

## **N.Y. Chiropractic Council Lets the Public Know**

NEW YORK TIMES AND HOME SHOPPING NETWORK

Editorial Staff

One of the most important tasks of the chiropractic profession is to communicate to the public the message of chiropractic. Few chiropractic conventions produce the kind of exposure that the New York Chiropractic Council did at their annual convention.

"The Metro Section" cover of the New York Times features a large picture of Leander Eckard, DC, providing a cervical adjustment. The issue date is Saturday, October 16, 1993. The convention is still in progress. The attendees are ecstatic as copies are passed around.

The article, "Cracking a Door of Communication," presents a public panel discussion between William Remling, DC (chairman of the board of the N.Y. Chiropractic Council) and Robert Hoffman, DC, (convention chairman), with Ira Chernoff, MD, chief of lower-back service at University Hospital in Stony Brook, and Paul Bonheim, MD, chief of radiology at Veteran's Administration Hospital in Northport. This panel discussion was part of the convention program the day before the Nassau Coliseum event.

This exposure was coupled with a series of four, 5-minute video segments that were produced to be aired on "In Your Interest," the public service program of the Home Shopping Network. The video segments show highlights of the DC/MD panel discussion, an effort to break down the barriers between the two professions. The discussion between the two professions will be aired eight times each day for the next 90 days (720 showings).

All this media exposure (at no cost to the Council) is the result of a massive six-month promotional effort preceding the "Hooked on Health" event at the Nassau Coliseum. Six different radio stations, with a total of 1,475,900 listeners, provided air time to advertise the event. A special issue of This Week newspaper carried details of the chiropractic convention, delivered to over 1.2 million households. Another publication, Newsday also carried the message to 964,000 households. Finally, The Joel Martin Show, a Long Island cable television program featured information on the event to an audience of 750,000 viewers.

The radio, newspaper, and television exposure let nearly 20 million people know about the special events of the New York Chiropractic Council's convention and the chiropractic profession! This presents a challenge to many other chiropractic organizations to develop better ways to bring the chiropractic message to the public and to achieve the broad exposure for chiropractic that the New York Chiropractic Council has.

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