



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

Proactive Media Outreach

- Agency arranged for 3 interviews with different reporters at the *Boston Globe*:
 - Kristin Baker Niendorf was profiled and Bea Leopold was interviewed for a general story on genetic counseling. **Article ran on 12/2/03.**
 - Eric Schmitt and Melissa Bennett were offered as resources for interviews for an article about traits based on ethnic heritage. Publication date TBD.
 - Beth Rosen-Sheidley was offered as a resource for a story on counseling for psychiatric disorders. Publication date TBD.
- Agency arranged for Jill Fonda Allen to be interviewed as an expert on Stem Cell research.
- Agency working with Cheryl Scacheri and a freelance reporter on *People Magazine* story about an extraordinary family.
- Agency submitted Bea Leopold's personal story of genetic counseling to a freelance reporter for national magazines. Interview pending.
- Agency contributed ideas and information to a *Women's Day* reporter for a story on diseases women can inherit.
- Agency arranged for Dawn Allain to provide background information to the *TODAY Show* for a story on metabolic disorders. Ongoing dialogue, interview pending.
- Agency arranged for Dawn Allain and Susan LaRusse to be interviewed by the *Wall Street Journal*. Agency also provided background information on the profession. Article ran (with comments from Susan LaRusse) on December 3.
- Agency arranged for Dawn Allain to be interviewed by *ePregnancy* print magazine for a story on traits and diseases children inherit from their parents.

- Agency arranged for Dawn Allain to be interviewed by *USA Today* for background.
- Agency offered Dawn Allain as a resource on family history for *Parenting Magazine*. Interview pending.
- Jessica Mandell's research on BRCA genes resulted in stories in the *Wall Street Journal*, *Washington Post*, *New York Times*, *National Public Radio*, *Reuters*, *Associated Press*, *CNN*, *NBC*, *MSNBC* and *USA Today*.
- Robin Bennett was contacted by *20/20* for an upcoming story on cousin marriages. She will be interviewed in January. Client and agency to discuss agency involvement.
- Robin Bennett was interviewed by **Healthology.com** for an article about family history. The article also appeared on **abcnews.com** in October.
- Vivian Weinblatt was quoted in an article in *American Baby Magazine*.
- Agency arranged for Vivian Weinblatt and a patient to be interviewed on “**Your Morning on CN8**” show about CF screening. The show aired live October 10th on the Comcast network from Boston to Richmond.
- Stephanie Brewster's article appeared in **PNAS**.
- Kara Milliron was quoted in a Michigan newspaper, the *Saline Reporter*.

Syndicated Column

- The North American Precis Syndicate (NAPS) generic article on genetic counseling was distributed to more than 10,000 weekly newspapers across the country. It has resulted in 72 placements as of 12/2/03.

Other Projects

- **Private Practice SIG**
Agency held a conference call with members of the Private Practice SIG and discussed PR/marketing ideas that may be helpful to the group. Agency to provide materials in early December.
- **Family Tree Plan**
A conference call was held October 2 with Bea Leopold and Joanne Boughman of ASHG to plan program.

A second NAPS column was developed in collaboration with ASHG and the Genetic Alliance. It stresses the importance of creating a family tree, and the holidays are a great time to start. It was submitted in late November; reports of exposure not yet in.

In addition, the agency put out a press release right before Thanksgiving and will follow up with media through Hanukah and Christmas.

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