



Dear Members,

The IACP and the work of our Members received a great boost this week:

- **Television:** On Monday, IACP Professional Services Manager, Shane Kelly, appeared on TV3's "Ireland AM" programme to discuss "Exam Stress". TV3 were interested after seeing our May press release (which focused on Exam stress). Shane's appearance meant that the work of our Members was promoted to a large viewing audience. So far, no link to the interview has been provided by TV3, but once we receive it we will put it up on the IACP website.
- **Print Media:** The press release also appeared in a "Journal.ie" article entitled "Under Exam Stress: Take 5 minutes off and read these tips". So far, it has been viewed by over 9000 people since it went online on Monday morning. You can read the article here: <http://www.thejournal.ie/readme/how-to-deal-with-exam-stress-1479287-May2014/>
- **Radio:** Shane Kelly also conducted related radio interviews on Spin 1038FM and Highland Radio.

Well done to Shane on highlighting and discussing this significant issue so well!

In other PR news, last month, another significant IACP PR & Communications initiative started. The supply of all GP waiting rooms with IACP leaflets (45,000 leaflets in all) began and will continue for the next six months. This project is being carried out by the company that owns and stocks the stands.

All of this activity moves us closer to meeting our PR and communication aims. We aim to ensure that you, as IACP practitioners, are more recognisable than ever before and we now know that this is happening.

Research Company, Behavior and Attitudes (B&A) conducted a survey for us in early 2010, and found that 9% of the general public had heard of IACP. Four years later, in early 2014, the same nationwide survey found that 20% of the public had heard of IACP - that's a huge increase in PR terms (another half a million people approx.) and very welcome news.

Best regards,

Naoise Kelly

National Director.

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