



**National Society of Genetic Counselors
STAR/Rosen Public Relations Projects
(December 2004 – January 2005)**

Proactive Media Outreach

Agency pitched NSGC as an expert resource to the health editorial/essay section of *The New York Times*.

The *Wall Street Journal* article about genetic counseling/family history (with comments from Dawn Allain and NSGC website/ResourceLink) appeared in the *Chicago Tribune* on 12-1-04.

Agency arranged for Kelly Ormond to be interviewed by *Medill News Service* for a women's health issue article about genetic counseling.

Agency arranged for Jill Stopfer to be interviewed by *Wall Street Journal* for January 7th article on breast cancer risks.

Agency pitched NSGC as an expert resource to *The College Times* for an upcoming article on genetic discrimination.

An article about heart disease risks, featuring NSGC as a resource, ran in the December 22nd edition of *USA TODAY*. Susan Estabrooks Hahn was also interviewed for the article.

Agency arranged for Jill Cortada to be interviewed for an article about nurses working as genetic counselors for **NurseZone.com**, an online community dedicated to nurses.

Agency arranged for Eric Schmitt and Trisha Brown to provide background and quotes for an article about prenatal screening in *ADVANCE for Administrators of the Laboratory*.

Agency arranged for Kelly Ormond to be interviewed for an article in the *San Jose Mercury News* about clinical genetics and the supply of genetic counselors to meet the demand. The article ran on December 25th.

An article about the genetic counseling profession as a career of choice appeared in the *Minneapolis Star Tribune* on January 7th.

A Knight-Ridder wire story about creating a family tree, which cited NSGC as a reference, appeared in the *Bradenton Herald* (FL) and the *Charleston Gazette* (WV).

Agency spoke with Jen Farmer and Aideen McInerney about possible media outreach surrounding a new Parkinson's gene discovery.

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