



## **FOR IMMEDIATE RELEASE**

### **The Power of Positive Media**

Finally, the publication of negative news about the profession is being challenged. Beginning in July 2006, a full page advertisement featuring Sarah Harding, Ms. Fitness USA 2006 telling her positive story about chiropractic appeared in national publications such as Sports Illustrated, U.S. News and World Report, Business Week, New York Times Magazine Health, Martha Stewart Living, and Working Mothers. As of June 2007 there have been over 23 million positive messages about the profession. By the end of August that number will increase to over 30 million just to subscribers of these publications.

But there is more! More than 128 newspapers in ten state states with 2.8 million subscribers included our March advertorial on the importance of physical fitness. The Foundation sent the advertorial to 10,000 newspapers in the country, this time focusing on backpack safety. Advertorials are a favorite of newspaper editors throughout the country as they are "camera ready" and can be placed directly in their publications.

Public Service Announcements (PSAs) are also playing an important role in increasing our exposure. Each month, the Foundation sends one or more PSAs to over 2400 AM/FM radio stations in the country. Since January 2007 the number of radio stations carrying our PSAs has increased from 14 to over 100 stations, and continues to grow. Additionally, many of these PSAs have generated interviews with Foundation doctors. What is particularly gratifying is that this number is likely a fraction of what is actually played on these radio stations, as many stations do not notify the agency when PSAs are used. Visit the Foundation for Chiropractic web site for a complete listing of the radio stations playing our piece.

Monthly press releases to major media editors in the United States have been another important part of our effort to present positive media about chiropractic. The Foundation works with a wire service, Business Wire, to distribute press releases. Its distribution includes over 2,000 national daily papers as well as TV, radio and weekly print publications. These press releases include such diverse topics as cost effective studies to the effectiveness of the adjustment in treating low blood pressure to the study on the effectiveness of chiropractic. The most recent press release on the AMI study showing the effectiveness of a chiropractic doctor as a gatekeeper was one of the prominent stories featured in Fierce Healthcare, the leading source of healthcare management news for healthcare industry executives, with a circulation of over 25,000.

In addition, articles of Sarah Harding in Fitness Magazine (circulation 1.5 million) and other publications; our newly initiated blogging efforts and other initiatives continue to change the image of the profession.

“As the longest sustained public relations campaign in the history of the profession, we have an opportunity to change the public’s perception of the profession but we need your help,” said Kent Greenawalt, Foundation Chairman. “Every dollar you contribute goes directly to promoting the profession. The PR agency working with us is doing it pro bono, at no cost. Not only that, contributors will have access to material that will help them locally in building their practice. We can do this together”

If you wish to make a pledge and/or contribution to the Foundation, please visit [www.foundation4cp.com](http://www.foundation4cp.com). Contributions are also received at P.O. Box 560, Carmichael, California 95609-0560.

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### **About F4CP**

A not-for-profit organization, the Foundation for Chiropractic Progress (F4CP) embraces a singular mission to promote positive press for the profession in national, regional and local media. Through effective and ongoing initiatives, the Foundation’s goal is to raise awareness to the many benefits provided by doctors of chiropractic. The F4CP relies upon strategic marketing campaigns that span prominent spokespersons, monthly press releases, public service announcements, and advertisements in high-profile media outlets. To learn more about the Foundation, please visit us on the web at [www.foundation4cp.com](http://www.foundation4cp.com) or call 866-901-f4cp.