

## **Foundation for Chiropractic Progress officer speaks at Life West's Friday Seminar**



**Dr. Gerard Clum hands Chief Operating Officer for the Foundation for Chiropractic Progress Garrett Cuneo a \$10,100 pledge in support of their efforts**

On Friday, August 7, Garrett Cuneo, Chief Operating Officer of the Foundation for Chiropractic Progress (FCP) came to Life Chiropractic College West to speak about how the organization is increasing public awareness of the benefits of chiropractic. Creating positive press in the form of endorsements from well-known and respected individuals, the foundation has placed ads in high profile publications such as U.S. News and World Report, Sports Illustrated, Newsweek and USA Today. Their list of endorsers includes Football Hall of Famer Jerry Rice, retired U.S. Army Brigadier General Becky Halstead, and female ESPN sportscaster Linda Cohn.

Since January 2007, the foundation has issued monthly pro-chiropractic press releases and public service announcements to print and radio stations nationwide. Quarterly, advertorials have been sent to over 10,000 newspapers nationally. To date the organization has communicated over 400 million positive messages through print, radio, and television. In 2008, the total monetary value of their campaign is estimated at \$5.1 million in equivalent advertising dollars.

According to Mr. Cuneo, future plans for continued promotion include expanding the print advertising campaign and Public Service Announcements in print and through radio and TV. Furthermore, the foundation will continue sponsorship of press conferences with national media and expand media outreach including press releases and advertorials. In addition Life West President Dr. Gerard Clum, will author "Greening of Healthcare in America", a full-length book describing eco-friendly healthcare.