Association of Community Psychiatrists, the American Association of Psychiatric Administrators, the American Psychiatric Association and the National Institute of Mental Health.

Syndicated Column

- The North American Precis Syndicate (NAPS) was distributed to more than 10,000 weekly newspapers across the country. We have just started to receive placements and will report in the next bi-monthly report.

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