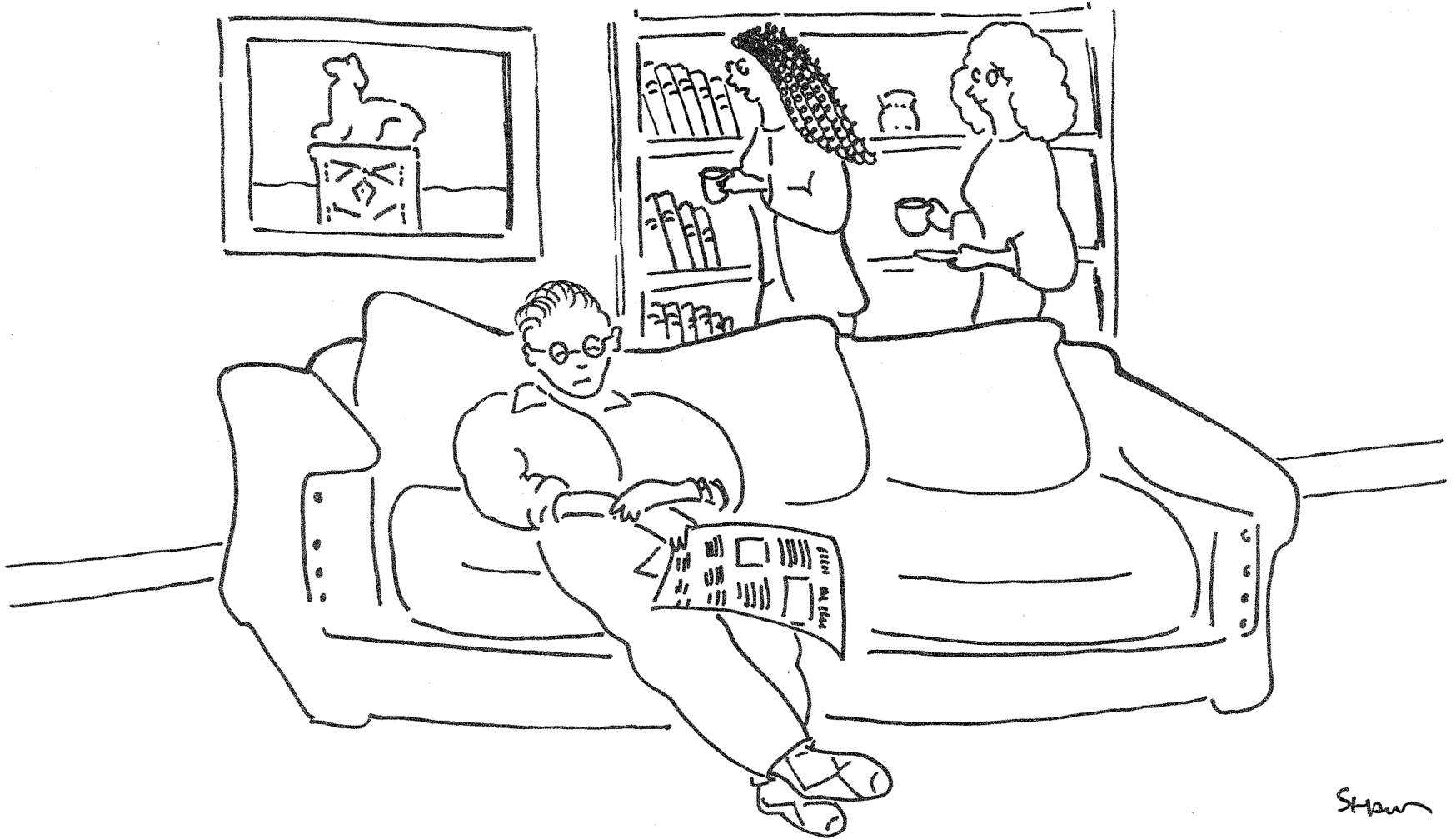


Communications Update



Presentation to the ICOC July 27, 2012

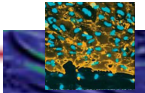




Staw

“Harold still prefers falling asleep to traditional print media.”

San Francisco Chronicle



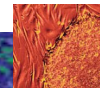
Decline of health journalism

- The number of specialist health journalists has declined dramatically in the last decade
- Many newspapers and radio stations have no health reporter but assign stories to General Assignment reporters
- Sacramento Bee, Oakland Tribune, San Jose Mercury News are among the newspapers without a specialist health reporter
- Kaiser Family Foundation study found 94% of health journalists felt that budget cuts were “seriously hurting” the quality of health care news coverage



Online health journalism

- Proliferation of health sites – most are blogs or informational, not news
- Reporters under pressure to post more stories online, faster turnaround
- Less overall content, less original content
- 5.9 percent of newspaper content is health, online that shrinks to 2.2 percent of news content

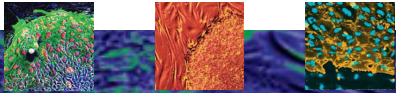
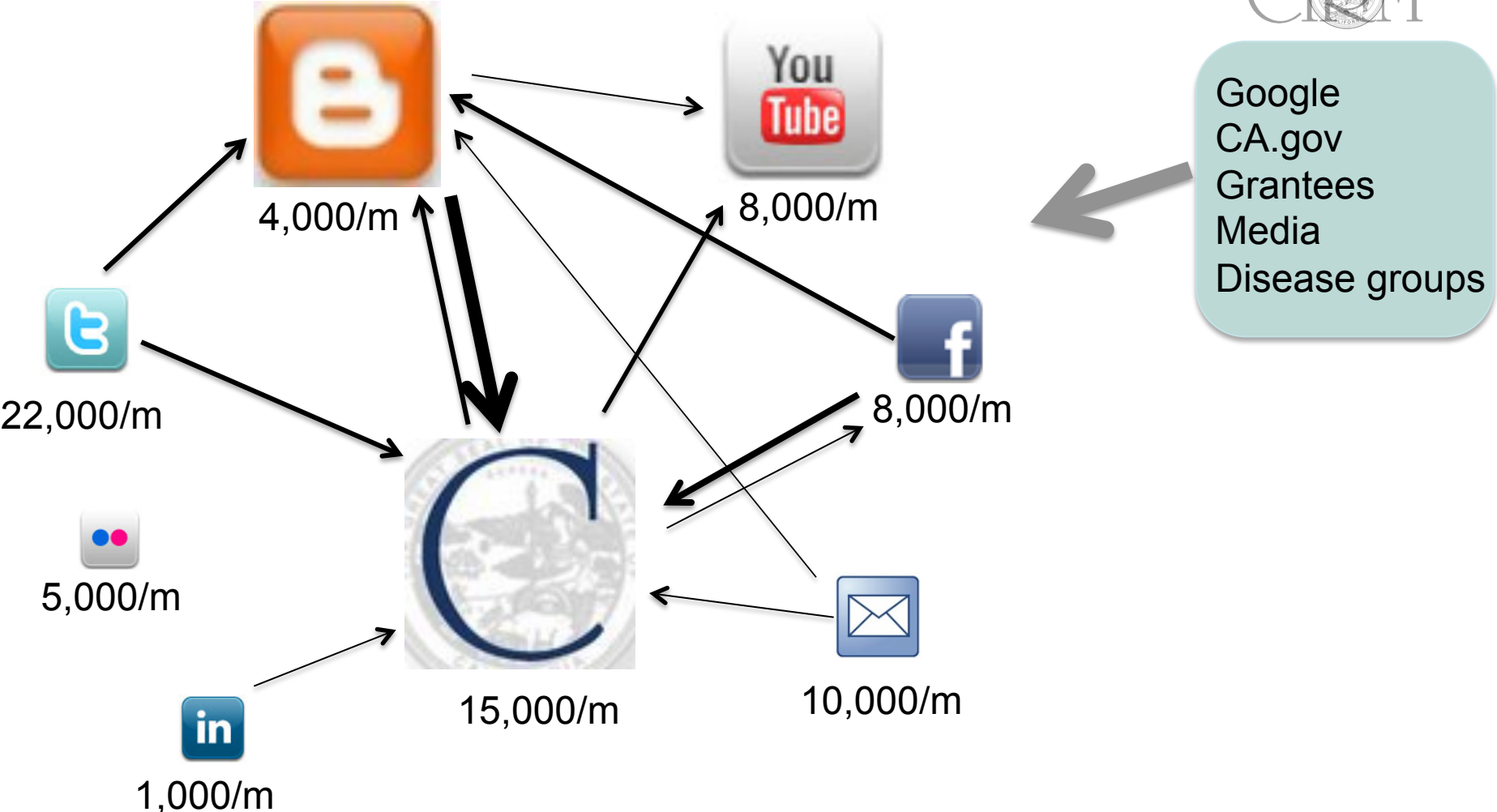


On the bright side

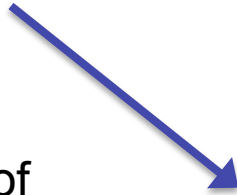
- Social media allows you to control your own message and bypass traditional media filters
- Blogs, Facebook, Youtube, Twitter etc give you many more platforms for your own message
- Increases your ability to work with other groups to share your message
- Allows you to target your message to an audience that is receptive



The web we've weaved



Overall goal: Increase online reach



Currently: 70,000 views of our online content/month

1 year goal: 100,000
5 year goal: 250,000

