

Foundation for Chiropractic Progress Promotes Chiropractic in National Consumer Publications

The Foundation of Chiropractic Progress reports that it is making progress and forging ahead challenging the negative news about the chiropractic profession. 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.

More than 128 newspapers in ten state states with 2.8 million subscribers included the March advertorial on the importance of physical fitness. The Foundation sent an 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 di-

rectly in their publications.

Public Service Announcements (PSAs) are also playing an important role in increasing chiropractic's exposure. Each month, the Foundation sends one or more PSAs to over 2,400 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. You can visit the Foundation for Chiropractic web site for a complete listing of the radio stations playing the PSAs.

Monthly press releases to major media editors in the United States have

been another important part of the Foundation's efforts 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 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. Contributions may also be sent to the Foundation at P.O. Box 560, Carmichael, California 95609-0560.

This year, chiropractic will be making a big impression on America.

(18 million impressions to be exact.)

Millions of impressions in top national magazines and a TV commercial featured on the Fox Network, will make it hard for America *not* to feel good about Chiropractic in 2007. With every dollar raised going directly to the PR and advertising campaign, the Foundation will be able to greatly increase the public's awareness of Chiropractic. And of great DCs like you!

Thanks to The Foundation, Chiropractic will be everywhere in 2007. To continue the mission, we need your help. Make your voice heard by pledging your support today!

IF PAYING BY CREDIT CARD, PLEASE INDICATE YOUR BILLING ADDRESS IN THE SPACE BELOW.

First name _____ Last name _____

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Yes! I'd love to support our profession with the following monthly pledge:
I UNDERSTAND I CAN CHANGE OR CANCEL MY PLEDGE AT ANY TIME.

Monthly amount: \$200 \$100 \$50 Other _____

Bill my credit card: MasterCard Visa American Express Discover
YOUR CREDIT CARD WILL BE CHARGED ON THE 15th OF EACH MONTH.

Card # _____ Exp. date _____ Signature _____

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I've enclosed a check. (MAKE PAYABLE TO FOUNDATION FOR CHIROPRACTIC PROGRESS)

Please complete and mail this form to:
 Foundation for Chiropractic Progress P.O. Box 560 Carmichael, CA 95609-0560


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