



St. Paul-Ramsey Medical Center.
Hospital and Medical Center Records.

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Quarterly Media Report

SEPTEMBER 1, 1983 to DECEMBER 31, 1983

Submitted by Becky Crowder-Haas

QUARTERLY MEDIA REPORT

Sept. 1 - Dec. 31, 1983

I. MEDIA CALLS

TOTAL: 240

Newspaper: 107 TV: 95 Radio: 38
Press Conferences: 3
Topics: Home fire in St. Paul
EMS 10 year celebration/Paramedics
Hmong deaths, Dr. Neal Holtan

II. NEWSCLIPS

TOTAL: 259

Feature stories--119 SPRMC-mention stories--83
Feature Soundclips--43 SPRMC-mention soundclips--14

III. NEWS RELEASES

TOTAL: 24

SPRMC/RCA--21
MPCS--3

IV. WHERE NEWS RELEASES WERE SENT AND WHERE THEY WERE USED.

| <u>Topics</u> | <u>Feature Stories</u> | <u>Feature Soundclips</u> | <u>SPRMC Mention Stories</u> | <u>SPRMC Mention Soundclips</u> |
|--|----------------------------|-------------------------------|--------------------------------------|---|
| <u>Burn Center</u> | 1 | 1 | 2 | |
| <u>Chemical Dependency</u> | 2 | 2 | | |
| <u>Cancer</u> | 1 | 1 | | |
| <u>Courses</u> | | 1 | | |
| <u>Emergency Med. Serv.</u> | 8 | 3 | 1 | |
| <u>Hospital Reports</u> | 29 | 3 | 9 | 1 |
| <u>Health Topics</u> | | 9 | 10 | |
| <u>Miscellaneous</u> | 12 | 10 | 24 | 4 |
| <u>Family Planning</u> | | | 1 | |
| <u>Minnesota Poison Control System</u> | 64 | 11 | | |
| <u>Promotions/Appts.</u> | 2 | | 3 | |
| <u>Patients brought to SPRMC (accidents, etc.)</u> | | | 25 | 9 |

SUMMARY

The enclosed report is the final quarterly media report for 1983. This report is part of the public relations department's effort to monitor and interpret media relations.

Good media relations are an essential part of St. Paul-Ramsey Medical Center's (SPRMC) overall public relations/marketing goals and objectives. As demonstrated in this, and previous reports, SPRMC maintains a significant and consistent share of news media coverage in the Twin Cities. This certainly reflects the intense efforts of medical center staff and the public relations department.

There were 240 news media telephone calls to the public relations department during the last quarter (Sept. to Dec.) which is a decrease of 55 calls from the previous quarter. Telephone calls from television reporters represent the largest increase (up 21 from the last quarter) and telephone calls from newspaper reporters were down for the first time during the year by 41. However, over the course of the year, the average total number of calls remained constant. Last quarter there was a significant increase in the total number of calls, however, much of that increase was attributable to inquiries about Kathy Rude. Extracting the calls about Ms. Rude gives a fairly constant average.

There was a significant increase this quarter in feature stories. Feature stories in both newspapers and on television were up 74 from the last quarter. Some of the more unique topics included: psychiatry's study on drinking and memory loss; 10th anniversary of EMS and the St. Paul paramedics; joint study committee reports; price reporting; rumors concerning sale or lease of SPRMC; CAT scans of the mummy from the St. Paul Science Museum; Dr. Holtan's involvement with the sudden deaths of Hmong men; medical aspects of running a marathon in conjunction with the Twin Cities marathon; and many, many weather related items -- frostbite, hypothermia, snow-blower accidents, elderly falling on ice, heart attacks from shoveling and babies born during the snow storms, Chisago Lakes Hospital agreement, as well as all the Minnesota Poison Control Center's releases on holiday topics.

The public relations department produced twice as many news releases this quarter. The topics that generated news releases: Chisago Lakes Hospital agreement; the opening of Curtis Medical Clinic in Baldwin; seasonal releases -- Halloween, Thanksgiving and Christmas; and one-time hospital events - volunteers' bazaar and hearing impaired health fair.

Summary -- 2

Patient condition and sport news reports (fires, accidents, shootings, explosions) continue to constitute a large percentage of the telephone calls and newspaper, television or radio news coverage. A series of pre-holiday fires and accidents added to the volume of calls this quarter.

This service (providing one-word condition reports on patients involved in accidents, crimes, fires, etc.) builds positive relationships with reporters and provides an opportunity for the public relations staff to share other news story possibilities with the caller. It also requires 24-hour on-call service by the public relations department and quick action by hospital staff to maximize SPRMC's image as a critical care center.

A daily log is kept of all media telephone calls, requests, inquiries and/or visits to the public relations department. The log indicates the caller's name, affiliation, to whom they spoke with and the outcome of the call. The public relations department also monitors SPRMC and other hospital media coverage through two outside services: the Minnesota Newspaper Association newspaper clipping service and Soundclips (a service which provides a transcription of the audio portion of a radio or television broadcast). These are kept on file in the public relations department.

NEWS RELEASES: DISTRIBUTION AND PUBLICATION INFORMATION

| | <u>TITLE & AUTHOR</u> | <u>DATE</u> | <u>SENT TO:</u> | <u>RELEASE USED IN:</u> |
|----|---|-------------|--|--|
| 1. | "SPRMC commissioner opening" Robin Rainford | 9-6-83 | 87 newspapers | Vadnais Hts. Little Canada Free Press, New Brighton Bulletin St. Paul Pioneer Press |
| 2. | "SPRMC organizes speaker's bureau", Mike Adair | 9-15-83 | 25 community newspapers | |
| 3. | "Dr. Jack Daley joins Curtis medical clinic", Becky Crowder-Haas | 9-15-83 | 3 Wisconsin newspapers & radio | Baldwin Bulletin St. Croix News Woodville Leader |
| 4. | "SPRMC and St. Paul Fire celebrate national emer- gency week and paramedics 10th anniversary," Becky Crowder-Haas | 9-15-83 | 25 community newspapers, + local TV & radio | Maplewood Review; used in St. Paul Dispatch story by Dorothy Lewis. WCCO-TV KSTP-TV KTCN-TV KSJN Radio WCCO AM Pioneer Press-- Editorial |
| 5. | "Senior health plan, inc. develops care assessing system", Mike Adair | 9-21-83 | Medical Society Bulletin | |
| 6. | "Maplewood pediatrician building second generation practice," Mike Adair | 9-21-83 | Sun Publications The Maplewood Review White Bear Press | |
| 7. | "Dr. Robert Nogler joins Curtis medical clinic," Becky Crowder-Haas | 9-21-83 | 3 Wisconsin papers & radio stations | Baldwin Bulletin St. Croix News Woodville Leader |
| 8. | "Volunteer services dept. schedules bazaar," Mike Adair | 10-12-83 | 4 community newspapers | Skyway News |
| 9. | "SPRMC commission opening", (2nd release), R. Rainford | 10-17-83 | 87 newspapers | St. Paul Dispatch St. Paul Pioneer Press |

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|-----|--|----------|----------------------------|---|
| 10. | "MPCS offers guidelines for children trick or treating", Becky Crowder-Haas | 10-19-83 | 144 newspapers | Lake Region Echo Austin Daily Herald Cottage Grove- Washington Cnty. Bltn Carver Cnty. Herald Owatonna People's Press Mora Times Wells Mirror Walker Independent Eagan Chronicle Excelcior-Shorewood Hopkins Sailor Minnetonka Sailor Wayzata Sailor St. Louis Park Sailor Eden Prairie Sailor Preston Republican Pine River Journal Thief River Falls Times Prior Lake Clipper Grand Marais News Herald |
| 11. | "Dr. Nogler accepted as a fellow of the American Academy of family physicians," Becky Crowder-Haas | 10-20-83 | 3 Wisconsin newspapers | Baldwin Bulletin St. Croix News |
| 12. | "Hearing impaired health fair is Nov. 6," Becky Crowder-Haas | 10-26-83 | 25 community newspapers | St. Paul Pioneer Press |
| 13. | "Risk of food poisoning higher during holiday season; state poison system offers guidelines," Becky Crowder-Haas | 11-15-83 | 144 newspapers | Grand Marais Herald Fridley Sun Owatonna Press Montevideo News |
| 14. | "Free first aid guides to 4,000 homes," Becky Crowder-Haas | 11-21-83 | 3 Wisconsin newspapers | St. Croix News Woodville Leader |
| 15. | "Radiologist to discuss importance of mammograms in detecting breast cancer early in its most curable stage," Becky Crowder-Haas | 11-21-83 | Twin city area TV stations | Peter May Twin Cities Insight |

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|-----|--|----------|---|--|
| 16. | "Curtis Medical Clinic to offer evening hours, hospital walk-in clinic to offer one bill", Becky Crowder-Haas | 12-1-83 | 3 Wisconsin papers & radio station | Woodville Leader St. Croix News Baldwin Bulletin |
| 17. | "SPRMC enters cooperative arrangement with Chisago Lakes Hospital" Becky Crowder-Haas | 12-1-83 | St. Paul Dispatch Rush City- No. Branch The Post Review Lindstrom-Chisago County Press Mpls. Star/Tribune | St. Paul Dispatch Rush City- No. Branch The Post Review Lindstrom-Chisago County Press |
| 18. | "St. Paul-Ramsey Medical Center has the holiday spirit" Jane Schwanke | 12-6-83 | 25 community newspapers | White Bear Press St. Paul Downtowner |
| 19. | "Women's growth group" Robin Rainford | 12-8-83 | Maplewood Review White Bear Press Roseville Sun | |
| 20. | "Warning: the holidays can be hazardous to your health", Becky Crowder-Haas | 12-9-83 | 144 newspapers | Waconia Patriot The Laker, Mound Luverne Star-Herald Detroit Lakes- Becker Cnty Record Thief River Falls Times Eden Prairie News Forest Lake Times Osakis Review Cloquet Pine Knot Farmington- Dakota Cnty Tribune Westonka Sailor Minnetonka Sailor Excelsior-Shorewood Sailor Hopkins Sailor Eden Prairie Sailor St. Louis Park Sailor Wayzata-Plymouth Slr. |
| 21. | "Baby? Maybe?" Becky Crowder-Haas | 12-23-83 | 34 radio/TV stations | |
| 22. | "Frostbite, hypothermia & overexertion presenting serious winter problems" Jane Schwanke | 12-29-83 | 25 community newspapers | |

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|-----|---|----------|-------------------|
| 23. | "Free class offered", Robin Rainford | 12-25-83 | 33 Radio stations |
| 24. | "Free class offered", Robin Rainford | 12-25-83 | 12 newspapers |

SPRMC
...in the news



sound clips

CLIENT SCRIPT

St Paul Ramsey Medical Center KSTP TV
C 464

STATION
TIME

5:00 P.M

DATE 11/15/83
LENGTH

Dennis
Bounds

Cyndy
Brucato

Strait

(Following story about walking through live coals)
With us live right now to talk about this controversial technique is Dr Richard Strait who is a burn consultant at St Paul Ramsey Medical Center.
Now Dr Strait has seen some of the video tape prior to this story Dr Strait is this for real, it looked real.
Well what they do is real, what they have done ahead of time which wasnt on the tape and what I understand anyway is they wet down the ground very thoroughly all around the fire to start with an also keep the coals wetted down prior to walking across it.

Brucato

Strait

Brucato

sound clips

CLIENT SCRIPT

St Paul Ramsey Medical Center KSTP TV
C 464

STATION
TIME

5:00 P.M

DATE 11/15/83
LENGTH

Is there any virtue though in this kind of concnetration trying to get yourself to do something like this just to do it in the first place.
I think that for some people it gives them an opportunity to prove that they can do something they have been afraid of all their life. Okay and it shows us how silly men look with their pants legs rolled up without shoes and socks on.

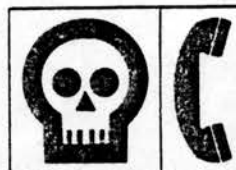


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MPCS **...in the news**

**Minnesota
Poison
Control
System**



Member American Association of Poison Control Centers

Risk of food poisoning higher during holidays

It is estimated that every year a significant number of people suffer from mild cases of food poisoning and don't know it.

"That's because the symptoms are very similar to the flu," said Samuel Hall, M.D., Minnesota Poison Control System (MPCS), medical director. "The symptoms are headache, nausea, vomiting and diarrhea and usually develop within 12 hours after the patient's eaten the contaminated food. In some types of bacterial food poisoning, signs and symptoms can be delayed up to 36 hours after the exposure."

For most people food poisoning is not severe and the symptoms disappear within 24 hours, Hall said. However, Hall warned that for senior citizens, children or persons with other illnesses as well as certain types of bacteria, food poisoning can be fatal.

According to MPCS staff there is a higher incidence of food poisoning around the holidays because people tend to eat more foods that they did not prepare themselves. Food is kept at room temperature for a longer-than-normal period or foods are served that tend to be more prone to bacteria such as mayonnaise-based salads, eggnog or smoked fish.

There are four common bacterial sources of food poisoning, explained Hall. They are: salmonella, clostridium perfringens, staphylococcus and clostridium botulinum. While most of these names are not familiar to the

Clostridium botulinum, probably the rarest form of the four bacteria, is the most fatal if contracted, Hall said. These bacteria are abundant in the environment and usually harmless. But when they are not destroyed by heat they form a poisonous toxin and even the smallest amount of botulinum toxins can kill you. The symptoms of botulism include double vision, inability to swallow, speech difficulty and progressive paralysis of the respiratory system. Medical attention must be obtained immediately, Hall cautioned.

Although all this might spoil one's appetite, the MPCS staff agreed that all food poisoning can be avoided by following simple rules. Together with Joann Slavin, Ph.D., U.S. Agricultural Extension Program, University of Minnesota, MPCS has developed these guidelines:

- + Wash hands before preparing meals. A person with a cold, a sore throat, a cold or flu should be especially careful around food. Keep hands away from mouth, nose and hair. Wash hands thoroughly after going to the toilet, smoking or blowing your nose.

- + Scrub containers and utensils used in handling uncooked foods with hot, soapy water before using ready-to-serve foods. Use separate cutting boards to help prevent contamination between raw and cooked foods.

- + Keep foods to be served hot above 140 degrees F (60 degrees C.) and foods to be served cold below 40 degrees F.

- + Do not allow meat, poultry, fish, egg dressings or sandwich fillings, potato salad, cream-filled baked goods or ham to stand at temperatures between 40-140 degrees F.

- + Stuff meat, poultry, or fish just before roasting — never the night before. Never partially cook stuffed meat, poultry or fish.

- + Use pasteurized milk and milk products.

- + Do not use dirty or cracked eggs in raw or slightly-cooked egg products such as eggnog.

- + Cook home-smoked fish or meat at 180 degrees F. for at least 30 minutes. Do not refrigerate smoked fish in an airtight plastic pouch.

- + Do not put food (especially milk, egg or cheese casseroles) in the oven with a timer set to begin cooking later.

- + Heat leftovers thoroughly, boil broth and gravies several minutes when reheating them.

- + Discard leftovers having off-color and/or foul odor.

- + Preserve low-acid foods in a pressure canner at correct pressure according to altitude. Use correct time for each product. Be sure pressure gauge is functioning well.

- + Boil all home-canned vegetables and meats 15 to 20 minutes before eating.

- + Avoid food in containers with leaky seal, and bent, broken or bulging cans.

When preparing your holiday turkey remember these tips:

Story also used in:

Grand Marais News Herald
Osakis Review
Eden Prairie News
Thief River Falls Times
Tri-County Record
Detroit Lakes-Becker
County Record
Montevideo American-News
Fridley Sun

- + Serve hot; leftovers should be immediately put in refrigerator.

- + Turkey meat leftovers can be refrigerated up to a week and frozen up to six months.

Your county agricultural extension office has general information on recommended cooking procedures, as well as the causes and prevention of food poisoning.

If you suspect a case of food poisoning, or are concerned about any symptoms that last longer than 24 hours, call the Minnesota Poison Control System emergency hotline any time. The numbers to call are 221-2113, Twin Cities, and 1-800-225-1222, out-state toll-free.

Story also used in:



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