



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

**Proactive Media Outreach**

Dawn Allain appeared on the *TODAY Show*, February 22, for a segment about newborn screening and proposed Senate bill.

Agency arranged several interviews for Kelly Ormond about direct to consumer genetic testing, including the *Associated Press*, *American Medical News*, *MedPage Today* and *HemAware Magazine*, the publication of the National Hemophilia Foundation.

Dawn Allain was interviewed by *SmartMoney Magazine* for an article that will appear in the April issue.

Agency worked with *PBS' Religion & Ethics Weekly* to identify counselors and patients appropriate for a segment involving pre-natal/Downs diagnosis.

Agency pitched *Oprah* for a potential segment about family history.

Agency scheduled interviews for Kelly Ormond with two new magazines: *For Me* (from *Woman's Day*), an article about family history and *Best Life* (from *Men's Health*), an article about Alzheimer's.

Agency worked with Renee Chard to prepare information about Downs Syndrome to be published in the *Society for Neuroscience Newsletter*. The Society is a lobbying group based in Washington, D.C.

Agency worked with Kelly Ormond to draft and issue a press release announcing NSGC's support of the genetic non-discrimination bill. The press release was published by: *Biotech Week*, *Law & Health Weekly*, *Elder Law Weekly*, *Pharma Law Weekly*, *Genetics & Environ Law Weekly*, *Obesity, Fitness & Wellness Week*, *Life Science Weekly*, *Science Letter*, *Biotech Business Week*, *Health & Medicine Week*, *Managed Care Weekly Digest* and *Genomics & Genetics Weekly*.

Agency also arranged interview for Kelly Ormond with *American Medical News* about the genetic non-discrimination bill.

Agency scheduled interview for Jill Stopfer with the *Houston Chronicle* for an article about cancer genetic testing.

Agency scheduled interviews with Robin Bennett for the **Associated Press in Pittsburgh** and the *Pittsburgh Post-Gazette* about consanguinity.

Agency posted NSGC and Dawn Allain as an expert resource on newborn screening with the ProfNet, a database serving journalists across the country.

Agency is working with Kelly Ormond and Jill Fonda Allen on possible PR surrounding the Prenatal Bill (S609/HR 1353).

Agency submitted comments from Kelly Ormond for a story about race and genetics for *Science News*.

## **Other Projects**

- Visibility Initiative – Agency wrote and produced a DVD that highlights NSGC and the genetic counseling profession to be used as part of this initiative. The DVD is currently in final production.
- Journal of Genetic Counseling – Agency participated in a conference call with Jennifer Sullivan and Allyn McConkie-Rosell about upcoming issues of the Journal that may offer PR opportunities. Agency is pursuing the upcoming multiple miscarriage guidelines and Fragile X guidelines.
- Multiple Miscarriage Guidelines – Agency working with Robin Bennett to identify best means for announcing new guidelines
- NHGRI/Surgeon General/CDC Family History – Robin Bennett gave an update on the collaboration of these government agencies and possible roles for NSGC.

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