



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

Proactive Media Outreach

Karyn Schmeidler was interviewed for an article about Jewish genetic disorders for *New York Jewish Week*.

Agency coordinated an interview with Angie Trepanier about family history and NSGC's tool. The article appeared in the *Detroit News* on September 1st.

Tara Parker-Pope at the *Wall Street Journal* interviewed Dawn Allain for an article about paternal health history. The information will be included as part of a cancer package planned for Fall.

Theresa Frezzo was interviewed by *Cosmo* for a story about Health questions to ask your mother.

Agency is working with *Dateline NBC* to identify patients to be part of a pre-natal story.

Agency consulted with producers from *Showtime's hit drama, Huff*, for a story line involving genetic counseling. NSGC's poster/brochure will be used in one of the scenes, set to look like a genetic counselor's office. The show will air in November.

Agency submitted Dawn Allain as an expert source to *Bioexpert* for metabolic syndrome.

Agency worked with the author/publisher of a career resource book, *The American Worker*, to provide a profile of genetic counseling as a career of choice. The book will be published in early 2005.

Agency posted Kelly Ormond and Katherine Schneider as experts for media resources for Breast Cancer Awareness Month in October.

Syndicated Columns

The North American Precise Syndicate (NAPS) column on genetic counseling is finished running, generating a total of 264 newspaper articles in 19 different states with a readership of 10,319,744.

A second NAPS column, developed in collaboration with ASHG and the Genetic Alliance, has generated 432 newspaper articles in 29 different states with a readership of 19,434,128.

Other Projects

- **AEC**

- **AEC/Abstracts**

- Agency drafted 25th Anniversary release for background during the conference.

- Agency invited reporters from DC area to attend conference and/or interview Kelly Ormond. Initial interest from *US News & World Report* and *Associated Press*.

- **Licensure**

- Agency worked with Dawn Allain, Dan Riconda and Chris Miller to develop a media alert advocating the need for nationwide licensure. It was sent via PR Newswire on August 18.

- Several news archives services, including Yahoo, picked up the alert. As a result, Representatives from the office of Governor Blagojevich (Illinois) called Karen Cutler when the bill was on the Governor's desk for signature. Karen connected the Governor's office with Kelly Ormond and Judy Miller. The bill was then passed on September 29.

- **Video News Release**

- The video news release was electronically re-distributed to broadcast outlets nationwide. Additional placements pending.

- **AAFP Booth**

- Agency coordinated copy, design, production and rental of a booth for American Academy of Family Practice conference in October.

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