



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

Proactive Media Outreach

Agency arranged interview with Kelly Ormond and Dennis Watkins from *Men's Health* for a story about genetic conditions and their physical symptoms, as well as predispositions to Alzheimer's disease. Story scheduled for September issue.

Agency working with *Shape* magazine for a story about family history to be published in the November issue. Reporter interviewed Kelly Ormond and requested counseling session with West Coast expert. Agency arranged for reporter to have a counseling session with NSGC member, Raluca Nedelcu. Follow-up call with reporter and Kelly Ormond is scheduled for Aug. 1.

Agency pitched Kelly Ormond for a story on prenatal testing anxiety for *Mom to Be*, a spin-off of *BabyTalk* magazine. Kelly spoke with reporter and story is slated for January issue.

Agency worked with reporter from MORE magazine for a story on genetic risk for breast cancer; scheduled interview with Jill Stopfer. Story scheduled to run in October issue.

Agency is working with Crosstown Productions for a *WSJ Weekend* segment on DTC genetic testing. Agency offered Kelly Ormond as expert and tried to find a DTC patient for interview. Producer is looking for an expert in the NYC area. Bea provided name of board member. Agency has not heard back from producer.

Agency is in contact with freelancer writer for *Glamour* magazine who is working on a story about genetic testing and counseling. Jeanne Homer has provided the name of one patient and we are looking for one more.

Agency fielded *International Herald Tribune* inquiry. Kelly Ormond spoke with reporter for a story on genetic counseling. Article appeared in the July 30 issue.

Agency pitched Kelly Ormond to *BabyTalk* magazine for an upcoming issue on pregnancy and prenatal testing. Waiting to hear back from reporter.

Agency scheduled interview with Kelly Ormond and a reporter from *Forward Magazine*, a national publication covering Jewish issues. The article, focusing on genetic disorders, will appear in August issue.

Agency followed-up with *Good Housekeeping* reporter who contacted Kelly Ormond regarding DTC genetic testing. Article will appear in November issue.

Kelly Ormond was interviewed by *Clinician News* for a piece on the role of genetic counselors. Agency followed up with reporter and story will appear in August issue.

ABC News "20/20" re-ran the "Kissin' Cousins" segment with Robin Bennett on July 22.

Agency facilitated interview with Kelly Ormond for a story on genetic testing and counseling for www.pregnancytoday.com Story will appear in the fall.

Wall Street Journal health reporter Antonio Regalando is working on several story angles including licensure/cases of harm.

Agency pitched Kelly Ormond to **iParenting** media to discuss medical tests during pregnancy.

Agency pitched Robin Bennett to *Infertility Times* to discuss multiple miscarriages guidelines.

Agency pitched Kelly Ormond to discuss genetic counseling and DTC on **Powernomics Radio Network**. Interview aired June 7 on 15 affiliate stations.

Agency scheduled interview with Kelly Ormond for *Nature Medicine* for a story on DTC genetic testing. Article appeared in June issue.

Agency posted NSGC and Kelly Ormond as an expert resource on genetic counseling on ProfNet, a database serving journalists across the country.

Agency pitched Kelly Ormond for a story on family medical history for *Ladies' Home Journal*. Reporter interviewed Kelly May 18. Agency followed up and reporter is not pursuing story at this time.

Agency pitched Kelly Ormond for piece on mother/daughter health history for *Long Island Woman*, an upscale regional magazine for women. Followed up with reporter and run date is undecided.

Agency pitched NSGC to *Plum*, a new magazine that is targeted to pregnant women 35 and older.

Agency pitched family medical history to *OBGYN.net*—an online resource that posts information, papers, ads, etc. Editor posted release.

Agency contacted Jill Fischer to learn more about ART and if there are any viable angles that would be of interest to media. Agency is awaiting feedback.

Agency posted NAPS syndicated column about genetic counseling/family history. Piece became available for editors during the first week of July. Agency is monitoring clips.

Agency posted press release on family health history to NY Metro wire.

Other Projects

- Newborn Screening/March of Dimes – Agency is working with March of Dimes to discuss opportunities to promote newborn screening and MOD report card.
- Multiple Miscarriage Guidelines – Reviewed Journal of Genetic Counseling article. Agency has modified University of Washington release and is awaiting Robin’s approval before distributing it to media.
- Fragile X Guidelines – When *Journal* article is published, agency will work with Fragile X Foundation and NSGC to promote new guidelines.
- Massachusetts Licensure – Agency working with Kristen Shannon on possible publicity for licensure. Bill is expected to be introduced in August.
- Patient List—Agency compiled patient lists and put in database document for media use.
- Media Clip Book—Agency has compiled media report dating from January 05-July 05. Client will receive two copies during the week of Aug. 1.

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