



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

Proactive Media Outreach

- Agency arranged interview with Elinor Langfelder Schwind for article in *Self Magazine* about prenatal genetic tests, specifically CF. Publication date TBD.
- Agency arranged interview with Robin Bennett for article in *More Magazine* about counseling women ages 40-60. Publication date TBD.
- Agency arranged for Robin Bennett to provide background information for the Lifetime TV drama *Strong Medicine*.
- Agency arranged for Robin Bennett to be interviewed by *US News and World Report* for background on genetic nondiscrimination bill.
- Agency arranged for Robin Bennett interviewed by *Nature Magazine* about pending genetic legislation.
- Agency arranged for Robin Bennett interviewed by the *San Jose Mercury News* for an article that ran on June 8th.
- Agency arranged for Robin Bennett to be interviewed for a career profile by Holt, Rinehart and Winston, a leading high-school textbook publisher.
- Agency arranged for Kathy Schneider to be interviewed by *Vive Magazine* in Florida for an article on breast and ovarian cancer. Will be published in Sept/Oct issue.

- Agency arranged for Vivian Weinblatt and Cathy Wicklund to be interviewed by *Hi Magazine*, a new international consumer lifestyle publication in the Middle East for an article on prenatal counseling. Publication date TBD.
- Agency spoke with *USA Today* reporter Elizabeth Weitse. She is still planning to write a story based on her interview with Christina Palmer at the APA meeting. She will contact us once she is ready to proceed with additional interviews.
- Agency drafted advisory based on NSGC's stand on stem cell issues and sent it to major TV, print and radio.
- Agency coordinating revisions to *Princeton Review* profile on Geneticists.
- Agency presented Aubrey Turner as expert on prostate cancer PSA test after study results found the test to be inaccurate.
- The FOX show "**The Pulse**" ran a segment on cousins and cited Robin's consanguinity study.
- Cathy Wicklund interviewed for article in **UT-Houston Health Science Center** newsletter.
- *Discover Magazine's* August issue includes an article on consanguinity and cites Robin Bennett's study.
- Theresa Frezzo's interview with *Prevention* magazine will run in September.