



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

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Quarterly Media Report

-- January 1 - March 31, 1984

Submitted by Becky Crowder

SUMMARY

*At 1st when I read this, I
read it with that connotation.
Good idea!*

The enclosed report is the first quarterly media summary for 1984. This report is part of the public relations department's effort to monitor and interpret news media relations.

→ " Good news " 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 the news media coverage in the Twin Cities. This certainly reflects the intense efforts of medical center staff and the public relations department to maintain and improve news media relations.

There were 167 news media telephone calls to the public relations department during the first quarter of 1984 which is a decrease for the first time since this monitoring system was instituted. It compares to 240 calls during the previous quarter. Telephone calls from television stations were down 33 from the previous quarter and newspaper calls were down 40. Telephone calls from radio reporters remained stable.

Wow!

Compared to the same quarter last year, news media telephone calls have decrease slightly. However, during the first part of the second quarter, telephone calls from the news media have increased dramatically.

There were a number of interesting and important stories during the past quarter which is significant since SPRMC was not in the news as frequently as past quarters. These included:

introducing the state's first breast light scan, the first laser brain surgery and poison prevention week.

Also attracting media attention were numerous stories about the hospital's plans to reduce personnel, and low patient census in January and February.

Those patient stories which brought attention to SPRMC included: Sojourner McClain and the Mueller brothers.

An analysis of the decrease in news media contact shows that the drop can be attributed to a generally "slow news period." For example, historically, SPRMC has generated a number of patient/weather related stories in the months of January and February. Those types of stories simply did not occur this year. Also because of the focus of everyone, including the media, on SPRMC's budget adjustments, new program stories were not as abundant as previous quarters.

The public relations departments' new organizational structure addresses the problem of generating 'news' during slow periods, and should remedy the problem. There has been a substantial increase during the first part of the second quarter in both news media contacts and news releases as a result of this reorganization.

A daily log of all media contacts, telephone calls, interview requests, inquiries and/or visits, is kept by the public relations department. The public relations department also monitors SPRMC and other hospitals' media coverage. All of these are kept on file in the public relations department.

QUARTERLY MEDIA REPORT

January 1 - March 31, 1984

I. MEDIA CALLS

TOTAL: 167

Newspaper: 67 TV: 62 Radio: 38
Press Conferences: Radiology Light Scan Machine

II. NEWSCLIPS

TOTAL: 283

Feature stories--133	SPRMC-mention stories--29
Feature Soundclips--25	
MPCS feature stories--87	MPCS-mention stories--34
MPCS feature Soundclips--3	

III. NEWS RELEASES

TOTAL: 9

SPRMC/RCA--6
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>
Burn Center	2		1	
Courses			8	
Emergency Medical Services			3	
Hospital Reports	18	10	3	
Health Topics	5	7	7	
Miscellaneous			3	1
Minnesota Poison Control System	87	3	34	1
Promotions/Appts.			1	
Patients brought to SPRMC (accidents, etc.) (We now receive only major stories from the clipping service)			1	
Microsurgery	1			
Neonatology		1		
Breast Center	5	8		
Pediatrics	2		1	
Special Physician Feature:	1		9	

NEWS RELEASES: DISTRIBUTION AND PUBLICATION INFORMATION

	<u>TITLE & AUTHOR</u>	<u>DATE</u>	<u>SENT TO:</u>	<u>RELEASE USED IN:</u>
1.	"St. Paul-Ramsey offers seminar to community officials on planning for advanced life support", Becky Crowder	1-11-84	East metro papers	Lindstrom-Chisago City Press Quad Community Press White Bear Area
2.	"Speakers available on various poison prevention subjects", Becky Crowder	1-12-84	Radio & TV talk shows	WTCN-TV KDWB, Ken Venturi Show KUXL Radio KSTP-TV, Eye-Witness Aft.
3.	"St. Paul-Ramsey joins District Memorial to begin advanced life support in Forest Lake area", Becky Crowder	1-25-84	8 East metro	Lindstrom-Chisago City Press
4.	"Teaching Hospitals join AWARE", Becky Crowder	2-6-84	144 newspapers	Cottage Grove-Wash. Co. Bulletin
5.	"News conference to introduce the first light scan machine", Becky Crowder	2-20-84	6 newspapers 11 radio stations 6 TV stations	WCCO-TV WTCN-TV KSTP-TV ST. PAUL DISPATCH MPLS. STAR & TRIBUNE KSJN Radio WCCO-AM KMSP-TV Fairmont Sentinel New Ulm Journal Fargo Moorhead KTIS AM KRSI Radio

- | | | | | |
|----|--|---------|-----------------------------|---|
| 6. | "Poison prevention week is March 18-24, 1984", Becky Crowder | 2-20-84 | 144 newspapers | The Laker, Mound
Minnetonka Sailor
Hopkins Sailor
Thief River Falls Times
St. Louis Park Sailor
The Pioneer, Long Lk Eden Prairie Sailor
Jordan Independent Wayzata-Plymouth Sailor
Anoka Cnty Union Westonka Sailor
Excelsior-Shorewood Sailor
Milaca Times
Morris Tribune
Halstad-Valley Journal
Star-Farmer Renville
Cook Cnty News |
| 7. | Public Service Announcement: National Poison Prevention Week. Becky Crowder | 2-20-84 | 25 Minnesota radio stations | KSTP AM
WTCN-TV |
| 8. | "St. Paul-Ramsey Medical Center to host stop smoking program for pregnant women," Mary Alice Czerwonka | 2-28-84 | 25 community newspapers | Cottage Grove - Wash. Co. Bulletin
Maplewood Review
North St. Paul Review, Ramsey Co.
North St. Paul Review, Wash. Co. |
| 9. | Public Service Announcement: Stop Smoking Program for Pregnant Women. Mary Alice Czerwonka | 2-26-84 | 25 radio stations | |

SPRMC ...in the news



Accent

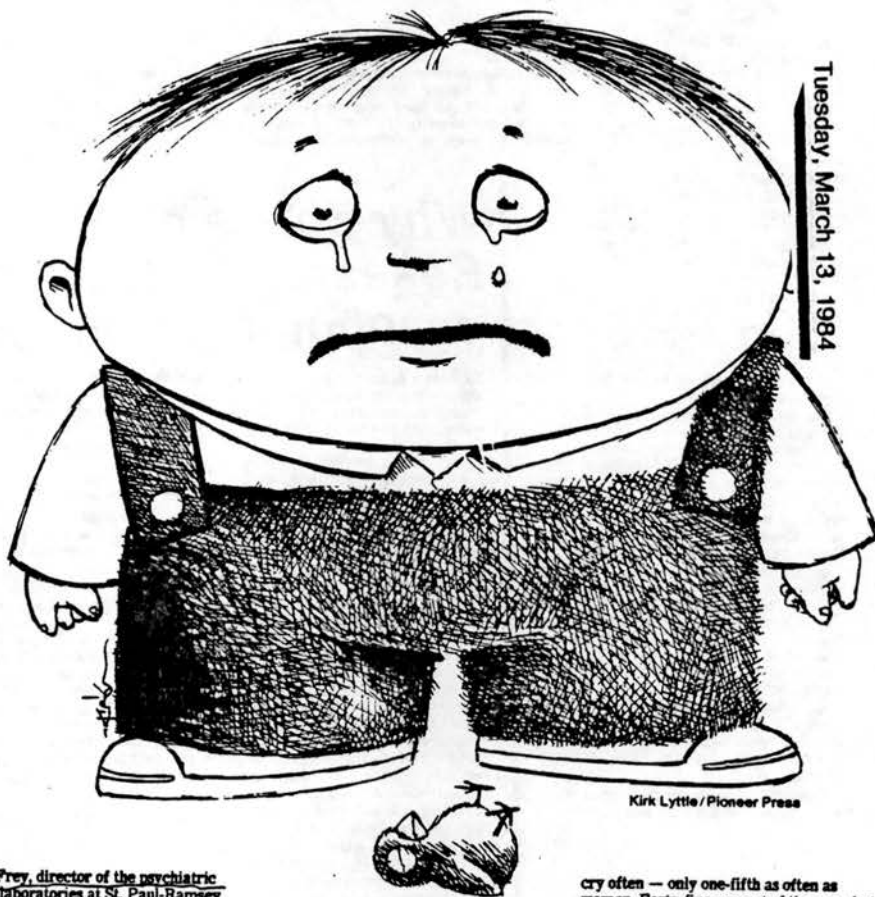
St. Paul Pioneer Press

It's OK to go ahead and cry

By Jane E. Brody
New York Times

NEW YORK — Crying is hardly an activity encouraged by society. Tears, be they of sorrow, anger or joy, typically make Americans feel uncomfortable and embarrassed. Edmund S. Muskie may well have lost his bid for the 1972 presidential candidacy when he wept

William Frey, director of the psychiatric research laboratories at St. Paul-Ramsey Medical Center, points out that tears are



Kirk Lyttle / Pioneer Press

Tuesday, March 13, 1984

cry often — only one-fifth as often as women. Forty-five percent of the men, but only 6 percent of the women, shed no



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sound clips

CLIENT St. Paul Ramsey Med. **STATION** KSTP TV **DATE** 03/30/84
SCRIPT Ctr. **TIME** 6:00 P.M. **LENGTH**

Cyndy
Brucatto:

Most people would not be very happy if they were sitting in the hospital with no hair and two black eyes. However, there is a woman at St Paul Ramsey tonight who is most happy to be there. As John Altenberg reports, doctors have used a new laser to remove a brain tumor.

Altenberg:

Thirty nine year old Audrey Moldenower couldn't believe it when her doctor told her she had a brain tumor. It was too coincidental. Audrey's mother had died during surgery for a brain tumor when she was thirty nine.

HT

sound clips

CLIENT St. Paul Ramsey **STATION** WCOC AM **DATE** 3/31/84
SCRIPT Medical Center **TIME** 8:00 AM **LENGTH** :18

Dick
Chapman

39 year old Audrey Moldenhauer of Wilson Wisconsin is going home tomorrow from St. Paul Ramsey Medical Center in St. Paul. She had laser beam surgery on a brain tumor. She learned of the tumor just a week ago. She is the first person to undergo laser surgery on a brain tumor at a twin cities area hospital.

HT



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MPCS ...in the news

**Minnesota
Poison
Control
System**



Member American Association of Poison Control Centers

Poison Prevention Week, March 18-24

Accidental poisonings not a rare occurrence

355

By Murray Wolf

An accidental poisoning is the kind of terrifying situation that haunts the subconscious of every parent with small children at home. But, at the same time, most parents dismiss the problem as something that happens to someone else's children.

Yet, at the Long Prairie Memorial Hospital alone an average of one to two accidental poisonings are reported each month. The Hennepin Poison Center in Minneapolis received nearly 75,000 emergency and information calls just in 1983.

"Probably every parent has this experience at least once," Dr. Paul Van Gorp of Long Prairie pointed out.

National Poison Prevention Week starts Sunday and runs through March 24. The annual event is designed to focus on a problem that exists throughout the

all toxic substances from the child's reach."

Kirby said that so-called "child-proof caps" don't always live up to their name. "Kids can get into them better than adults," he said.

Van Gorp said one of the worst places to store toxic substances is also one of the most common: under the kitchen or bathroom sink. He said everything from drain products to furniture polish to insecticide can be found under the typical homeowner's sink. He suggested moving these kinds of substances to places curious youngsters can't reach.

Even then additional precautions may be necessary.

"Really, (these substances) should be under a padlock," Kirby said. He said youngsters have an amazing ability to climb, so locking things up may be necessary even when the substances are

favorite target of children. Vitamins can be dangerous because ingesting too many of them could lead to iron poisoning.

But flavor definitely isn't a child's biggest consideration when it comes to taking in toxic substances.

"Kids will drink anything. They don't care how it tastes," said Kirby. "The last kid I had in drank stove black."

"Who would drink Drain-o? But kids do."

However, when dealing with children, even extensive precautions aren't a sure thing. Advance planning helps, but sometimes an accidental poisoning occurs anyway.

Those in the Long Prairie area have several alternatives. They can call the Hennepin Poison Center in Minneapolis at 1-612-347-3141, the St. Paul-Ramsey Hospital at 1-800-222-1222 or the Long





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