

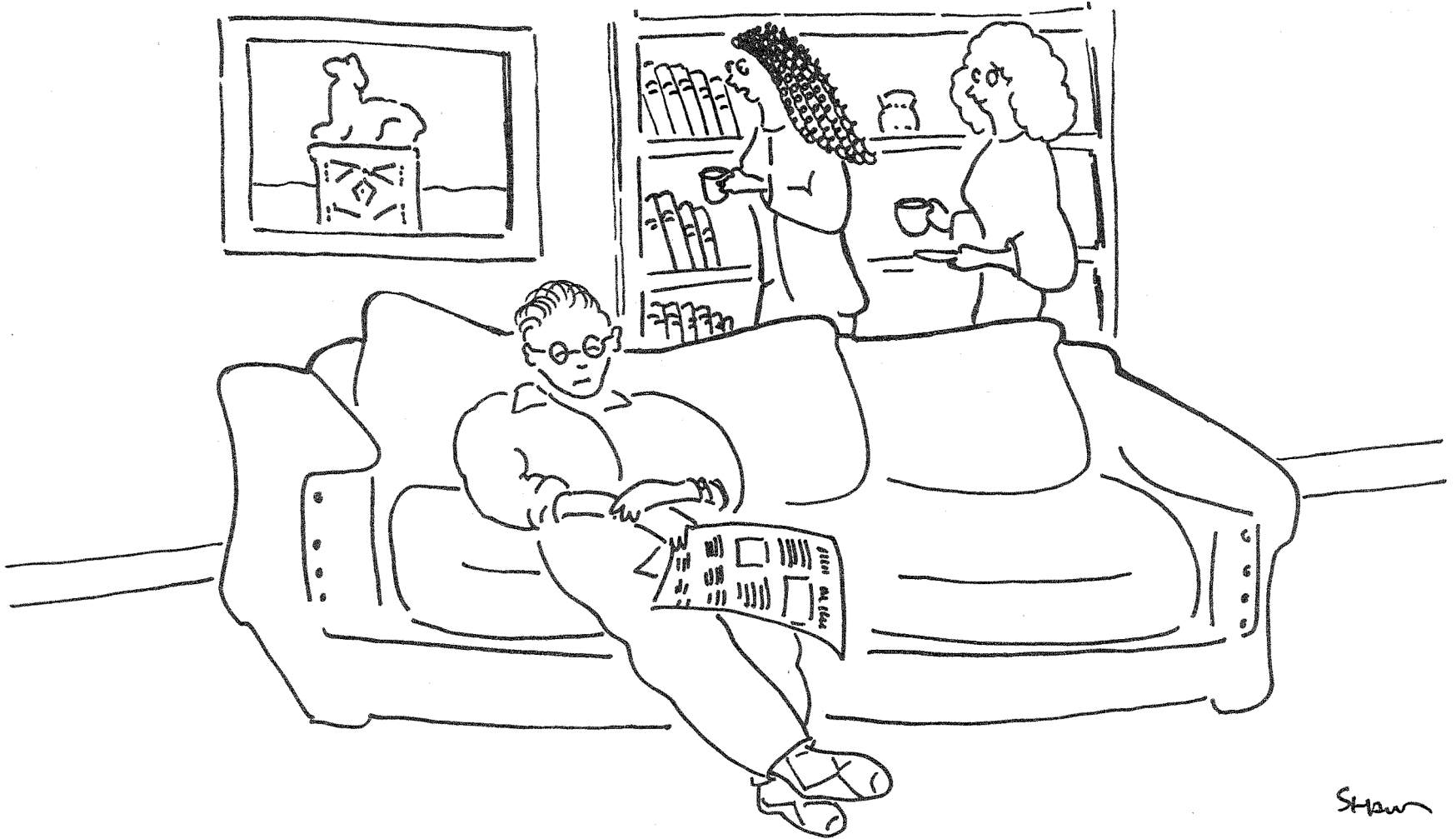
The California State Seal is visible in the background, partially obscured by the CIRM logo. It features a central figure holding a scale and a sword, surrounded by the text "THE GREAT SEAL OF THE STATE OF CALIFORNIA" and the motto "EUREKA".

CIRM

CALIFORNIA INSTITUTE FOR  
REGENERATIVE MEDICINE

*The State Stem Cell Agency*

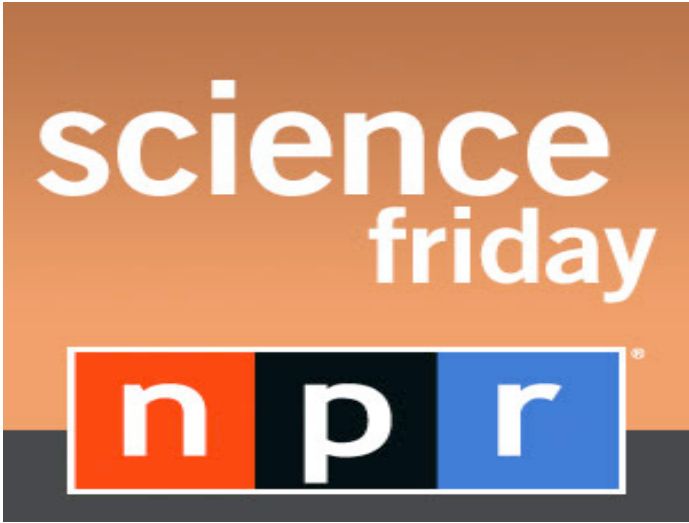
Communications Presentation  
to the ICOC Sept. 6, 2012



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
- San Jose Mercury News – one of the largest newspapers in the country 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

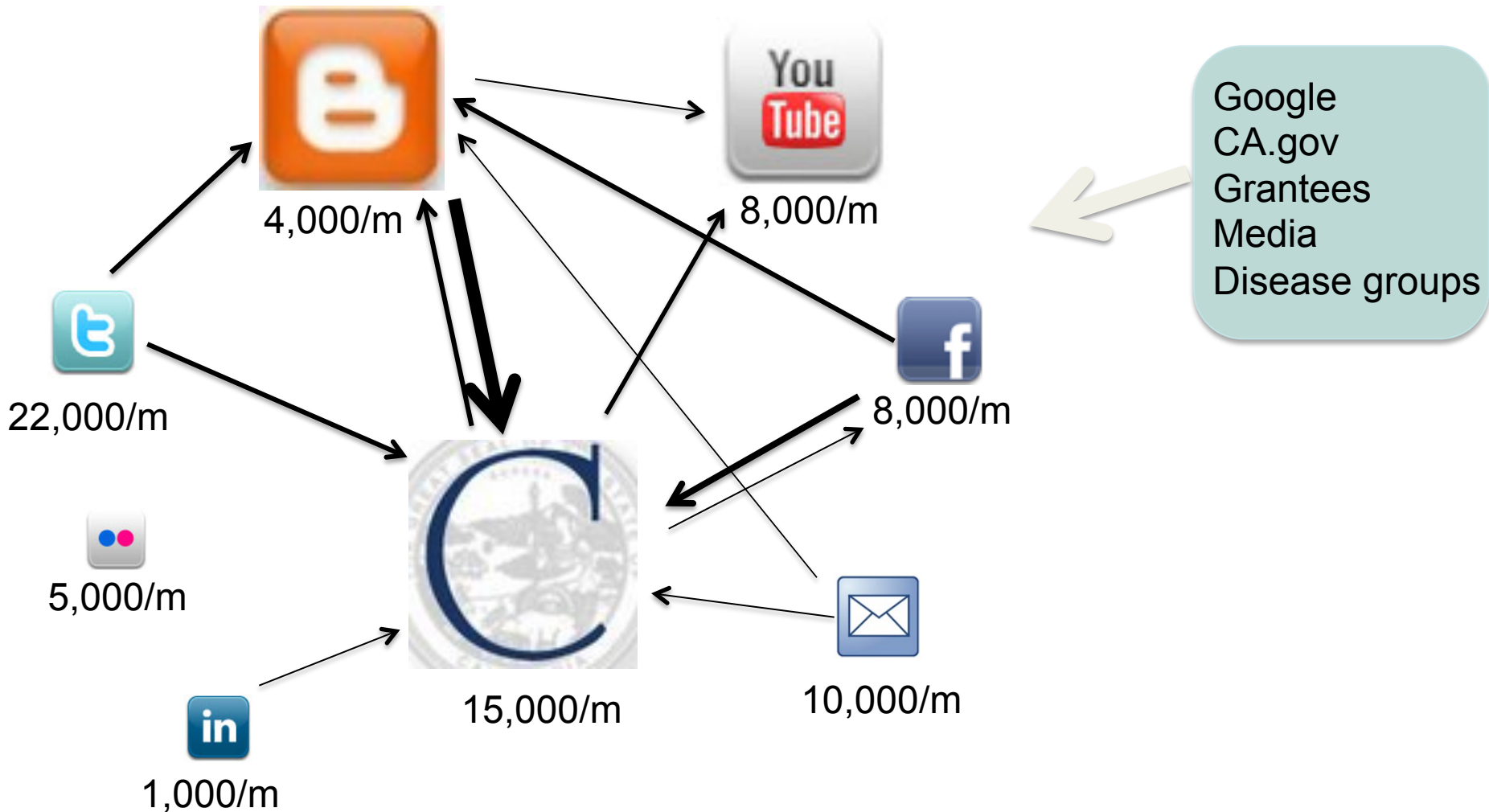
# Online health journalism

- 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 to 2.2 percent of online 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

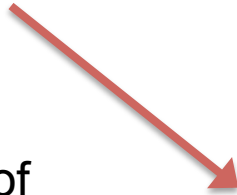
# The web we've weaved



# Overall goal: Increase online reach



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



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

