



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

Proactive Media Outreach

Agency/Dawn Allain continue to work with *TODAY Show* for a story on newborn screening. Story is under consideration with a target date of late June.

Vivian Weinblatt was interviewed by *Newsday* (NY) for an article on family history scheduled to run on March 15.

Bea Leopold and Dawn Allain were quoted in an article in *Managed Healthcare Executive* in December 2003 about genetic counseling.

Kristen Beck was interviewed by *Bellingham Herald* for an article on family history.

Reunions Magazine ran an article about family history in April/May 2004 issue, stressing the importance of knowing your family's medical history and family reunions as a good time to gather this information.

Kelly Ormond was interviewed for an article in *Vitality* magazine about longevity.

Dawn Allain was interviewed by *Friendly Exchange Magazine*, published by Farmer's Insurance, about medical family trees.

Robin Bennett was interviewed by the *Tulsa World Newspaper* for a story on consanguinity.

Agency pitched *Physicians Financial News* on a story about why counselors are beneficial to physicians. Dawn Allain and Kelly Ormond wrote testimonial information for the reporter. Article is under consideration.

Agency is doing media outreach to physician and medical decision-maker publications.

Syndicated Column on Genetic Counseling

The North American Precis Syndicate (NAPS) column on genetic counseling has generated 244 newspaper articles in 19 states with a readership of 9.9 million.

Other Projects

- **Human Resource Outreach/AEC**

Bea Leopold and Karen Cutler met with a leading benefits design and administration company, to discuss the best approach for reaching out to HR decision-makers.

- **Family Tree Plan**

A second NAPS column, developed in collaboration with ASHG and the Genetic Alliance, has generated 356 newspaper articles in 24 states with a readership of 14.2 million.

- **Video News Release**

The video news release has aired on 40 TV stations nationwide with a total viewership of 892,207. All four networks (FOX, ABC, CBS, NBC) aired the piece. Markets include Los Angeles, Philadelphia, Houston, Denver, Orlando/Daytona, Greenville/Asheville, West Palm Beach/Ft. Lauderdale, Memphis, Jacksonville, Fresno, Tulsa, Roanoke/Lynchburg, Toledo, Davenport, Johnstown/Altoona, Evansville, El Paso, Tallahassee, Bakersfield, Wichita Falls, Wheeling, Palm Springs and Gainesville.

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