

Satellite Technology Makes "Electronic" News Conference Possible

Editorial Staff

Arlington, VA -- As part of the International Chiropractors Association's media campaign, ICA President Dr. R. James Gregg was interviewed during a news conference beamed nationwide via satellite television. Using a method called a "satellite tour," Dr. Gregg was able to talk with news editors around the country from a television studio conveniently close to the ICA corporate headquarters.

During the hour long news conference, Dr. Gregg was linked "live" with numerous television anchor people around the country. Seattle reporter Mickey Flowers (KIRO) queried Dr. Gregg on childhood immunization; Denver reporter Wes Lucas (KUSA) interviewed Dr. Gregg and used the footage in a mid-day news program. The KIRO news program reaches more than 200,000 daily viewers; KUSA news is seen by 250,000 adults each day. Dr. Gregg was also interviewed by a reporter from San Francisco (KGO), which has a daily viewing audience of 400,000.

The ICA has assembled a veteran team of media placement specialists including Hal Giesecking, former correspondent for the "CBS Morning News." Another member of the media team, David Green, is responsible for launching more than 25 radio stations for many of America's major broadcast groups, with 30 years of experience in radio and television. Mr. Green is also well-known on Capitol Hill as a media adviser to many senators and representatives.

Dr. Gregg's "satellite tour" is only one of the steps that the ICA has planned to help promote a positive image of chiropractic through the broadcast and print media. The strategy is to deliver accurate information about the profession, and to educate the American public about the benefits of chiropractic care.

MAY 1994