

Dermatology's media impressions soar to 387 million this spring

By Kara McFarland

THIS SPRING, FROM APRIL TO June, dermatology stories covered by print and broadcast media outlets generated nearly 387 million media impressions throughout the United States. Skin cancer and acne continue to be the hottest topics covered by the media this quarter. This level of coverage would not be possible without the many hours American Academy of Dermatology members volunteered to participate in interviews with journalists throughout the country.

Here are some of the highlights of dermatology in the news this quarter:

Melanoma/Skin Cancer Prevention and Detection Month®

Melanoma Monday®, May 4, kicked off the Academy's Melanoma Skin Cancer Prevention and Detection Month® media relations activities. As part of this year's campaign, the Academy released new scientific data, provided sun-safety tips, and called attention to the importance of involving a partner in skin self-exams.

As a result of the Academy's media relations efforts, skin cancer messages reached the public more than 102 million times as Academy members explained the importance of skin cancer prevention and detection through print, broadcast, and online media coverage.

Broadcast coverage

ABC's *Good Morning America* spoke with **Darrell Rigel, M.D.**, and **Doris Day, M.D.**, about sunscreen labels and SPF numbers. **Dr. Rigel** also discussed high-SPF sunscreens with ABC's *World News Tonight* and NPR's *Fresh Air with Terry Gross*.

NBC's *Today Show* featured an interview with **Elizabeth Tanzi, M.D.**, about her personal story of skin cancer as featured in *Self*. On *The Martha Stewart Show*, **Allan Halpern, M.D.**, shared some very important information on skin cancer and self-examination.

Dow Jones/Wall Street Journal Radio's "This Morning" chatted with **David Pariser, M.D.**, about sun safety and skin cancer prevention. **Diane Berson, M.D.**, participated in a radio media tour for the Academy during which she spoke to 16 radio stations across the country about melanoma prevention and detection. **Amy Derick, M.D.**, also participated in a radio media tour for

the Academy and spoke to 18 radio stations nationwide about sun protection and sunscreen.

Newspaper coverage

The *New York Times* interviewed **Dr. Pariser, Elma Baron, M.D.**, and **Dr. Rigel** on sunscreen and SPF. **Henry Lim, M.D.**, and **Dr. Pariser** also spoke to *USA Today* about sunscreen.

Magazine coverage

In *Ladies' Home Journal*, **Sandra Read, M.D.**, **David Leffell, M.D.**, and **Amanda Jacobs, M.D.**, gave the latest information on sunscreen ingredients, SPF, and melanoma warning signs. **Ranella Hirsch, M.D.**, **Jeanine Downie, M.D.**, **Mark Lebwohl, M.D.**, **David Leffell, M.D.**, and **Clay Cockerell, M.D.**, educated *Martha Stewart Living* readers about skin cancer. *Fitness* asked **Brian Adams, M.D., M.P.H.**, **Ellen Marmur, M.D.**, and **Susan Weinkle, M.D.**, about skin cancer risk factors.

In addition, the Academy's ABCDEs of Melanoma Detection were featured in *Glamour* and *Redbook*.

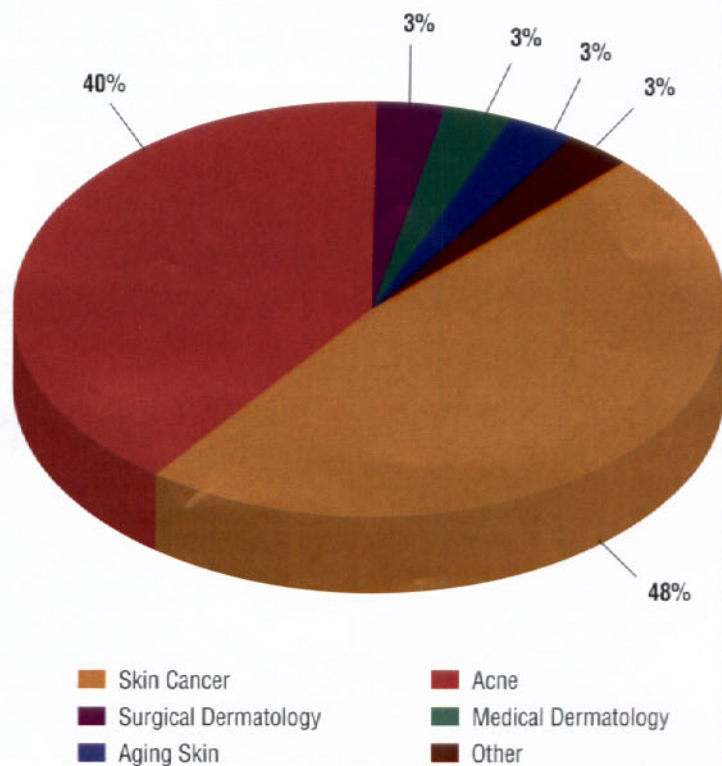
Other high-profile coverage

In addition to the Academy's skin cancer media relations efforts, dermatology received a great deal of media coverage in other areas. **Jeanine Downie, M.D.**, explained the importance of choosing a qualified physician to perform cosmetic procedures on NBC's *Today Show*.

The *New York Times* discussed options for treating cellulite with **Molly Wanner, M.D.**, and **Jeffrey Dover, M.D.** In *USA Today*, **Dr. Pariser, Dee Anna Glaser, M.D.**, and **Hobart Walling, M.D.**, explained the treatments available for hyperhidrosis. The *Wall Street Journal* asked **Margaret Parsons, M.D.**, about warning signs to look for on the skin and nails.

Health and beauty magazines took time this quarter to educate their readers about skin care and cosmetic procedures. **Amy Wechsler, M.D.**, **Alexa Boer Kimball, M.D.**, **M.P.H.**, **Jeannette Graf, M.D.**, **Jeffrey Dover, M.D.**, **Dr. Hirsch, Rhoda Narins, M.D.**, and **James Spencer, M.D.**, answered *Allure* readers' embarrassing skin questions. *Glamour* spoke with **Susan Van Dyke, M.D.**, and **Kenneth Beer, M.D.**, about the potential complications that can occur if a cosmetic procedure is not performed correctly. •

News by Category



Questions to ask a reporter during a media interview

During a media interview, asking certain questions can help you gain control and confidence. If you're contacted by a reporter with whom you've never spoken, the following questions should help your discussion and lead to a successful interview.

1. What is your name and what media outlet do you represent?

If you've never spoken to the reporter or are not aware of the media outlet he or she represents, don't hesitate to ask for more information.

2. Have you written about dermatology in the past?

Because reporters are bound to ask specific questions about a dermatologic condition or treatment, it's appropriate to inquire about their background. Understanding how much a reporter knows about dermatology can give you an idea of how much background you'll need to provide.

3. What's your angle?

Reporters should be up front about the angle they are taking with a story. This will help you figure out where a story is going and what information they are seeking from you. However, if you are unfamiliar with the topic or don't know the answer, say so.

4. Where did you get that fact?

Reporters do their homework and often have statistics and facts on which they would like you to comment. If you are unfamiliar with the statistics or facts, ask to have a copy of the source e-mailed or faxed to you for your review.

5. What's your deadline?

If you are unable to speak with a reporter right away, inquire about his or her deadline. Reporters know that dermatologists have busy practices and academic schedules, therefore they are usually willing to schedule the interview for a time that's convenient for you.

6. Can I e-mail or fax you something?

If you have some information that is relevant to the story, ask the reporter if you can forward it. Don't hesitate to use facts and figures provided by the Academy.

7. Will you contact me as you continue the story? Can I call you with additional information?

These questions let reporters know that you want to keep working with them on this and future stories. It also tells them you will forward any relevant information, when available, and that you are interested in additional interviews.

Remember: when the reporter asks you a question, keep your answer short and simple, and speak in layman's terms. Most importantly, sound and act friendly and helpful, and you'll reap the rewards of a positive interview.

For questions about media interviews, contact the Academy's Communications Department at (847) 330-0230. •