



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

Proactive Media Outreach

After many months of planning, the *Wall Street Journal* article about genetic counseling/family history (with comments from Dawn Allain and NSGC website/ResourceLink) ran as part of a special cancer section on 11-16-04. The article was also published in the *San Francisco Chronicle* on 11-17-04 and *Pittsburgh Post-Gazette* on 11-23-04.

A Health Mailbox Q&A about lung cancer/family history (recommending genetic counseling and NSGC website) ran in *Wall Street Journal* on 11-23-04.

An article about family history/genetic counseling (featuring NSGC web site and tool) ran in *Washington Post* on 11-16-04. Kelly Ormond was interviewed and provided background information for this article.

The press release about NSGC/FORCE brochure on genetic discrimination appeared in November issues of *Oncology Business Week*, *Clinical Oncology Week*, *Patient Care Law Weekly*, *Cancer Law Weekly*, *Cancer Weekly*, *Genetics & Environmental Law Weekly*, *Law & Health Weekly*, *Obesity, Fitness & Wellness Week*, *Biotech Law Weekly*, *Biotech Week*, *Biotech Business Week*, *Genomics & Genetics Weekly*, *Gene Therapy Weekly*, *Cancer Gene Therapy Week*, *Genetics & Environmental Health Week*, *Health Business Week*, *Health & Medicine Week*, *Medicine & Law Weekly*, *Medical Verdicts & Law Weekly*, *Life Science Weekly*, *Women's Health Weekly*, *Science Letter* and *Physician Law Weekly*. It was also published by *Yahoo News*.

Agency worked with Christina Palmer on an article about Alzheimer's scheduled to appear in *Memory Loss & the Brain* newsletter.

Agency worked with Jill Allen and Kelly Ormond on an article about genetic discrimination that

ran as the lead story in *Advance for Medical Laboratory Professionals*.

Agency offered Barbara Harrison as an expert resource to a medical writer working on a book to be published by the *Association of Health Care Journalists* about race and genetics.

Agency provided information to a reporter from the *News-Journal* (Wilmington, Delaware) for an article about the genetic counseling profession as a career of choice. The article appeared on 10-12-04.

Kelly Ormond was interviewed by the *Daily Gazette* (NY) for an article about the genetic counseling profession.

Agency arranged for *AARP Bulletin* to interview Karen Wolff for background information on a story about a day in the life of a genetic counselor. The reporter is awaiting his editor's approval to write the story.

Agency arranged for Robin Bennett to be interviewed by *Esquire Magazine* for a story about incest.

Leslie Evans was interviewed by a local public radio station and the *Ashville Citizen Times* newspaper in North Carolina.

Agency pitched family history stories and NSGC to the *Jane Pauley Show* and *CBS Marketwatch*.

Agency provided background on family history to Christina Zaleski for outreach she did on behalf of the Marshfield Clinic.

Video News Release

NSGC's video news release won a Public Relations Society of America (PRSA), Philadelphia chapter Pepperpot award. Bea Leopold will accept the award on 12-1-04. Earlier this year, the VNR won the PRSA, New Jersey Chapter, Pyramid Award.

Syndicated Column

A NAPS column, developed in collaboration with ASHG and the Genetic Alliance, has generated 448 newspaper articles in 29 different states with a readership of 21,124,208.

Other Projects

- NSGC/FORCE brochure – Agency edited and provided feedback on the genetic discrimination brochure. Agency also distributed a press release (on 10-28) about the brochure.

- Family History Event – Agency arranged for NSGC to set up a booth/table display at the National Constitution Center on 11-26 during the busy Thanksgiving weekend. The object was to get Constitution Center visitors interested in taking a family history while answering questions about genetic counseling. Ultimately this was not the best venue for this message.
- Cardiovascular – Agency is reviewing information provided by Amy Sturm and Deb McDermott to identify possible press opportunities with cardiovascular genetics.
- Karen Cutler and Steve Rosen conducted a PR breakout session at the Annual Education Conference on 10-9-04.

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