



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

Proactive Media Outreach

Agency responded to a media inquiry from a reporter at *Newsweek* who is working on a story on the uses of DNA—from tracing migration to uses in medicine. Agency arranged for Kelly Ormond to speak with the reporter. Run date TBD.

Agency drafted and submitted an NSGC approved letter to the editor of the *New York Times* in response to a piece on IBM and genetic discrimination. Piece has not run.

Agency responded to a request from *ABC World News Tonight* to follow a patient that is pursuing genetic testing because a genetic disorder (preferably breast cancer) runs in her family. ABC would like to follow the patient before they begin the process. Agency is working with Kristen Shannon and Jill Stopfer to find a patient.

Agency pitched Jill Allen for a story on prenatal testing for *ePregnancy* magazine. Reporter interviewed Jill via email. Run date TBD.

Agency arranged for a reporter from *MediZine Healthy Living* magazine to speak to Kelly Ormond on the value of knowing your family health history. Run date TBD.

Agency fielded media inquiry from American Association of Marriage and Family Therapy's *Family Therapy* magazine to speak with a genetic counselor about reproductive technology. Agency arranged for reporter to speak with Jill Fischer. Article will appear in December or January.

Agency arranged for Renee Chard to comment on the role of genetic counselors for pregnant women for *American Baby*. This interview was for a side bar of a story on ultrasound soft markers that the agency provided NSGC info as a resource. Run date TBD.

Agency is working with a freelance writer for *Glamour* magazine who is doing a story about genetic testing and counseling. Jeanne Homer has provided the name of one patient.

Another patient who is a carrier of the fragile X gene has also contacted the agency and is interested in participating in the story. Kelly has sent out the request to the listserv and agency is awaiting responses. Agency provided reporter with update and the writer is no longer pursuing the story at this time.

Agency attempted to schedule an interview for a genetic counselor with the *Courier News* outside of Chicago for a general story on genetic counseling and testing. No counselors were available within the reporter's deadline.

Current Placements

The NSGC website appeared in an article on breast cancer in the October issue of *Shape* magazine.

The NSGC website appeared in a section entitled "6 cancer myths-busted" in the October issue of *Self* magazine. The website also appeared in a separate article about prenatal testing in the same issue.

Upcoming Placements

Agency worked with *Shape* magazine for a story about family history to be published in the November issue. Reporter interviewed Kelly Ormond twice and requested counseling session with West Coast expert. Agency arranged for reporter to have a counseling session with NSGC member, Raluca Nedelcu.

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

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 facilitated interview with Kelly Ormond for a story on genetic testing and counseling for www.pregnancytoday.com. Story will appear in the fall. Story has not run yet.

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.

Other Projects

- Surgeon General/Family History Campaign – Robin Bennett participated in a conference call about family history initiative and will advise Agency of how NSGC may be able to increase participation/visibility in this national campaign.
- Fragile X Guidelines – Agency worked with the Fragile X Foundation and NSGC to determine ways to promote the new guidelines published in *Journal of Genetic Counseling*. This initiative is currently on hold pending further notice.
- Massachusetts Licensure – Agency working with Kristen Shannon on possible publicity for licensure; waiting for update on when bill will be introduced.
- Annual Conference--Agency reviewed abstracts and breakout sessions for newsworthy items during the conference. Agency wrote and distributed a press release on genetic links to bipolar disorder and cardiovascular disorder as well as a release on African Americans and perceived risks of colon cancer.
- Multiple Miscarriage Study – Agency worked with Robin Bennett to modify the press release and post it to the NSGC website.
- President-Elect Press Release-- Agency contacted Nancy Callanan, president-elect, for background information to write release. Wrote, distributed and sent release media and for posting on NSGC website.

Client Meetings/Conference Calls/Counsel

- Numerous conference calls/emails with Bea Leopold and Kelly Ormond.

#