

# Positive Press for Chiropractic

Dear Doctor

Think for a moment: Would your practice increase one hundred fold if the clinical results that you see every day in your office were given as much media attention as the latest, greatest pill promoted by the drug industry?

## PUBLIC PERCEPTION ADJUSTMENT

In 2010, our campaign generated OVER 1 BILLION POSITIVE MESSAGES after exceeding 500 million in 2009. While this is an impressive total, more needs to be done to correct the perception of chiropractic — some of which still exists from the AMA boycott of years ago.

## CORRECTIVE MEASURES

Never before has any professional chiropractic organization had the resources or commitment to generate media attention and consistently impact public opinion of chiropractic. NOW, the Foundation for Chiropractic Progress (F4CP) is not only committed to this mission, but with YOUR support, can also achieve high-levels of success.

Since 2003, the F4CP — a 501(c)(6) not-for-profit organization — has evolved into an organization that represents every segment of the doctor, college and vendor community, with campaigns that include:

- Public Relations: Press releases, Advertorials, Public Service Announcements, TV and Radio (see our latest Super Bowl MVP announcement!)
- Advertising: prominent national publications.
- Promotions, In-office Posters: featuring spokespersons including Jerry Rice and General Halstead.
- White Papers: positive, evidence-based conclusions about chiropractic that earn attention in employer and benefits-focused publications — also delivered to every member of Congress.
- Outreach to Employers — and presence at industry conferences.

The F4CP's campaign is the longest, continued public relations program in the history of the profession with widespread support:

- Every major national association, including the ICA and ACA
- Over forty state associations and every chiropractic college
- Over 2,000 doctors and students

## A Consistent Positive Press Campaign Contributes to Your Future Professional Success — PLEDGE TODAY!

Your financial support strengthens our campaigns, and we can do more with increased support from the profession. We need you, at whatever level is comfortable. Giving nothing should not be an option.

Go to our website [www.f4cp.com](http://www.f4cp.com) and pledge today!



Kent S. Greenawalt, Founder and President

To learn more information about the Foundation and its continuing campaign, please call the F4CP office at: 866-901-F4CP (3427).

## The following industry leaders are F4CP Board Members:

- Kent S. Greenawalt, President of FootLevelers
- Dr Gerry Clum, President Emeritus, Life West Chiropractic College
- Don Petersen, Publisher Dynamic Chiropractic
- Dr Mike Flynn, past Chairman of ACA Board and current President of World Federation of Chiropractors
- Dr Tom Klapp, member of Life University Board of Regents
- Joe Doyle, Publisher of Chiropractic Economics
- Dr Fab Mancini, President of Parker Chiropractic College
- Dr Mickey Burt, Executive Director, Palmer Chiropractic College Alumni
- Dr Mark Zeigler, President, Northwestern University of Health Sciences
- Dr Mark Sanna, President, Breakthrough Coaching
- Dr Carol Ann Malizia, International Speaker, Functional Wellness Consultant, President, GirlsGalsGurus
- Marshall Dahneke, President, Hygenic Corp
- Dwayne Bennett, EVP, FootLevelers
- Charles DuBois, President of Standard Process

The F4CP can assure you that your contribution will be cost-effective and directed ONLY to public relations activities. This is only possible because our overhead expenses are covered as a special gift by FootLevelers & CPR Communications provides their services pro bono. We also spend your money wisely and make use of remnant space for our ads, attaining spots in prominent publications at a fraction of the normal cost.

*The Success of the Foundation is YOUR Success!*

Foundation for  
**Chiropractic Progress™**

[www.F4CP.com](http://www.F4CP.com)