



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

Proactive Media Outreach

- *The Lancet Journal* article on Monica Alvarado's *fotonovela* of Latina mothers ran on 2/26.
- **TODAY Show** – The segments ran on 2/4 & 2/6. The first interview was with Kristin Niendorf (Mass. General) and her patient who is BRCA+ and had one mastectomy and a preventive mastectomy on other breast. The second interview was conducted with the patient's sister, as she revealed the negative results of her BRCA test.

Agency worked with TODAY Show producers to provide them with background information on NSGC and genetic counseling, and to ensure that www.nsgc.org is used as a resource for viewers. Countless e-mails came in through the NSGC web site from patients across the country looking for counselors in their area.

The total time devoted to genetic counseling on the TODAY Show totaled approximately 20 minutes. The media value of this time is \$1 million.

26 national stories related to the TODAY Show segments aired across the country. 9 of those segments were original stories with footage and interviews from the area, including Pittsburgh and Arizona.

- Drafted a media advisory after the TODAY Show segments aired alerting media to the national attention focused on genetic counseling.

- Sent transcripts of TODAY Show segments to Joanne Silberner at NPR for possible story.
- *Boston Globe* article appeared on the front page on 2/17/03.
- Sent op-ed from Robin Bennett in response to *NY Times* and *Fortune* articles about genetic testing.
- Robin Bennett was interviewed by a reporter at the *Wall Street Journal*.
- Vivian Weinblatt was interviewed and quoted in an article on **WebMD** on pre-natal tests.
- Sent Myra Roche's op-ed article to 17 national newspapers.
- Jennifer Fowler was quoted in an article in *Practical Neurology* (December 2002) about Alzheimer's.
- Jill Fonda was quoted in an article in *Expecting* (Fall 2002) about how genetics determines baby's features, i.e. eye color, hair color.
- Provided Susan Schmerler, Rebecca Anderson, Sandra Factor and Tracy Field as experts to be interviewed by *Legal Affairs* magazine, an independent magazine produced through Yale Law School. Topic: ultrasound markers for Down's Syndrome like echogenic focus, wrongful birth suits and how these issues have been litigated--and how that affects the role of the genetic counselor.