



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

Proactive Media Outreach

Agency arranged two interviews with *Self* magazine for separate stories than ran in the October issue: Kelly Ormond for a story about pre-natal genetic testing and Scott Weissman, Co-Chair of the Cancer SIG, for the magazine's annual handbook on breast cancer.

Agency is working with a freelance writer for *Glamour* magazine who is doing a story about genetic testing and counseling. Jeanne Homer has provided the name of one patient. Another patient who is a carrier of the fragile X gene has also contacted the agency and is interested in participating in the story. Kelly has sent out the request to the listserv and agency is awaiting responses.

Agency responded to a request from *ABC World News Tonight* to follow a patient that is pursuing genetic testing because a genetic disorder (preferably breast cancer) runs in her family. ABC would like to follow the patient before they begin the process. Agency is working with Kristen Shannon and Jill Stopfer to find a patient.

Agency pitched Kelly Ormond for a story on fears about conception for *iParenting.com*

Agency spoke with a reporter from *American Baby* magazine who wanted NSGC's Ultrasound brochure to use as a resource for the article.

Agency pitched Kelly Ormond for a story on overcoming worries during pregnancy for *BabyZone.com*.

Agency pitched Kelly Ormond for a special genetics feature in *MCN: The American Journal of Maternal/Child Nursing*.

Agency researched *Annals of Internal Medicine* and provided information about submitting letters to the editor regarding the USPSTF recommendations.

Agency released advisory supporting USPSTF recommendations regarding genetic risk assessment and BRCA mutation testing.

Current Placements

Agency pitched NSGC as a resource for *Shape* magazine's October issue on breast cancer. Issue features NSGC website as a resource to find a counselor.

Agency scheduled interview with Kelly Ormond and a reporter from *Forward Magazine*, a national publication covering Jewish issues. The article, focusing on genetic disorders, appeared August 5.

Kelly Ormond was interviewed by *Clinician News* for a piece on the role of genetic counselors. Agency followed up with reporter and story appeared in August issue.

Upcoming Placements

Agency working with *Shape* magazine for a story about family history to be published in the November issue. Reporter interviewed Kelly Ormond twice and requested counseling session with West Coast expert. Agency arranged for reporter to have a counseling session with NSGC member, Raluca Nedelcu.

Agency followed-up with *Good Housekeeping* reporter who contacted Kelly Ormond regarding DTC genetic testing. Article will appear in November issue.

Agency pitched Kelly Ormond for a story on prenatal testing anxiety for *Mom to Be*, a spin-off of *BabyTalk* magazine. Kelly spoke with reporter and story is slated for January issue.

Agency worked with reporter from *MORE* magazine for a story on genetic risk for breast cancer; scheduled interview with Jill Stopfer. Story scheduled to run in October issue.

Agency is working with Crosstown Productions for a *WSJ Weekend* segment on DTC genetic testing. Agency offered Kelly Ormond as expert and tried to find a DTC patient for interview. Producer is looking for an expert in the NYC area. Bea provided name of board member. Agency to provide additional details as they become available.

Agency facilitated interview with Kelly Ormond for a story on genetic testing and counseling for www.pregnancytoday.com. Story will appear in the fall.

Agency pitched Kelly Ormond to **iParenting** media to discuss medical tests during pregnancy.

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 piece on mother/daughter health history for *Long Island Woman*, an upscale regional magazine for women. Followed up with reporter and run date is undecided.

Other Projects

- Surgeon General/Family History Campaign – Robin Bennett participated in a conference call about family history initiative and will advise Agency of how NSGC may be able to increase participation/visibility in this national campaign.
- Fragile X Guidelines – Agency working with Fragile X Foundation and NSGC to promote new guidelines published in *Journal of Genetic Counseling*.
- Massachusetts Licensure – Agency working with Kristen Shannon on possible publicity for licensure; waiting for update on when bill will be introduced.
- Annual Conference--Agency is reviewing abstracts and breakout sessions for newsworthy items during the conference.
- Multiple Miscarriage Study – Agency working with Robin Bennett to send out a press release on the multiple miscarriage guidelines.

Client Meetings/Conference Calls/Counsel

- Numerous conference calls/emails with Bea Leopold and Kelly Ormond.

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