

2011 PUBLIC RELATIONS ACTIVITIES



**Foundation for Chiropractic Progress
2011 Public Relations Summary Report: Index**

Overview.....	Page 3
2012 Foundation Plans.....	Page 4
Membership Goals.....	Page 4
Patient-Centered Medical Home Report.....	Page 5
Print Advertising Campaign.....	Page 6
Jerry Rice Campaign.....	Page 7
TV Public Service Announcements.....	Page 8
Matte Release Print Advertorials.....	Page 9
Public Service Announcements – Radio.....	Page 10
Earned Media.....	Page 12
Press Releases.....	Page 12
Earned Media – Television.....	Page 18
Earned Media – Radio.....	Page 19
Earned Media – Online.....	Page 19
Earned Media – Newspaper.....	Page 20
Earned Media – Magazine.....	Page 22
Conferences/Presentations.....	Page 24

Foundation for Chiropractic Progress 2011 Public Relations Summary Report

Overview

Building on the success in 2010, the Foundation for Chiropractic Progress continued its growth – both in media exposure and industry support. Not only has the Foundation continued to build its membership, but the organization has also more than doubled its public relations effort. Using a reliable public relations formula that measures the effectiveness of a campaign, the Foundation determined that over **3.5 BILLION** positive impressions were generated for chiropractic in 2011. This number does not include the estimated number of views by individual doctors who have utilized the Foundation's Public Service Announcements (PSA), press releases and advertisements in their local community.

The Foundation expanded its public relations plan, increasing the amount of PSAs on radio, television and print outlets nationwide. Additionally, the Foundation significantly increased the development and distribution of timely news releases that generate coverage and establish credibility.

Our Champions of Chiropractic, Jerry Rice and Brigadier General Becky Halstead (retired), led the way in 2011. Having the support of Jerry Rice, who was inducted into the 2010 Pro Football Hall of Fame, allowed the Foundation to continue its aggressive advertising campaign in several highly circulated publications...from *USA TODAY* to *Sports Illustrated* and the *MLB All-Star Game* publication. Brigadier General Halstead donated countless hours to the Foundation, visiting state associations, colleges and participating in media interviews across the country. New in 2011, Rice participated in eight pre-arranged media interviews, sharing his support of chiropractic. Several of these interviews became syndicated and appeared in publications nationwide.

In 2011, the Foundation renewed its relationship with NFL legend, Jerry Rice, who will act as the Foundation's spokesperson through 2015. In 2011, because of Foundation efforts, we have witnessed professional athletes from football, baseball, hockey and many other sports, as well as Olympians, speak out on the value of chiropractic care and what it has meant to their health and careers. There are many more high-profile, influential individuals, like the Wiggles Anthony Field, along with television and movie stars, and musicians who want to speak out about the benefits of chiropractic care. As we build the resources to include them - we will!

In 2011, the Foundation has delivered every member of Congress with its landmark white papers, "Do Chiropractic Physician Services for Treatment of Low Back and Neck Pain Improve the Value of Health Benefit Plans?," authored by Arnold Milstein, MD, and Niteesh Choudhry, MD, and "Outcomes Based Contracting™: The Value-Based Approach for Optimal Health with Chiropractic Services," prepared by the Center for Health Value Innovation (CHVI), that validate the clinical and financial efficiency of chiropractic. The Foundation has also developed a state association newsletter that is intended for state associations to deliver to their state's legislature. This newsletter will keep associations in connection with their legislature throughout the year and provide influential political figures with educational information regarding chiropractic. New this year, the Foundation has also signed on a corporate sponsor -- Dillard's, a major retail store in the U.S., that will illustrate their support as they host a fashion show at the 2012 Parker Seminars.

Following the Foundation's earlier white papers, it was determined that the 2011 paper would focus on a varying aspect of healthcare – "The Role of Chiropractic within the Patient-Centered Medical Home." Prepared by [Discern Consulting](#), and with the input and support of a high-profile team -- including Mark Zeigler, DC, president, Northwestern Health Sciences University and board member of the F4CP; Steve Kraus DC, DIBCN, CCSP, FASA, FICC, CEO, founder, Future Health and member of the F4CP; John Hollingsworth, MD, MS and assistant professor, University of Michigan Health Systems; Tom Evans, MD and president, Iowa Healthcare Collaborative; and a panel of F4CP leadership -- this paper documents the value of chiropractic care in the next phase of healthcare delivery. With all three papers in hand, the Foundation was able to have a strong presence at several industry conferences, with hosting

organizations including the World Congress, Consumer Directed Healthcare (CDHC), National Business Coalition on Health and America's Health Insurance Plans (AHIP). This opportunity allowed the Foundation to communicate with individual state coalitions and develop relationships – resulting in a number of speaking opportunities for state associations and colleges to present the relevant information our reports entail.

2012 Foundation Plans

The Foundation plans to continue to raise the bar in 2012, looking to increase its media exposure and generate over 5 BILLION positive impressions. This will be accomplished through traditional campaign components and the new addition of eight social media releases. The Foundation also plans to continue with the heightened number of print advertorials and press releases distributed throughout the year.

Expect to see a consistent advertising campaign in 2012, as the Foundation plans to place monthly pro-chiropractic advertisements in two of the highest circulated publications – *The Wall Street Journal* and *USA Today*. In 2012, the Foundation will be launching a new campaign that will highlight the roster of celebrity supporters and their doctors. A large amount of the Foundation's ads will feature a prominent athlete/doctor match up.

The Foundation's roster of spokespeople continues to grow, and 2012 will be no different. In addition to the relationship with the Washington Redskins Cheerleaders, the Foundation plans to work more with the San Diego Charger Girls. The Foundation will also continue to expand its list of celebrity supporters and build relationships with those who favor chiropractic. The list of noteworthy potential spokespersons is endless.

A key initiative in 2012 will be the development of a new campaign, entitled TIPS – Toward Injury Sports Prevention. This prevention-oriented program is designed to capture the interest of large-scale sports affiliates, enabling the Foundation to build its corporate support beyond the chiropractic industry. A number of additional components will be put in place to support this campaign. We will roll out this program nationwide in 2012 and expect much success.

In 2012, the Foundation will continue to move forward with outreach into the employer and healthcare industries. The Foundation will take a more targeted approach, presenting at those conferences found to be most successful in previous years, and continue to pursue industry media and be involved in employer association memberships. One of the initiatives that follows on the publication of our white paper with the Center for Health Value Innovation is a demonstration employer project that documents the role of a chiropractic value based benefit design. Thomson Reuters and Niteesh Choudhry, MD are already helping us to develop the project. Arnold Milstein, MD may also be engaged in the process. The Foundation is still in the process of reviewing the schematics of the project, but expects to reach a final decision in early 2012. If the project is pursued, the Foundation will also planning on releasing a white paper at the project's completion.

Membership Goals

The Foundation's goal for 2012 is simple – surpassing 4,000 members, increased vendor support, and more traction for individual chiropractors. As the campaign continues to pick up steam, more and more doctors, associations, colleges and vendors are recognizing the value of our mission. Supporting the Foundation is supporting chiropractic care – “Our success is your success.”

As the number of Foundation supporters grows, so will our media campaigns. The future is bright for the Foundation -- and the entire profession -- because we are able to attract prestigious public figures interested in strengthening the credibility of the chiropractic profession. Kent Greenawalt, the Foundation founder, reminds the board often that, “we are just getting started,” and he is so right!

Laura Carabello
Principal, *CPR Strategic Marketing Communications*

Total Estimated Media Impressions: 3.66 BILLION

WHITE PAPER: “The Role of Chiropractic Care in the Patient-Centered Medical Home”

The Foundation for Chiropractic Progress (F4CP) announces the release of its hallmark white paper, “*The Role of Chiropractic Care in the Patient-Centered Medical Home (PCMH)*.” Prepared by Discern Consulting, and with the input and support of a high-profile team -- including Mark Zeigler, DC, president, Northwestern Health Sciences University and board member of the F4CP; Steve Kraus DC, DIBCN, CCSP, FASA, FICC, CEO, founder, Future Health and member of the F4CP; John Hollingsworth, MD, MS and assistant professor, University of Michigan Health Systems; Tom Evans, MD and president, Iowa Healthcare Collaborative; and a panel of F4CP leadership -- this paper documents the value of chiropractic care in the next phase of healthcare delivery.

The PCMH is an advanced primary care delivery model designed to help patients -- especially patients with chronic health conditions, such as low back pain -- achieve the best possible outcomes. By creating physician-directed care teams that work together to deliver care to patients, the PCMH aims to streamline care, avoid redundancies, enhance clinical effectiveness and cost-effectiveness, and utilize the services of licensed health care practitioners in ways that best serve patients and extend the range of PCPs. The study and its authoritative results have been featured in the following high-profile media and e-newsletters reaching key decision-makers in private and public sectors:

- *Health Leaders* – Target audience includes executives in areas of long-term care, accreditation, medical staff affairs, regulatory compliance, quality, patient/safety and workplace safety. **(45,000)**
- *Employee Benefit News* - Provides up-to-the-minute news and information for human resource and benefits decision-makers as well as brokers, advisers and consultants. **(75,000)**
- *Medical Group Management Association* - The Medical Group Management Association (MGMA), founded in 1926, is the principal voice for medical group practice management professionals in the United States. MGMA serves 22,500 members who lead and manage more than 13,700 organizations in which almost 275,000 physicians practice. **(22,000)**
- *AIS Health* – Atlantic Information Services, Inc. (AIS) develops highly targeted news, data and strategic information for managers in hospitals, health plans, pharmaceutical companies and other health care organizations. AIS products include print and electronic newsletters, loose-leafs, books, directories, audio conferences, management seminars, strategic reports and databases. **(28,000)**
- *Modern Healthcare* - Established in 1974 and written for hospital and health system executives as an industry-intensive news source. Editorial concentrates on issues, news and trends affecting healthcare in the United States and provides information to healthcare professionals on topics including finance, integrated delivery systems, technology, politics, labor, managed care, physician issues, developments in federal and state government, court rulings, policy and regulation and marketing. There is a particular emphasis on coverage of electronic medical records. **(44,783)**
- *American Journal of Managed Care (AJMC)* - The American Journal of Managed Care is an independent, peer-reviewed publication dedicated to disseminating clinical information to managed care physicians, clinical decision makers, and other healthcare professionals. Its aim is to stimulate scientific communication in the ever-evolving field of managed care. The American Journal of Managed Care addresses a broad range of issues relevant to clinical decision making in a cost-constrained environment and examines the impact of clinical, management, and policy interventions and programs on healthcare and economic outcomes. **(49,151)**

Advertising Campaign

1.17.11, *Sports Illustrated* (**3.261 million**): Jerry Rice

1.3.11, 1.14.11, *USA Today* (**2.293 million**): Jerry Rice

1.28.11, *Wall Street Journal* (**2.012 million**): Jerry Rice

2.15.11, *POLITICO* (**27,000**): General Halstead

8.29.11, *Newsweek* (**3.109 million**): Jerry Rice

July/August 2011, *American Cheerleader* (**150,000**): Cheerleading and Injury Prevention

July 2011, *MLB All-Star Game publication* (**500,000**): Jerry Rice

9.1.11, *Newsweek* (**3.109 million**): Jerry Rice

9.21.11, *Wall Street Journal* (**2.012 million**): Sciatica ad

11.01.11, *Wall Street Journal* (**2.012 million**): Patient-Centered Medical Home ad

Week of November 7, 2011, *USA Today* (**2.293 million**): COSCA Halstead

Total Ad Impressions (including white paper postings): 23,548,239.

Jerry Rice Campaign

With Jerry Rice's legendary profile and his present affiliation with ESPN as an NFL analyst, his attention in the media has remained excessive. Based on these factors, along with the fact that Rice has built a profile/brand within the chiropractic profession, the Foundation has made the decision to sign Rice as spokesperson for an additional three years. Being our big name spokesperson, the Foundation has continued to recognize Rice in its publicized materials in 2011.

The Foundation continued a heavy advertising campaign for Jerry Rice, featuring ads in *USA Today*, *Sports Illustrated* and the *The Wall Street Journal*. In fact, the Foundation was also able to secure a full-page ad in the *MLB All-Star Game* publication highlighting Rice's support of chiropractic. Throughout 2011, a number of associations utilized the Rice advertisements to help our message reach an even wider audience.

Rice's media presence once again has produced monumental results. New this year, the Rice campaign involved pre-arranged interviews, which the Foundation was able to schedule eight high-profile media interviews that lead to national stories. Within the first week, articles appeared in the: [San Francisco Chronicle](#), [San Jose Mercury News](#), [Sun Herald](#), [The Oakland Tribune](#), [Monterey County The Herald](#), [Press Democrat](#), [Bleacher Report](#), [Contra Costa Times](#), [Chicago Sun-Times](#), [MSN Fox Sports](#) and [Boston Herald](#). Following initial publicity, several of the Rice articles became syndicated and resulted in national coverage for months to follow.

Throughout 2011, the Jerry Rice campaign has generated **276,023,404 media impressions**.

Newspaper/Online Coverage:

As of December 2011, the interviews and following articles featuring Foundation Spokesperson, Jerry Rice, generated coverage with a combined readership and unique visitors total of **91,983,522**.

Radio Coverage:

As of December 2011, the updated HOF 60-second radio PSA had been broadcast 179 times in 38 different states with an audience of **15,427,026**.

Television Coverage:

As of December 2011, the updated HOF 60-second Jerry Rice commercial had been broadcast 141 times in 34 different states reaching an audience of **168,612,856** viewers.

Television Public Service Announcements

One aspect of the Foundation's public relations plan is to create and distribute 60 second television public service announcements. These messages are developed with the intent to relate chiropractic care with relevant current event topics, as well as seasonal issues. Each TV spot is produced originally by the Foundation and released to over 1,000 stations throughout the country. The stronger the message, the more placements each PSA receives. Coverage is ongoing, several of the Foundation's past TV PSAs are still in rotation at major networks nationwide.

Driving Safety

As of December 2011, the 60-second commercial had been broadcast 294 times in 31 different states with an audience of **97,519,976**.

Managing Fibromyalgia

As of December 2011, the 60-second commercial had been broadcast 191 times in 31 different states with an audience of **136,224,307**.

A Healthier You

As of December 2011, the 60-second commercial had been broadcast 189 times in 33 different states with an audience of **68,321,761**.

Health Awareness -- Treating Sciatica Pain

As of December 2011, the 60-second commercial had been broadcast 104 times in 30 different states with an audience of **155,759,686**.

Lighten Your Load

As of December 2011, the 60-second commercial had been broadcast 104 times in 30 different states with an audience of **155,759,686**.

Protecting America's Protectors

As of December 2011, the 60-second commercial had been broadcast 235 times in 36 different states with an audience of **184,668,736**.

Sports Shorts – Jerry Rice

As of December 2011, the 60-second commercial had been broadcast 150 times in 35 different states with an audience of **168,612,856**.

Redskins Cheerleader on Preventing Injury

As of December 2011, the 60-second commercial had been broadcast 249 times in 31 different states with an audience of **143,225,738**.

Stress in the Workplace

As of December 2011, the 60-second commercial had been broadcast 108 times in 23 different states with an audience of **52,991,706**.

Pro Football Chiropractic Society

2011 ESTIMATE: As of December 2011, the 60-second commercial had been broadcast 104 times in 30 different states with an audience of **155,759,686**.

Total TV PSA Impressions: 1,318,844,138.

Matte Release - Print “Advertorials”

Advertorials -- advertisements designed to look like independent news stories -- focus largely on consumer healthcare concerns and serve to educate the general public about the role of chiropractic care in addressing these issues. These articles are distributed to over 6,500 newspapers throughout the country and play an important role in achieving public awareness of the profession. They are highly significant in presenting our professional perspectives without editorial comment or criticism from editorial naysayers. They also enjoy a long shelf life and will continue to generate coverage on an ongoing basis.

Fibromyalgia

As of December 2011 this release generated 268 news articles in 23 different states with a readership of **10,137,792**. The websites where the release was featured were viewed by a total of **17,841,853** unique visitors per month.

Driving Safety

As of December 2011 this release generated 188 news articles in 18 different states with a readership of **4,977,360**. The websites where the release was featured were viewed by a total of **26,064,545** unique visitors per month.

Driving and Back Pain

As of December 2011 this release generated 612 news articles in 29 different states with a readership of **19,996,288**. The sites it was on were viewed by **112,972,136** unique visitors per month.

Super Bowl MVP Well-Adjusted

As of December 2011 this release generated 512 news articles in 25 different states with a readership of **15,536,080**. The sites it was on were viewed by **90,338,875** unique visitors per month.

Treating Sciatica Pain

As of December 2011 this release generated 808 news articles in 32 different states with a readership of **24,487,664**. The sites it was on were viewed by **125,070,310** unique visitors per month.

Dancing Like a Star

As of December 2011 this release generated 260 news articles in 21 different states with a readership of **4,447,328**. The sites it was on were viewed by **138,281,267** unique visitors per month.

Spinal Manipulation

As of December 2011 this release generated 168 news articles in 19 different states with a readership of **4,255,680**. The sites it was on were viewed by **29,538,426** unique visitors per month.

Backpack Safety

As of December 2011 this release generated 524 news articles in 30 different states with a readership of **16,019,280**. The sites it was on were viewed by **80,160,654** unique visitors per month.

Treatment Scores with World Series Champs

2011 ESTIMATE: As of December 2011 this release generated 8 news articles in 1 different state. The sites it was on were viewed by unique visitors per month **15,179,466**. The sites it was on were viewed by **90,338,875** unique visitors per month.

Total Advertorial Impressions: 825,643,879.

Public Service Announcements – Radio

A key component of the Foundation's public relations plan is to create and distribute 60 second radio public service announcements. These messages are developed with the intent to relate chiropractic care with relevant current event topics, as well as seasonal issues. The Foundations PSA's are sent to over 1,000 radio stations nationwide. The Foundation's radio spots have been put into station rotation at hundreds of radio stations across the country, reaching an estimated audience of **155,024,606 million listeners**.

Following are the PSAs issued throughout 2011:

Driving and Back Pain – 30 Seconds

Humans may have been sitting since the caveman days, but apparently we're now doing something wrong that's given many of us chronic lower back pain: driving. Largely to blame is the constant tension that comes with sitting in a static position when your sense of awareness is most heightened, explains The Foundation for Chiropractic Progress. A doctor of chiropractic can provide expert advice, and you can help by sitting near the pedals, with support added to the lower lumbar spine. Learn more at www.YES2Chiropractic.com.

As of December 2011 this release had been broadcast 248 times in 41 different states with an audience of **32,207,680**.

Healthy Ideas – 30 Seconds

Just like athletes such as Pro Football Hall of Famer Jerry Rice, who need help when they're in pain, people injured in auto accidents can use the care of a doctor of chiropractic. Explains Rice: (Sound Bite): "Whiplash –Type injuries to the neck and back should be examined and cared for by a doctor of chiropractic. A visit to a chiropractor might make all the difference to your health, just like it has done for me." Learn more from The Foundation for Chiropractic Progress at www.YES2Chiropractic.com.

As of December 2011 this release had been broadcast 240 times in 39 different states with an audience of **29,659,572**.

Staying Injury Free- 60 Seconds

Every day, some ten thousand baby boomers reach the age of sixty-five. Many participate in physical activities and sometimes overestimate their abilities. If you or someone you care about is in the baby boom generation, it may pay to heed these hints from the experts at The Foundation for Chiropractic Progress. First, check with your doctor, who should encourage a active lifestyle. Even if you believe you're in shape, always warm up with light stretching before activity. For increased fitness and muscle tone, try activities including exercises with light weights, walking dancing and swimming. Drink water often to stay hydrated. Eat a healthy breakfast each morning. Add fruits and vegetables to your diet. Keep positive about making these years in your life golden. Pay attention to aches and pains, and know the side effects of any medication you may be taking. Doctors of chiropractic can help the growing baby boom generation with advice and treatment keeping them healthy and able to enjoy life at any age. For more tips, visit www.yes2chiropractic.com.

As of December 2011 this release had been broadcast 186 times in 38 different states with an audience of **13,021,626**.

Health Awareness – 60 Seconds

There is hopeful news for many of the twelve million Americans who have the chronic ailment known as fibromyalgia. There may be a way to get relief from the intense pain and discomfort often caused by the muscle and connective tissue disorder. It's a method of treatment that doesn't require medication. While there is still no cure, there is evidence that chiropractic care may help. For example, retired Brigadier General Becky Halstead, the first woman in US history to command at a strategic level in Iraq, suffered with this disease. She has become convinced through personal experience with the benefits of chiropractic care. (Sound Bite): Agonizing pain, debilitating fatigue, joint stiffness, sleep deprivation- you

name it and I felt it. There I was: deployed in Iraq, responsible for over twenty thousand military men and women, and each day, I privately struggled to physically keep myself going. It wasn't until turning to chiropractic care that I finally found relief and was able to return to a normal, pain-free life." To learn more, visit the website at yes2chiropractic.com

As of December 2011 this release had been broadcast 255 times in 37 different states with an audience of **25,531,262**.

News of Sports Health- 60 Seconds

While football players are the ones who get the glory and the money, many fans might be surprised to learn that the cheerleaders are also running the risk of sports-related injury. That's because cheerleading is considered the most dangerous sport for women, according to the national center for catastrophic sport injury research. For some, chiropractic care is the answer. As one cheerleader said (Sound Bite): "Early in my cheerleader career, I was fortunate to visit a chiropractor who continues today to make sure my body is balanced, helps me recover from injuries and also able to perform at my best. I would like to recommend to cheerleaders at every level and every age to visit a chiropractor for a spinal and postural checkup and for health care advice." Just as with other athletes, cheerleaders need to monitor their diet and exercise. That's one reason many turn to doctors of chiropractic for advice on moving right, eating right, staying healthy and preparing for peak performance. Learn more at yes2chiropractic.com

As of December 2011 this release had been broadcast 320 times in 33 different states with an audience of **28,954,866**.

Head Off Your Headache – 60 seconds

If you are among the fifty million people nationwide who experience the debilitating pain of chronic headaches, you'll be glad to know there's relief without the use of prescription medications. One answer is spinal adjustments. Researchers at the Center for Clinical Health Policy Research at Duke University reviewed all available research and found that spinal adjustments produce sustained improvement in headache frequency and severity in the treatment of cervicogenic headaches – which are common headaches originating in the neck. Still considering medications that may only mask pains and require more doses down the line? Always be aware of a medication's side effects which may increase chances of damage to your stomach, liver and kidneys. If you or a loved one is searching for an alternative solution to overcome chronic headaches and avoid the side effects of medications, consider an examination by a doctor of chiropractic – and find out for yourself why millions of Americans visit a chiropractor. Learn more about chiropractic online from the experts at the Foundation for Chiropractic Progress at yes2chiropractic.com.

As of December 2011 this release had been broadcast 87 times in 19 different states with an audience of **12,974,800**.

Jerry Rice – Vehicular Injuries - 60 Seconds

You don't need to be a pro athlete like football hall of famer Jerry Rice to benefit from the effects of a doctor of chiropractic. Rice can understand the problems of people injured in auto accidents, because (Sound Bite): "The hits on the football field can be similar to the trauma the body receives in vehicular accidents. Whiplash –type injuries to the back and neck should be examined and cared for by a doctor of chiropractic. A visit to a chiropractor might make all the difference to your health, just like it has done for me." In fact, studies have concluded that for neck pain associated with being in a car crash, therapies involving manual manipulation and exercise can be highly effective. Considering that the National Highway Traffic Safety Administration estimates there are nearly three hundred thousand whiplash injuries in this country every year that knowledge could save you or someone you care about from a real pain in the neck. Learn more from The Foundation for Chiropractic Progress at www.yes2chiropractic.com

2011 ESTIMATE: As of December 2011 this release had been broadcast 87 times in 19 different states with an audience of **12,974,800**.

Public Relations ...”Earned Media” Opportunities

On a monthly basis, the Foundation issues press releases, many of which are placed on Business Wire for immediate pick ups. These also provide an opportunity for targeted pitching to media outlets, both print and electronic.

CPR subscribes to several services on behalf of its clients and makes these available to the Foundation:

- **“Prof Net”** is a service of PR Newswire that delivers multiple editorial opportunities at various times throughout the day, alerting our team to “editorial” needs of reporters and editors nationwide. Editors post their queries and outreach for news sources, and we are able to respond to these targeted inquiries.
- **Bacon’s Media Database** issued annually and with regular updates, lists all media outlets, editors’ contact information, and recommendations for approaching specific editors. This Bible of the PR industry is a valuable resource for pitching specific editors.
- **CPR Proprietary Health Care Media Database** reflects more than 4,500 personal contact points for reporters, editors and producers that focus on health care issues. This database is utilized as a stand-alone resource or as an enhancement for Business Wire postings.

Press Releases

ScripHessco Continues to Support the Foundation for Chiropractic Progress

The Foundation for Chiropractic Progress (www.f4cp.org), the chiropractic professions longest running public awareness campaign, is pleased to announce that ScripHessco (www.scriphessco.com), trusted resource to health care practitioners – offering the largest selection of equipment and supplies at the best value, renewed their monetary support to the Foundation in the amount of \$10,000 annually.

ScripHessco, who made its initial pledge last year, has become a major financial component to the Foundation’s successful media campaigns which generated over one billion positive impression in 2010.

206,759 Media Impressions

Michigan Association of Chiropractors Leads the Way with Continued Support for the Foundation for Chiropractic Progress

The Michigan Association of Chiropractors (www.chiromi.com), the source for family wellness doctors in Michigan, pledged to renew its support of the Foundation for Chiropractic Progress (www.f4cp.org) during the 2011 Parker Vegas Seminars held on January 13th- 15th. The Michigan Association of Chiropractors renewed monetary support of \$18,000 brings the state associations total contributions to over \$55,000.

202,972 Media Impressions

Foundation for Chiropractic Progress Breaks Records for New Membership and Fund-raising at Parker Vegas

The Foundation for Chiropractic Progress (www.f4cp.com), architects of the profession’s longest running public awareness campaign, welcomed a record 231 new individual monthly contributors along with several new vendor progress partners -- generating an additional \$100,000 in annual support -- during the recent 2011 Parker Vegas Seminars. The Foundation headliners Jerry Rice, pro-football Hall-of-Famer and the “Greatest Player in NFL History,” members of the Washington Redskins Cheerleading team, and retired Brigadier General Becky Halstead sparked the interest, attention and enthusiasm of the entire audience. **224,764 Media Impressions**

Palmer College of Chiropractic Increases Its Pledge in Support of the Foundation for Chiropractic Progress

During the 2011 Parker Seminars in Las Vegas, Nev., Palmer College of Chiropractic (www.palmer.edu), an international leader in chiropractic education, patient care and research, made an additional pledge in the amount of \$20,000 to the Foundation for Chiropractic Progress (www.f4cp.org). Palmer, a recurring supporter of the Foundation, continues to help strengthen and grow the Foundation's public awareness campaign and its mission of generating high amounts of positive press for the chiropractic profession.

176,761 Media Impressions

Multi Radiance Medical Supports the Foundation for Chiropractic Progress

The Foundation for Chiropractic Progress (www.f4cp.org), architect of the chiropractic profession's longest running public awareness campaign, is pleased to announce that Multi Radiance Medical (www.multiradiance.com), a leader in supplying FDA-cleared therapeutic, super pulsed laser devices used globally to treat a multitude of health conditions, has made an initial monetary pledge of \$25,000, to be carried out over the next two years, a Gold level contribution. As a top-tier Foundation financial supporter, Multi Radiance Medical is helping to ensure success in the forward movement of the Foundation's mission and media campaign to generate positive press for the chiropractic profession.

207,766 Media Impressions

Foundation for Chiropractic Progress Rolls Out Employer Outreach Programs

The Foundation for Chiropractic Progress, architects of the chiropractic profession's longest running public awareness campaign, is developing closer relationships with the employer community to effectively position chiropractic care as a valuable health benefit. Using its landmark studies ([Do Chiropractic Physician Services for the Treatment of Low Back and Neck Pain Improve the Value of Health Benefit Plans?](#) and [Outcomes Based Contracting: The Value-Based Approach for Optimal Health with Chiropractic Services](#)) and other relevant peer-reviewed information, the Foundation will participate in multiple employer-sponsored health events to provide education and information to employers and other payers on the benefits of including chiropractic care in benefit design. **21,748,722 Media Impressions**

Foundation for Chiropractic Progress Soaring Toward Success in 2011

The Foundation for Chiropractic Progress, architects of the longest running public awareness campaign for the chiropractic profession, has entered its 6th consecutive year of operations with more momentum and support than ever. Successes have been achieved through gaining new partnerships, strengthening old ones and keeping a tight focus on the main mission: To provide education and generate widespread positive press for the chiropractic profession. **191,859 Media Impressions**

Super Bowl MVP is "Well-Adjusted"

From his son's first "stingers" to various neck, back and other injuries resulting from playing football, Dr. Ed Rodgers – Dad of championship Green Bay Packers' winning quarterback Aaron Rodgers -- was always there to make an adjustment. It was the care he received following a college football injury that led the Super Bowl MVP's father to pursue a chiropractic career. **55,248,718 Media Impressions**

Foundation for Chiropractic Progress Participates at 2011 CDHC Forum East

The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the many benefits associated with chiropractic care, will participate in a workshop "Value Based Design Fuels Patient Engagement," chaired by Laura Carabello, Principal, CPR Strategic Marketing Communications and an advisor to the F4CP, May 12, 2011, [Consumer-Directed Health Care Forum East](#), Atlanta, Georgia. During the workshop and on behalf of the F4CP, [Niteesh K. Choudhry, MD, PhD](#), Harvard Medical School, Brigham and Women's Hospital, will discuss the findings of the 2010

white paper [Outcomes-Based Contracting™: The Value-Based Approach for Optimal Health with Chiropractic Services](#) for which he provided guidance. **23,945,483 Media Impressions**

Strides of Success in Q1 2011: Foundation for Chiropractic Progress Continues to Accomplish

The [Foundation for Chiropractic Progress](#), architect of the longest running public awareness campaign for the chiropractic profession, points to significant accomplishments during Q1 2011, activities that advance its primary mission to provide education and generate widespread positive press for the chiropractic profession. **244,071 Media Impressions**

Fitness and Health Guru, Jack LaLanne, Leaves Lasting Impression on Chiropractic Profession

While most remember the late great American exercise, fitness and nutritional expert Jack LaLanne as the innovative father of the U.S. wellness movement, the Foundation for Chiropractic Progress also recognizes LaLanne for his selfless contributions to the advancement of the chiropractic profession. LaLanne, an Oakland Chiropractic College graduate, developed a passion for the chiropractic profession, with his love for fitness and nutrition running parallel to the principles of chiropractic care. **28,748,718 Media Impressions**

Chiropractors Use Exercise Intervention to Reduce Hamstring Injuries among Professional Cheerleaders

Doctors of Chiropractic who provided closed-chain hamstring exercise intervention greatly reduced hamstring injury and associated pains among professional cheerleaders, according to a recent study entitled, "[The Effects of a Closed-Chain, Eccentric Training Program on Hamstring Injuries of a Professional Football Cheerleading Team.](#)" (*Journal of Manipulative and Physiological Therapeutics*, March 2011, Vol. 34, Issue 3, pgs.195-200). **38,748,718 Media Impressions**

Chiropractic Continues to be the Care of Choice Offered at the Cox Celebrity Championship

Doctors of Chiropractic at the [San Diego Center for Health](#) (SDCH) have been selected for the fifth consecutive year as the official sports medicine providers to more than 50 of the world's top celebrity golfers -- including tournament host and NFL Pro Bowl quarterback Drew Brees -- who will be participating in the 2011 Cox Celebrity Championship, May 19-22, 2011 at the Morgan Run Resort, Rancho Santa Fe, Calif. The annual event will help to benefit the Brees Dream Foundation and other local charities. **19,848,718 Media Impressions**

Graduates of Parker University College of Chiropractic Make Class Gift to Foundation for Chiropractic Progress

The April 2011 graduates of [Parker University College of Chiropractic](#) donated \$2,000 of its remaining class funds to support the Foundation for Chiropractic Progress (www.f4cp.com), a not-for-profit organization dedicated to raising awareness about the benefits associated with chiropractic care. **186,760 Media Impressions**

Workers' Compensation Update: Chiropractic Care More Valuable and Cost-Efficient For Low Back Pain vs. Physician Care, Physical Therapy

A recent study conducted by medical and healthcare professionals outside the chiropractic profession, "[Health Maintenance Care in Work-Related Low Back Pain and Its Association with Disability Recurrence.](#)" (*Journal of Occupational and Environmental Medicine*, April 2011, Vol. 53 Is. 4, p: 396-404) concludes chiropractic care to be more effective for common, work-related, low back pain (LBP), when compared to treatment by a physical therapist or physician. Overall, chiropractic patients illustrated lower medical expenses, fewer disability recurrences and shorter initial periods of disability. **51,000,719 Media Impressions**

Winning the Battle with Fibromyalgia

After 27 years of service, decorated U.S. Army Brigadier General Becky Halstead (Retired), the first female West Point graduate in U.S. history to command at the strategic level in Iraq and Afghanistan, decided to retire after being diagnosed with fibromyalgia – a medically unexplained syndrome affecting the muscles and connective tissues. Currently, the disease affects as many as 12 million Americans and has been reported two times as prevalent in deployed veterans ([Annals of Internal Medicine](#), June 7, 2005, Vol. 142 No.11). **47,319,752 Media Impressions**

Foundation for Chiropractic Progress Supporters Share the Undeniable Value of its Awareness Campaign

The [Foundation for Chiropractic Progress](#) (F4CP), architect of the longest running public awareness campaign for the chiropractic profession, has achieved landmark success during Q2 2011, receiving continuous positive feedback from supporters regarding the many projects and partnerships implemented. Through impressive campaign components including press releases, radio and television public service announcements, advertisements and sponsored research, the F4CP is truly charting a positive course for the chiropractic profession that is expected to grow with increased financial support and membership. **207,569 Media Impressions**

Spinal Manipulation Proves Equally Beneficial as Surgery in Sciatica Treatment

In a recent study, "[Manipulation or Microdiskectomy for Sciatica? A Prospective Randomized Clinical Study](#)," (*Journal of Manipulative and Physiological Therapeutics*, October 2010, Vol. 33 Iss. 8, p: 576-584), researchers concluded that spinal manipulation was just as effective as microdiskectomy for patients struggling with sciatica secondary to lumbar disk herniation (LDH). The patient population studied included people experiencing chronic sciatica (symptoms greater than six months) that had failed traditional, medical management. Overall, 60 percent of patients who received spinal manipulation benefited to the same degree as those who underwent surgery. **59,748,718 Media Impressions**

Multi-Disciplinary, Evidence-Based Process for Hospital-Based Standardized Spine Care Results in Minimized Lower Back Pain and Treatment Costs

The use of a patient-centered multi-disciplinary Spine Care Pathway (SCP) helped to minimize lower back pain (LBP) and the associated treatment costs, according to a recent study, "[A Hospital-Based Standardized Spine Care Pathway: Report of a Multidisciplinary, Evidence-Based Process](#)," published in the *Journal of Manipulative and Physiological Therapeutics*, February 2011, Vol. 34, Issue 2, Pages 98-106. Using the National Center for Quality Assurance (NCQA) Back Pain Recognition Program ([BPRP](#)) as its framework, the SCP provided patients with the five care options cited as the most effective in the back pain literature: spinal manipulation, extension and flexion directional preference exercises, core stabilization exercises, and mechanical traction. **33,748,718 Media Impressions**

Charger Girls Become First Team Affiliated with NFL to Contract with Female Doctor of Chiropractic

Dr. Mindy Mar of the [San Diego Center for Health](#) has raised the bar for women in the chiropractic profession. In 2007 Mar became the first female Doctor of Chiropractic (DC) to be contracted within the National Football League via the San Diego Chargers and is now entering her fifth season as team doctor of the San Diego Charger Girls, formed in 1990 and now one of the premiere dance teams in the NFL. **63,979,830 Media Impressions**

Historic Thayer Hotel at West Point Honors Foundation for Chiropractic Progress Spokesperson, Brigadier General Rebecca Halstead (Ret.)

[The Thayer Hotel](#) at West Point, N.Y. will dedicate a room to distinguished West Point graduate, U.S. Army Brigadier General, Rebecca Halstead (Ret.), spokesperson for the Foundation for Chiropractic

Progress (www.f4cp.com), Wednesday, November 2, 2011. The ceremony will take place on hotel grounds beginning at 6 p.m. and will include a one hour reception followed by an official dedication program. The Thayer Hotel, a historical landmark at the United States Military Academy located at West Point, NY, is offering 149 guest rooms and several common areas to those graduates whose global and national accomplishments are well-deserving. **19,046,857 Media Impressions**

Foundation for Chiropractic Progress Publishes Landmark White Paper: The Role of Chiropractic Care in the Patient-Centered Medical Home

The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising public awareness of the value of chiropractic care, announces the release of its hallmark white paper, "*The Role of Chiropractic Care in the Patient-Centered Medical Home (PCMH)*." Prepared by [Discern Consulting](#), and with the input and support of a high-profile team, including Mark Zeigler, DC, president, Northwestern Health Sciences University and board member of the F4CP; Steve Kraus, DC, DIBCN, CCSP, FASA, FICC, CEO, founder, Future Health and member of the F4CP; John Hollingsworth, M.D., M.S., and assistant professor, University of Michigan Health Systems; Tom Evans, M.D. and president, Iowa Healthcare Collaborative -- and a panel of F4CP leadership -- this paper documents the value of chiropractic care in the next phase of healthcare delivery. **74,170,705 Media Impressions**

Earl DeCarli Appointed to Foundation for Chiropractic Progress Board of Directors

The [Foundation for Chiropractic Progress](#), a not-for-profit organization dedicated to increasing public awareness regarding the benefits associated with chiropractic care, is pleased to appoint Earl DeCarli, president & CEO, Scrip Companies, to its Board of Directors. **38,748,719 Media Impressions**

Foundation for Chiropractic Progress Publishes Landmark White Paper: The Role of Chiropractic Care in the Patient-Centered Medical Home

The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising public awareness of the value of chiropractic care, announces the release of its hallmark white paper, "*The Role of Chiropractic Care in the Patient-Centered Medical Home (PCMH)*." Prepared by [Discern Consulting](#), and with the input and support of a high-profile team -- including Mark Zeigler, DC, president, Northwestern Health Sciences University and board member of the F4CP; Steve Kraus DC, DIBCN, CCSP, FASA, FICC, CEO, founder, Future Health and member of the F4CP; John Hollingsworth, MD, MS and assistant professor, University of Michigan Health Systems; Tom Evans, MD and president, Iowa Healthcare Collaborative; and a panel of F4CP leadership -- this paper documents the value of chiropractic care in the next phase of healthcare delivery. **273,759 Media Impressions**

Honored US Navy Seal Howard Wasdin, DC, Engages in a New Mission: *Supporting the Foundation for Chiropractic Progress*

During the 2011 Florida Chiropractic Association National Convention and Expo., held in Orlando, Florida, Howard Wasdin, DC, former Navy Seal and author of the *NY Times* best-seller "*Seal Team Six: Memoirs of an Elite Navy Seal Sniper*," made an initial pledge to support the [Foundation for Chiropractic Progress](#), a not-for-profit organization dedicated to raising public awareness of the value of chiropractic care. Dr. Wasdin immediately displayed his supportive position by engaging in a presentation and book signing to publically announce his advocacy. **42,400,130 Media Impressions**

Foundation for Chiropractic Progress Launches Facebook Fan Pages to Increase Positive Chiropractic Awareness

The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness of the value of chiropractic care, recently launched its enhanced professional and public Facebook fan pages -- [FoundationforChiropracticProgress](#) and [StayingHealthywithChiropracticCare](#) -- as part of its continuing aggressive advertising and public relations campaign initiated in 2006. **226,763 Media Impressions**

October is National Chiropractic Health Month: Educational Foundation Launched to Advance Chiropractic Awareness

[The Foundation for Chiropractic Education](#) (FCE), a not-for-profit 501 (C)(3) organization established to further educate the public regarding chiropractic care, is pleased to debut its charitable foundation during *National Chiropractic Health Month*, a nationwide chiropractic awareness campaign each October initiated by the [American Chiropractic Association](#). **28,748,727 Media Impressions**

Chiropractic Neurology Addresses Symptoms of Vestibular Concussion: Specialized Intervention Speeds Recovery for NHL's Sidney Crosby

After a traumatic vestibular concussion resulted in year-long symptoms of instability, fogginess, dizziness and light sensitivity, National Hockey League (NHL) standout Sidney Crosby has reported improved cognitive and physical functioning and is progressing remarkably well, thanks to the care of a Doctor of Chiropractic with specialized training in neurology. The Foundation for Chiropractic Progress calls upon all coaches, parents and athletes to learn concussion signs and symptoms and what to do if a concussion occurs. **95,367,237 Media Impressions**

Foundation for Chiropractic Progress Launches 'Military Corner'

Website Section Intended to Raise Awareness about Chiropractic and the Military

The Foundation for Chiropractic Progress, a not-for-profit organization dedicated to raising awareness regarding the benefits of chiropractic care, has launched Military Corner, a subset to its F4CP website that is designed to provide exclusive educational information about chiropractic care and the military, specifically referencing the Department of Defense (DOD) and Veterans Affairs (VA). **48,748,720 Media Impressions**

A Week to Remember: The Foundation for Chiropractic Progress (F4CP) Makes History with its Positive Press Campaign

After hosting several exclusive media interviews with Pro Football Hall of Famer, Jerry Rice, spokesperson for the Foundation for Chiropractic Progress (F4CP), and distributing a press release detailing National Hockey League standout Sidney Crosby's concussion and remarkable progression following treatment provided by chiropractic neurologist Dr. Ted Carrick, the Foundation for Chiropractic Progress has lead the way to generating unprecedented high-profile media coverage, with circulation totals surpassing six million in the first week: *San Francisco Chronicle, San Jose Mercury News, Sun Herald, The Oakland Tribune, Monterey County The Herald, Press Democrat, Bleacher Report, Contra Costa Times, Chicago Sun-Times, MSN Fox Sports and Boston Herald*. **246,859 Media Impressions**

Two Federal Studies Undertaken by the University of South Florida Point to Chiropractic Engagement to Aid in Injury Prevention

The Federal government has awarded the University of South Florida (USF), School of Physical Therapy & Rehabilitation Sciences \$1.42 million to research the effectiveness of specific exercise interventions for reducing the risk of back injuries amongst some of the nation's most vulnerable -- firefighters and military personnel. **26,848,718 Media Impressions**

Football Legend Jerry Rice Signs Multi- Year Agreement: Recommits as Spokeperson for the Foundation for Chiropractic Progress

The [Foundation for Chiropractic Progress \(F4CP\)](#), a not-for-profit organization dedicated to increasing public awareness regarding the benefits of chiropractic care, is pleased to announce that Pro Football Hall of Famer Jerry Rice has recommitted to act as its spokesperson for an additional three years -- advocating chiropractic care nationwide. **63,069,720 Media Impressions**

Chiropractic Care Contributes to Optimal Performance of Baseball World Series Champions 2011 St. Louis Cardinals and 2010 San Francisco Giants

As the St. Louis Cardinals celebrate their 11th World Series title and the San Francisco Giants relive their 2010 championship, the [Foundation for Chiropractic Progress](#) points to the role of chiropractic care in promoting faster recoveries, reduced risk of injury and enhanced on-field performance. Chiropractic team doctors Ralph Filson, D.C. of the Cardinals, and Michael Gazdar, D.C. of the San Francisco Giants, explain that regular chiropractic care provides baseball players with proper spinal function and balance to reduce the risk of spine-related injuries, enhance recovery time and improve overall performance. **24,748,718 Media Impressions**

Foundation for Chiropractic Progress to Participate at 2011 AHIP Fall Forum

The [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to advancing public awareness of chiropractic care, will sponsor [Bruce Sherman](#), MD, FCCP, FACOEM and former corporate medical director for the Whirlpool Corporation, as a speaker at the 2011 [American Health Insurance Plans](#) (AHIP) Fall Forum, November 14-16, 2011, in Chicago, Ill. On November 15, 2011, between 7:30 and 8:30 a.m., the Foundation will support a breakfast workshop entitled, "Value-based Insurance Design and Chiropractic Care: An Unlikely Partnership," which will host a discussion focused on evidence that supports the inclusion of chiropractic treatment within value-based insurance design (VBID). **33,748,723 Media Impressions**

The Foundation for Chiropractic Progress Surpasses 2011 Goal

The [Foundation for Chiropractic Progress](#) (F4CP), architect of the longest running public awareness campaign for the chiropractic profession, recently announced its cumulative 2011 coverage numbers at an astounding 3.46 Billion – greatly surpassing their initial goal of 2 Billion. Tracked by a reliable public relations formula, the Foundation's campaign is comprised of press releases, radio and television public service announcements, advertisements and sponsored research. **230,680 Media Impressions**

ChiroTouch Donates \$25,000 to Foundation for Chiropractic Progress

[ChiroTouch](#), a leading chiropractic practice management solution, pledged an initial commitment of \$25,000 to the [Foundation for Chiropractic Progress](#) (F4CP), a not-for-profit organization dedicated to raising awareness about the value of chiropractic care. The donation will go toward the Foundation's ongoing positive press campaign, which includes press releases, radio and television public service announcements, advertisements and sponsored research. **206,981 Media Impressions**

Foundation for Chiropractic Progress Acknowledges the Support of Foot Levelers and Standard Process Inc.

The [Foundation for Chiropractic Progress](#) (F4CP), architect of the chiropractic profession's longest running public awareness campaign, is pleased to recognize its highest cumulative corporate contributors -- [Foot Levelers](#), whose total contributions equal \$1,241,218, and [Standard Process Inc.](#), whose monetary support adds up to \$567,264. **171,759 Media Impressions**

Television

KTVT- TV Channel 11 - CBS Dallas Texas: The station is co-owned with independent station KTXA (virtual channel 21), and the two stations share facilities in Dallas and Fort Worth. Prior to joining CBS in 1995, KTVT was the leading independent station in the Dallas-Fort Worth market. The station featured an interview with Becky Halstead. **Market reach - 2,571,310**

Wellness Spotlight: A media wellness expert, Dr. Freedman, who has appeared on MSNBC, News 4 NY, WABC Eyewitness News, News 12 NJ, Channel 29 Good Morning Philadelphia, hosted the

"Wellness Spotlight," a health and wellness program on East Brunswick Cable Channel 3, and featured General Halstead as the main guest. **Market reach – 790,000**

KTNV – TV Channel 13 – Las Vegas: During her trip to Las Vegas, NV, for the Parker Seminars, General Halstead stopped by KTNV studios for a live interview. KTNV –TV is the ABC affiliate for the Las Vegas area and is a top 50 television market reaching **731,780** households. The segment was also featured online at KTNV.com, which receives over **350,300** unique visitors per month.

Radio

KRLD-AM: KRLD-AM is a commercial station owned by CBS Radio. The format of the station is news and talk programming. KRLD-AM broadcasts to the Dallas area at 1080 AM. The station featured a live interview with Becky Halstead. **Reach – 552,700**

Doctor Radio: Created exclusively in collaboration with NYU Medical Center, this segment features more than two dozen respected doctors as regular weekly hosts, many of whom are "teaching" doctors at the NYU School of Medicine, plus physicians and medical experts from around the world as special hosts and guests. Doctor Radio launched on June 2, 2008 on Sirius XM channel 81. This show featured an interview with Becky Halstead that ran a total of four times. **Reach – 20,000,000**

WHCR-FM: Is a non-commercial station owned by the City College of New York. The format of the station is college variety. WHCR-FM broadcasts to the New York City metro area at 90.3 FM. This station featured an interview with Becky Halstead. **Reach – 500**

KDWN-AM: KDWN-AM is a commercial station owned by Beasley Broadcast Group. The format of the station is sports, news and talk. KDWN-AM broadcasts to the Las Vegas area at 720 AM. This station featured an interview with Becky Halstead. **Reach – 109,600**

KXNT-FM: KXNT-FM is a commercial station owned by CBS Radio. The format of the station is news and talk. KXNT-FM broadcasts to the Las Vegas area at 100.5 FM. This station featured an interview with the Washington Redskin Cheerleaders. **Reach – 74,200**

Online

Health.com: Serves as a health and wellness destination and balances the human and clinical aspects of health. Offers a mix of original reporting, first-person stories, video, blogs, accredited medical content and community content. Takes a practical, problem-solving approach to health problems and helps visitors take better control over their own health experience. This outlet featured an article that included quotes by Becky Halstead. **Reach - 1,251,010**

Prevention.com: Designed for those who take an active role in achieving and maintaining good health and fitness for themselves and their families. Stresses health promotion and disease prevention through features on practical nutrition, food and diet preparation, medical care, beauty advice, weight control and positive mental health. This outlet has produced an article that included quotes by Becky Halstead. **Reach - 957,770**

Lifescrypt.com: Geared toward women and provides personalized health and wellness solutions to help consumers make better and more informed lifestyle choices. Offers advice and tools for a healthier lifestyle. Provides content written by leading physicians, nutritionists and health experts. Regular sections include Health, Body, Life and Soul. This outlet featured an article that included quotes by Becky Halstead. **Reach - 6,576,880**

MarinIndependentJournal.com: Marin Independent Journal is a daily newspaper serving the residents of Marin County, CA. It focuses on local news and events. Regional, state and international stories are covered by wire services. There is no travel section for this paper, so do not send any related stories or pitches. This outlet featured an article on Jerry Rice and the benefits of chiropractic. **Reach - 73,463**

DailyBulletin.com: Inland Valley Daily Bulletin serves a 13-city region around Ontario, CA, stretching from Kellogg Hill in the West to Rialto in the East, Mount Baldy in the North to the Southern towns of Chino and Chino Hills. This paper is a part of the Los Angeles Newspaper Group, a subsidiary of MediaNews Group. It covers local, regional, state, national and international news, as well as business, sports, entertainment and special features. This outlet posted one of the Foundation's press releases. **Reach -120,968**

Yahoo! Associated Content: Internet search engine offering a range of Web communication resources, including featured news stories, link directories, maps, stock quotes, yellow pages and an auction site. The search engine allows users to search for Web sites, images, video, local results, shopping, audio, people, jobs and news. This outlet posted one of the Foundation's press releases. **Reach - 148,132,000**

Health Informer: Features the latest health news. Includes coverage of rare diseases and medical research. Focused on personal as well as general health topics. This outlet posted one of the Foundation's press releases. **Reach – 423**

StreetInsider.com: Provides online investors with inside access to key Wall Street information including breaking news and rumors to help them stay on top of the market. This outlet posted one of the Foundation's press releases. **Reach - 148,633**

Concussion Policy and the Law: Hackney Publications publishes a half-dozen sports law periodicals and recently launched a blog entitled Concussion Policy and the Law. This outlet featured the Foundation's press release on Sidney Crosby. **Reach – 30,000**

Barrons.com: Created for the financial and investment community, including C-level executives, top managers, financial professionals, insurance professionals, institutional and individual investors and managers of corporate funds. This outlet featured the Foundation's press release on Sidney Crosby. **Reach - 1,121,430**

Newspaper

Rutland Business Journal: Discusses both the business and economic outlook in the Rutland, VT area. Profiles of local business people are combined with articles covering the local economy and entrepreneurial trends. Includes reports on current technology, financial planning, education, and real estate. This publication featured a front-page article that included the Foundation's press release on its CHVI paper. **Circulation – 10,000**

Times Herald Record: The *Times Herald-Record* is a daily newspaper serving residents of the Hudson Valley and the Catskills, NY. The newspaper covers local, national and international news, as well as business, sports, arts & entertainment, editorials and community events. This publication featured an article about Becky Halstead and her dedication at the Thayer Hotel. **Circulation - 80,000**

Fort Mill Times: The *Fort Mill Times* is a local newspaper for Fort Mill, Tega Cay and Indian Land, SC. The publication features local and national news, weather, sports, business and entertainment. This publication featured an article that included quotes by Jerry Rice regarding chiropractic. **Circulation - 19,135**

Star-Ledger: The *Star-Ledger* is a 95+ page, four-color broadsheet written for the general public in the New Jersey area. The newspaper aims to serve the greater New Jersey region. The business section is featured daily, covering local and national business stories, daily stock market rates, and real estate.

This publication featured a story on the "Healing Hands 4 Heroes" program in NJ and included quotes by Becky Halstead. **Circulation - 210,586**

The Times: Formerly *The Times of Malta*, is a national newspaper published daily in Malta. Founded in 1935, it is the oldest daily newspaper still in circulation. It has the widest circulation and is seen as the daily newspaper of "reference" of the Maltese press. This publication featured a story on one of the Foundation's press releases about a study that cited complementary and alternative medicine (CAM) providing patients with great benefits. **Circulation – 35,000**

San Francisco Chronicle: *San Francisco Chronicle* is the largest newspaper in northern California and the second largest in the western United States. It is a regional, daily newspaper with circulation that stretches from the Oregon border to Santa Barbara and includes the Silicon Valley. An article was published within this publication by Scott Skinner about the phone interview with Jerry Rice. **Circulation - 235,350; SF Gate - 3,131,220**

San Jose Mercury News: *San Jose Mercury News* is a daily newspaper covering Silicon Valley, CA, including Santa Clara County, Southern Alameda County, Southern San Mateo County and Scotts Valley. It serves its readership by presenting a variety of local business news, including many computer company stories and interviews. The outlet offers RSS (Really Simple Syndication). An article was published on by Dan Brown following the interview with Jerry Rice. **Circulation - 577,665; Mercurynews.com - 1,362,280**

Sun Herald: *Sun Herald* is a daily newspaper for the residents of Biloxi, MS. The publication covers news, people and events nationally, as well as local news along the Mississippi Coast. An article was published on Sunherald.com following the article on Mercury News.com. Sun Herald is south Mississippi's newspaper. An article was published after an interview with Jerry Rice. **Circulation - 36,385; Sunherald.com - 176,472**

The Oakland Tribune: *The Oakland Tribune* is published daily for residents of Oakland, CA and surrounding communities. The newspaper offers full coverage of international, national, state and local news. The paper is a part of the Bay Area News Group subsidiary of MediaNews Group. An article by Dan Brown from Mercury News was featured in the *Oakland Tribune*. **Circulation - 94,120; Oaklandtribune.com - 963**

Monterey County the Herald: *The Monterey County Herald* is a daily newspaper serving Salinas, Carmel and Monterey County, CA. It covers local news, entertainment, business and sports. Daniel Brown's article was once again featured on Monterey Herald. Monterey County is located in Northern California. An article was posted after an interview with Jerry Rice. **Circulation - 24,750; Montereyherald.com - 81,876**

Press Democrat: *Press Democrat* is a daily newspaper published in Santa Rosa, California. It is currently owned by The New York Times Company. It featured Dan Brown's article about Jerry Rice including information about his dedication to chiropractic care. **Circulation - 59,542; Pressdemocrat.com - 233,900**

The Bleacher Report: *The Bleacher Report* is a website that provides news and fans' opinions of sporting events and information. An article was posted after an interview with Jerry Rice. **Circulation - 4,694,200**

Contra Costa Times: *Costa Times* is a daily newspaper located in Walnut Creek, CA. The paper serves Contra Costa and eastern Alameda counties, in the eastern part of the San Francisco Bay Area. It featured an article written by Dan Brown about Jerry Rice and his experience with chiropractic. **Circulation - 173,995; Contracostatimes.com - 277,226**

Boston Herald: This newspaper serves Boston, MA; and the surrounding area. It also featured the article written by Dan Brown about the interview with Jerry Rice. **Circulation - 123,811; Bostonherald.com - 302,250**

Chicago Sun-Times: This paper is an American daily newspaper published in Chicago, Illinois. It is the flagship paper of the Sun-Times Media Group. It featured an article called “Snap, crackle, pop kept Jerry Rice crisp.” The article explained in great detail the commitment he has with receiving chiropractic care especially when he was playing football. **Circulation - 419,407; Suntimes.com - 2,386,890**

Fox Sports on MSN: Fox Sports provides sports news, scores, sports statistics, sports and entertainment video, sports fantasy leagues and fantasy information. Foxsports.com, along with competitors ESPN.com, Yahoo! Sports, CBSSports.com, and SI.com, is among the top sports sites on the web. This outlet featured an article that included quotes by Jerry Rice regarding chiropractic. **Circulation - 76,448,800**

Magazine

Ok!: Covers celebrity news with full color photographs and inside information on break-ups, make-ups and gossip. Sections include At Home, which showcases a celebrity's home, Beauty, Health, Fashion, Shopping, Food, Travel, Horoscopes, Parties and The Last Word. This publication featured a quote from Dr. Gerard Clum. **Circulation - 747,040**

UMagazine: U. The National College Magazine is the most widely-read lifestyle and entertainment magazine among 18 to 24 year-olds with a circulation of 1.5 million and overall readership of 6.3 million. As the only national college magazine that is written for college students by college students, U. is and has been the No. 1 publication in the college market in circulation, frequency and readership since its debut in 1987. This publication featured an article on Dr. Mindy Mar and the Foundation's release regarding cheerleading and chiropractic. **Circulation – 6,300,000**

Cheer Coach and Advisor: Written for cheerleading coaches, advisors and directors, and provides information on cheer training, problem solving and safety guidelines. Also covers coach certification and accreditation, organizational business skills, and reference materials to run the most efficient cheer programs. This publication featured a byline by Jay Greenstein on the benefits of chiropractic for professional cheerleaders. **Circulation – 15,000**

Employee Benefit News: Written for group benefits decision makers who manage their company's employee benefit programs. Reports on retirement planning, health plans, technology and industry trends, and provides information on regulatory decisions and how they affect employee benefit services and programs, and offers benchmarking tools. This publication featured an article written by Dr. Gerard Clum. **Circulation - 16,541**

Employee Benefit Plan Review: Written for decision makers who buy, administer, design, install and service employee benefit plans. Editorial covers the entire spectrum of employee benefits including retirement plans, Sec. 401(k) plans, health and disability plans, international benefits, work and family initiatives, employee stock ownership plans and executive programs. This publication featured an article written by Dr. Gerard Clum. **Circulation – 26,000**

Fierce Healthcare: Fierce Healthcare is intended for health care administrators and executives who are leading the evolution of the 21st century health care industry. Editorial covers critical health care industry developments, with a special emphasis on health care technology and hospital administration trends. The Foundation's PCMH release was posted on the Fierce Healthcare website. **Circulation - 33,621**

CDHC Solutions: CDHC Magazine is written for decisions-makers at mid- to large-size companies that provide consumer-directed health care products and services. The publication tracks emerging solutions as well as current best practices, policy updates and perspectives from leaders. An article written by the Foundation was featured in the publication and on its website. **Circulation - 47,098**

Vital Source: *Vital Source* is the student's voice of Life University. You'll find everything here from school news to movie and restaurant reviews to words of wisdom and 'sophisticated' satyr. Its distributed 2x per quarter. This publication featured a full-page article on the progress of the Foundation. **Circulation - 1200**

MyCentralJersey.com: Home News Tribune is published daily for the residents of East Brunswick, NJ. The newspaper covers local news, business and community events. This outlet featured an article that included quotes by Becky Halstead. **Reach - 139,007**

Mainstreet.com: Mainstreet.com reports on breaking news and finance and explains how the information directly relates to the average, individual reader. This outlet featured the article entitled, "Are Chiropractors Legit?," authored by Jeanine Skowronski, that cites the Foundation's press release on the benefits of chiropractic care for the treatment of low back and neck pain. **Reach - 2,727,410**

Examiner.com: Examiner.com serves as daily news and entertainment hub comprised of several regional editions. It receives 8,426,950 visitors per month. Two articles entitled, "Chiropractic care most valuable for work related back pain" and "Conquer Fibromyalgia," that feature the Foundation's press releases were featured on the website. **Reach - 16,853,900**

FibroBlog.org: Is a blog published by the National Fibromyalgia Association, a 501(c) 3 nonprofit organization headquartered in Anaheim, California whose mission is: To develop and execute programs dedicated to improving the quality of life for people with fibromyalgia. An article featuring quotes from Becky Halstead appeared on its blog. **Reach - 1,091**

Total "Earned" Impressions (Rice coverage removed): 1,061,079,864.

Presentations to Chiropractic Groups and Others in 2011

Parker Seminars: 1/12/2011 - 1/16/2011
National Chiropractic Legislative Conference: 2/13/11 - 2/15/11
World Congress: 2/1/11 – 2/3/11
National Business Coalition on Health (San Francisco): 2/28/11 - 3/2/11
Annual Symposium Natural Fitness (Ohio): 3/4/11 - 3/5/11
ACC/RAC (Vegas): 3/16/11 - 3/19/11
Nebraska Chiropractic Physicians Association: 3/24/11 - 3/26/11
Palmer College of Chiropractic: 4/11/11 - 4/12/11
Association of New Jersey Chiropractors: 4/16/11 - 4/17/11
International Chiropractors Association: 4/29/11 - 4/30/11
Consumer Directed Healthcare (Atlanta): 5/11/11 - 5/12/11
Michigan Association of Chiropractors: 5/13/11 - 5/14/11
Breakthrough Coaching: 5/13/11 - 5/14/11
Women in Chiropractic: 5/20/11 - 5/21/11
Sherman College of Chiropractic: 5/26/11 - 5/28/11
California Chiropractic Association (Reno): 6/9/11
Arizona Association of Chiropractic (Arizona): 6/10/11 - 6/11/11
Life University: 7/22/11
Life Chiropractic College West: 8/5/11 - 8/6/11
Palmer College of Chiropractic Homecoming: 8/10/11 - 8/13/11
Florida Chiropractic Association: 8/25/11 - 8/27/11
Consumer Directed Healthcare (Denver): 9/15/11 - 9/17/11
Tennessee Chiropractic Association: 9/15/11 - 9/17/11
Life Chiropractic College West Homecoming: 9/29/11 - 10/1/11
Logan College of Chiropractic: 9/29/11 - 10/1/2011
National Chiropractic Council: 9/29/11 - 10/1/11
Kansas Chiropractic Association: 10/14/11 - 10/15/11
Ohio Chiropractic Association: 10/28/11 - 10/29/11
Thayer Hotel, Becky Halstead's Dedication: 11/2/11
Chris Colloca Seminars (w/Dr. Flynn): 11/4/11 - 11/5/11
National Business Coalition on Health: 11/7/11 - 11/8/11
Congress of Chiropractic State Associations: 11/10/11 - 11/12/11
AHIP (Chicago): 11/14/11 - 11/15/11