PUBLIC RELATIONS REPORT

November 2008

Prepared for:

The British Acupuncture Council

63 Jeddo Road

London

W12 9HQ

By:

60 Great Portland Street, London, W1W 7RT

mandate

Results summary

Total pieces of coverage	15
Total opportunity to see	16.5 million
Total PR value	£291,691

November Highlights:

- 15 pieces of coverage secured including; *The Daily Express, The Mail on Sunday, BBC Radio York, My Weekly, The Sheffield Star, Primary Care Today* and *Bella*
- Liaison with 19 media titles, radio stations and freelance journalists
- Contact with 13 BAcC practitioners to fulfil media enquiries
- Online survey emotions story press release sold in to media resulting in a further 5 pieces of coverage secured
- Press releases drafted and approved for depression and festive stress
- Opportunity secured with *APTN Television News* for a documentary profiling Acupuncture

mandate

Latest activity

News creation

- **Tongue diagnosis**

Mandate's press release has been approved subject to finding suitable regional spokespeople. Tongue diagnosis is not the sole focus of the copy but built into a more general piece about the whole diagnosis process so acupuncture can be distinguished from Western medicine. Mandate and BAcC to source suitable spokespeople and organise workshop for 10th December

- **Online survey**

Mandate continued to sell-in the story about acupuncture taking the pressure off today's emotional stresses to media and secured further coverage in;

  - *My Weekly*
  - *Best*
  - *Health Food Business*
  - *Primary Care Today*
  - *The Star (Sheffield)*
  - *The Doncaster Star*

Mandate to continue sell in during December and explore the opportunity to launch a second wave of activity in relation to the online survey.

Case study led ailments

- **Case studies**

Mandate secured a great opportunity with *APTN Television News* re a documentary on Acupuncture. Mandate liaised with BAcC member Arshna Patel re her being interviewed and suitable case studies. Mandate will continue to liaise with *APTN* re suitability of case studies and dates for filming during December.

- **Media backgrounders**

Mandate provided feedback re Depression backgrounder following Lisa Sherman's and Marks Bovey's comments and BAcC to approve final version. Mandate to draft additional backgrounders for stress and male impotence when Mark has provided research studies.

Seasonality

- **Festive stress and depression**

Mandate drafted press releases for festive stress and depression and BAcC approved these. Mandate began sell-in to short and long lead media and will continue sell-in for both stories throughout December.

Experts

- Following discussion with Mike O'Farrell, Mandate researched potential acupuncture ambassadors Professor Nicola Robinson, Professor George Lewith, Professor David Peters and Professor Kate Thomas. BAcC to feedback re; potential media training.

- Mandate has begun speaking to target journalists in order to secure media briefings for MOF. Mandate secured two media briefings with *The Daily Express* and *The Mail on Sunday* to date and will continue to liaise with key journalists in December

Health issues

- **The Human Reproduction Journal research announcement**

The Human Reproduction Journal research announcement appeared in the media on 13th November claiming that acupuncture may reduce the chances of getting pregnant with IVF. Mandate responded to this by drafting a statement and pitched it out to key journalists. Mandate secured the 800 word article by BAcC member Annie Elliot on how acupuncture can benefit childless couples in *The Western Daily Press* to appear on 3rd December

Meetings

- Mandate met BAcC on 6th November at their offices

Actions for December:

- Draft additional backgrounders for stress and male impotence
- Sell-in depression and festive stress
- Satisfy all media requests for case studies (ongoing)
- Continue to arrange one-to-one media briefings with MOF
- Continue to draft profiles of practitioners
- Continue to sell in online survey story
- Compile trade and patient association media lists
- Attend tongue diagnosis workshop
- Produce tongue diagnosis Q&A document following practitioner workshops
- Arrange the next monthly meeting

mandate

Handling media enquiries

Mandate handled the following enquiries in November:

Media	Subject/practitioner	Status
APTN Television News	Acupuncture documentary / Arshna Patel	Mandate sourced case studies for APTN and will continue to liaise re; dates for filming in December
Limited Edition magazine	Eight ways to Detox/ Joop Brouwer	Mandate sourced a quote from BAcC member Joop Brouwer for inclusive in January issue Detox feature
Sixtyplusurfers.co.uk	Q&A column / Angie Hicks	Mandate has secured an ad-hoc Q&A column on *Sixtyplusurfers* personal health page from January
Woman	Alternative treatments to help migraines	Mandate sent information, research and a case study to title for consideration
BBC Radio York	Arthritis / Harriet Lansdown	Interview secured on 11th November with BAcC Member Harriet Lansdown and her patient case study
BBC Radio Cumbria	Arthritis / Frederick Carson	Interview secured on 1ST December with BAcC Member Frederick Carson
My Weekly	Online survey emotions story	Mandate secured coverage on their health bulletin page for 22nd November issue
Best	Online survey emotions story	Mandate secured coverage on their health news page for December issue date tbc
Aboutmyarea.co.uk	Festive stress and acupuncture story	Press release to be featured online during December
Sixtyplusurfers.co.uk	Festive stress and acupuncture story	Press release to be featured online during December
Evening Standard	Depression case study	Mandate to find suitable London based case study for feature
Red	Acupuncture and depression	Coverage secured in their March issue
Western Daily Press	The Human Reproduction Journal research announcement / Annie Elliot and Angie Hicks	Coverage secured for 3rd December following the 800 word article on how acupuncture can benefit childless couples
Natural Health	Alternative therapies to help beat stress	Mandate provided information for inclusion in feature

mandate

November coverage evaluation

Mandate has incorporated key message evaluation into the month's coverage analysis and is based on securing the following communication appearing in the media in order to raise awareness and understanding of acupuncture and BAcC's leadership position in the industry:

- Traditional acupuncture is a natural and holistic system of medicine which has been practised successfully in China and the East for over 2,000 years
- Traditional acupuncture works to maintain the body's equilibrium by focusing on all aspects of wellbeing: physical, mental, emotional
- There is an increasing body of research which shows that acupuncture can be beneficial for many conditions
- The BACC has a membership of over 2,850 professionally qualified acupuncturists, making it the UK's largest regulatory body for practitioners of acupuncture
- Members of the public can find a local BAcC practitioner by calling 020 8735 0400 or visiting the BAcC website at www.acupuncture.org.uk

Publication	Circulation	PR value	Key messages
BBC Radio York	87,000	£30,000	3
BBC Radio Cumbria	109,000	£15,000	2
Daily Express	742,142	£100,500	4
The Mail on Sunday	2,218,418	£74,700	4
My Weekly	155,087	£6,399	3
Health Food Business	3,500	£4,410	3
The Star (Sheffield)	58,059	£3,964	3
The Doncaster Star	9,530	£1,994	3
Primary Care Today	38,500	£9,000	3
Soul & Spirit	78,000	£4,185	4
Bella	191,547	£10,989	2
Healthy & Organic Living	35,000	£3,700	2
Angels & Urchins	50,000	£2,850	1
DailyMail.co.uk	3,800,000	£12,000	4
Express.co.uk	1,700,000	£12,000	4
15	**9,275,783**	**£291,691**	**45**