



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

**Proactive Media Outreach**

Dawn Allain appeared on the *TODAY Show* July 1<sup>st</sup> for a story on newborn screening.

Kelly Ormond was interviewed by the *New York Times* for an article on disability and prenatal diagnosis. The article, which ran in June, did not include Kelly's comments. However, the reporter, Amy Harmon, is interested in additional stories.

Agency worked with Jill Fonda Allen to author an article on stem cell research for *Health News Digest*. Story ran June 21<sup>st</sup>.

Agency worked with Dawn Allain, Vivian Weinblatt and others on a story about genetic counseling for *Workforce Executive*. Unfortunately, the reporter was not able to get any of the companies provided to agree to be interviewed for the article. Agency is working to keep the story alive.

Dawn Allain was interviewed by *Medical Ethics Advisor* about prenatal screening.

Agency is working with Tara Parker-Pope at the *Wall Street Journal* on an article about paternal health history. Reporter had to delay story due to a personal emergency.

Dawn Allain was interviewed by Audra Cummings, a freelance medical reporter, who is working on several genetic-related stories.

Agency offered NSGC as a resource to *Parents Magazine* for an article titled "Could Your Child Inherit Your Health Problems?"

Dawn Allain was interviewed by *Psychology Today* for a story on familial cancer risk.

Robin Bennett was interviewed for a segment on *20/20* on ABC about cousin marriages. The segment aired on August 6<sup>th</sup>.

Robin Bennett was quoted in an article in the August issue of *Details*, a men's magazine, about cousin marriages.

Dawn Allain was quoted in an article in the *International Healthcare Journal* about predictive genetic testing.

Agency pursued a possible genetic discrimination story but it was not determined relevant by the *Wall Street Journal* reporter.

## **Syndicated Columns**

The North American Precis Syndicate (NAPS) column on genetic counseling has generated 264 newspaper articles in 19 different states with a readership of 10,319,744.

A second NAPS column, developed in collaboration with ASHG and the Genetic Alliance, has generated 396 newspaper articles in 27 different states with a readership of 16,775,456.

## **Other Projects**

- **Human Resource Outreach/AEC**

Agency worked with the D.C. chapter of Society for Human Resource Management (SHRM) to arrange a special session at NSGC's Annual Education Conference with human resource directors representing national and international corporations, trade associations and local DC based firms.

The program will include a keynote by Harriet Hankin, a well-known human resource strategist. Her book, *The New Workforce: Five Sweeping Trends That Will Shape Your Company's Future*, is due out this fall. Her talk is entitled, "The Future of Benefits."

Following the talk, genetic counselors will hold small group Q&A break out sessions with member/leaders specializing in specific areas of genetic counseling. These break out sessions will represent pre-selected interests expressed by the human resources professionals. Participants will be invited to view the Poster Session with a genetic counselor as a guide.

- **AEC/Abstracts**

Agency reviewed all abstracts submitted for AEC to determine which have most media appeal. Agency is contacting study authors in an effort to gain more information and map out a plan for media outreach.

- **Licensure**

Agency is working with Dan Riconda and Chris Miller to develop a media alert advocating the need for nationwide licensure.

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