



**National Society of Genetic Counselors
STAR/Rosen Public Relations Projects
(December 2003 – January 2004)**

Proactive Media Outreach

- Agency working with Cheryl Scacheri and a freelance reporter on *People Magazine* story about an extraordinary family.
- Agency arranged for Dawn Allain to provide background information to the *TODAY Show* for a story on metabolic disorders. Ongoing dialogue.
- Agency arranged for Dawn Allain to be interviewed by *USA Today* for background. The reporter determined that there is not enough information on gene chip technology to write yet, but she will keep Dawn and NSGC as references for future articles.
- Agency arranged for Dawn Allain to be interviewed for a family history article in *Parenting Magazine*.
- Agency pitched Private Practice SIG members for family history segments resulting in two stories in Syracuse featuring Kathleen Rossello. One was a TV segment on *WIXT* and another was an article in the *Syracuse Post-Standard*.
- Agency arranged for Dawn Allain to be interviewed by *Maxim Magazine* for a story on inherited traits.
- Agency previously arranged interview with Robin Bennett for *More Magazine*. Article scheduled to run in March.
- Agency arranged for Dawn Allain to be interviewed by *Madison Magazine* for a story on genetic counseling.

- As a result of agency-arranged media tour with Dawn Allain back in September, *Wall Street Journal* contacted Dawn for a story about genetic nondiscrimination laws.
- Agency pursued media requests for comments on genetic components of alcoholism and genetic cosmetics. Counselors were not available for comment on either issue.
- Robin Bennett was interviewed by *20/20* and contacted by *CNN* for upcoming stories on cousin marriages. She was also quoted in the *Cleveland Plain Dealer*.

Syndicated Column

- The North American Precis Syndicate (NAPS) column on genetic counseling was distributed to more than 10,000 weekly newspapers across the country. It has resulted in 164 articles in 16 states with a readership of 7,179,968 as of 2/3/04.

Other Projects

- **Private Practice SIG**

Agency provided materials to the group based on conference call. Agency pitched SIG members for family history stories in their areas (see results in media outreach section).

- **Family Tree Plan**

A second NAPS column was developed in collaboration with ASHG and the Genetic Alliance. It stresses the importance of creating a family tree, and the holidays are a great time to start. It has resulted in 132 articles in 17 states with a readership of 4,827,008 as of 2/3/04.

In addition, the agency put out a press release right before Thanksgiving and will follow up with media through spring and summer for family vacations and reunions.

- **Video News Release**

Agency completed VNR package and worked with On The Scene Productions to distribute the release to the top 150 television markets across the country.

A preliminary results report is expected by February 16.

- **Misc.**

Agency arranged for NSGC to be highlighted in the text panels for a museum exhibit at the San Jose Tech Museum of Innovation.