

THE KAISER
MEDIA
FELLOWSHIPS
IN HEALTH

2009 | KAISER MEDIA FELLOWSHIPS IN HEALTH



A FLEXIBLE FELLOWSHIP PROGRAM FOR JOURNALISTS INTERESTED IN HEALTH POLICY ISSUES



At the Chinatown Public Health Center, the fellows hear from some of the first enrollees in the Healthy San Francisco health plan.

Fellows meet at regular intervals during the year and participate in a series of program seminars and site visits. In March 2008, the Kaiser media fellows and invited journalists visited Northern California during a one-week series of briefings and visits on state health care reform issues in California.



Steve Burd, CEO of Safeway, describes the company's approach to providing health care while containing costs.

THE 2008 MEDIA FELLOWS

The 2008 fellows and their projects are listed below. See pages 10–11 for a complete list of previous fellows.

Aliyah Baruchin, freelance health contributor, *The New York Times* and other news outlets, New York, NY

Racial and ethnic disparities in health care

Steve Bogira, freelance journalist and author, Chicago, IL

The impact of poverty and race on health, and the disparity in health care, reflected in two adjacent city neighborhoods

Greg Branch, freelance journalist, former Managing Editor, BET News, New York, NY

Recruitment of medical personnel from Africa and Asia and its impact on the developing world and on U.S. medical policies

Karen Brown, health reporter/producer, WFCR-FM Radio, Western New England

An in-depth look at Massachusetts health reform in action—what's working, what's not, and what other states can learn

Karen Houppert, freelance reporter and author; special correspondent, *The Washington Post Magazine*, Baltimore, MD

The state of drug treatment in the U.S., and the human and financial costs of drug treatment policies

Naseem Sowti Miller, health reporter, *The Ocala Star-Banner*, FL

The quality of medical care in jail and prisons, and the broader impact on public health and health care

Jeremy Olson, medical reporter, *St. Paul Pioneer-Press*, MN

An exploration of the long-term care crisis and the social, financial and political solutions

Renata Simone, independent documentary film producer and reporter, Boston, MA

The rise of medical tourism, access and affordability of health insurance, and the globalization of health care

Robert Winn, independent documentary film producer, New York, NY

The unintended impact of anti-immigrant policies on other disadvantaged communities

Tom Jennings, reporting for *The New York Times* website, documented Latino farm workers in rural areas of northern California who access medical care outside the healthcare system. See his video report of May 2008 at <http://video.nytimes.com/video/2008/05/01/us/1194817103546/seeking-cures-with-no-prescription.html>



THE KAISER MEDIA FELLOWSHIPS IN HEALTH

Reporting on health today means coverage of a wide range of complex financing and public policy issues—from changes in public programs and the marketplace to the problems many Americans face paying for health insurance or prescription drug coverage. As health issues remain front page news, and an inextricable part of any discussion about the federal budget and a presidential election, the job of the health journalist has become more formidable. Today's health journalist must cover an ever-expanding range of complex issues and make them understandable and accessible to the general public. No one doubts the importance of the task. The impact the media has on the decisions our country makes in health is evident. The media plays an important role in shaping the debate and helping to determine the choices policymakers and the public make when it comes to health care.

Whatever the changes in health care and health policy issues in the past decade, more dramatic changes have occurred in U.S. newsrooms and in the way Americans get their news. While the Kaiser Fellowships were always designed to give fellows great flexibility in deciding how best to balance their fellowship research and reporting around their newsroom commitments, the program was revised in 2005 and relaunched in 2006 to enhance this—and to give more journalists the chance to participate. The goal of the program remains the same: to help journalists improve the quality of the work they do, to provide time to research specific topics, and to deepen participants' commitment to becoming specialists in health reporting.

WHAT THE FELLOWSHIP PROVIDES

Up to eight fellowships will be awarded to print, television, radio and online journalists interested in U.S. health policy issues. Fellows have the option of undertaking a fellowship project of two to nine months—but can choose to do shorter fellowship projects, with a minimum one-month research/reporting project. As part of the selection process, applicants may be awarded a shorter fellowship than they requested. Regardless of the length of their projects, all fellows will attend the group meetings and site visits organized at regular intervals throughout the year, which range from two-day briefings to a week-long program on a wide range of current or upcoming health policy topics.

Multi-media reporting: in September 2008, the fellows spent several days learning new techniques to report more effectively across different media. The fellowship program is putting greater emphasis on developing fellows' technical skills in audio-visual and online reporting.

“To thrive in the new world of audio and visual media you need time and financial support to experiment, stumble, play, and refine, without the pressure of a daily deadline. The Kaiser fellowship gave me that time—and the tools I needed—to make the leap from print reporting to radio. There’s nothing like the voice of an anguished parent or bankrupt worker to get beyond statistics and bring the realities of the U.S. health care crisis alive.”

– Deborah Franklin
Independent radio and print reporter

Each fellow will be awarded a stipend of up to \$55,000 for a nine-month fellowship, or a prorated amount for fellows who spend less time completing their project. Additional expenses, including travel, will also be met. A maximum budget for these expenses will be individually negotiated at the outset of the fellowship as part of the discussion and agreement about the precise scope and scheduling of each fellow’s activities. Where possible, the fellow’s employer will be actively encouraged to supplement the fellowship stipend.

Fellows may want to participate in the fellowship program on a part-time basis and continue writing or reporting during their fellowship. There is no bar on doing this, provided it does not prevent fellows from fully participating in core fellowship activities and completing fellowship work, and provided that the allocation of time to such assignments is agreed to at the outset of the fellowship. Additionally, fellows are encouraged to do reporting based on their fellowship research and to experiment with different media or forms of writing. Most fellows work from home, or base themselves at a local academic or research institution. There is no obligation to pursue academic coursework, although that is an option.

Typically, fellows begin their fellowships in September of each year. There may be individual needs that make this timing inconvenient—for example, some fellows may want to complete projects over a longer time frame, while others may find it fits better with current work assignments to start mid-summer. Provided fellows participate in all core program events, which will be spaced over the year, every effort will be made to be responsive to such considerations.

CORE PROGRAM ACTIVITIES

All fellows will be required to accomplish the following:

- Complete at least one individually designed research project or field practicum.
- Meet regularly with other Kaiser Media Fellows and with a range of leading experts, policymakers, journalists, and others in the health field.
- Participate in the program site visits described on page 5.

“The Kaiser fellowship helped me think up new ways to present information by using multimedia formats. At the same time, it gave me the freedom to delve deeply into a topic and write some relatively long stories—which many readers still enjoy. Thanks to Kaiser, I was able to give readers and online viewers multiple ways to explore my topic.”

– Felice Freyer

Medical writer, *The Providence Journal*, Rhode Island

Projects can be designed to last a month or two, or as long as nine months. They could result in a series of in-depth articles, a book, a radio or television special, or they could simply inform future reporting. When applying, applicants are not required to have a detailed project proposal; a broad outline is sufficient. Projects are expected to be diverse in focus and scope, while reflecting a strong emphasis on health policy and health financing issues.

As part of the final selection process, shortlisted applicants discuss their project proposals with members of the program’s national advisory committee. Fellows may be linked with a member of the program advisory committee and/or a program advisor to provide counsel and guidance—to help shape a fellowship project, to review results, and to suggest new directions or approaches. Once selected, fellows design their individual projects in regular consultation with the program’s executive director and other program advisors.

Since each fellow pursues their own individual projects, their fellowship experience varies widely. For example, a reporter from a regional newspaper or TV station might want to spend time in Washington, D.C., examining legislation on health care issues, while a Washington-based reporter might want to spend time in certain states or regions to see how policy is translated into practice at a local level.

SITE VISITS

Participation in the group meetings and site visits is a major feature and requirement of this fellowship and all fellows, regardless of the length of their projects, will take part in a series of program seminars and group site visits during the course of the year. The site visits and events provide journalists with the opportunity for in-depth learning about specific topics in health policy, and aim to address timely policy questions which are both current and complex. Typically, there are up to five program site visits during the fellowship year, varying in length from a couple of days to a week, for a total 4–5 weeks in any calendar year.



*During her four-month fellowship, Felice Freyer tracked the causes and costs of premature births for *The Providence Journal* in Rhode Island. Go to www.kff.org/mediafellows for the reporting and interactive website resulting from her project.*

“The Kaiser fellowship gave me time and resources—both of which are scarce in daily journalism—to study a critical but overlooked health policy issue. The resulting stories on aging and long-term care in America are helping readers and motivating policy-makers. The fellowship also jump-started my multimedia skills, allowing me to show and tell stories in new and compelling ways.”

– Jeremy Olson

Medical reporter, *St. Paul Pioneer-Press*, MN

In September 2008, the fellows met in Washington, D.C., to discuss the projects they would each undertake during the fellowship year, and for an intensive three-day workshop on multi-media reporting including blogging and audio-visual reporting. In November, the fellows met again at the Poynter Institute in St. Petersburg, Florida, for a three-day program on spreadsheet reporting and multi-media techniques and technologies. The fellows will regroup in Pennsylvania in February 2009 for a one-week series of briefings and site visits focused on state health care reform initiatives and their national implications. They will meet again with the national program advisory committee in May 2009 in Washington, D.C., to discuss their fellowship reporting projects, and for further briefings on current health policy issues.



ELIGIBLE PROJECTS

Research/reporting projects should be clearly focused on U.S. health policy and financing issues such as prescription drugs, health insurance coverage, the uninsured, Medicare, Medicaid, health care costs, and racial and ethnic disparities in care.

Selection for the fellowships is highly competitive. Each year, there are approximately 100 applications from health reporters across the country with a wide range of excellent project proposals. Fellows are selected primarily on the basis of previous and potential work, on the applicant’s demonstrated commitment to report on health issues, on their project proposal, and on the committee’s determination of which candidates would benefit most from the particular opportunities this program offers.

Priority is given to projects otherwise unlikely to be undertaken or completed, focusing on issues that have not been reported or are under-reported, and which have a high likelihood of being published/aired and of reaching a mass audience. Priority may also be given to those that are complex and would benefit from an in-depth study or the opportunity to travel. The committee takes these and other factors into account in determining the length of the fellowship awarded to applicants.

Jeremy Olson reported on the long term care crisis in Minnesota and potential policy solutions during his six-month fellowship. Go to www.kff.org/mediafellows for the stories that appeared in the St. Paul Pioneer-Press and online.

“After years as a foreign correspondent, I took on a huge new topic—health care—and moved into a new medium—documentary films—both at the same time. The Kaiser Fellowship helped me enormously, both on the substantive and the technical elements of this transition. Simply put, I couldn’t have done it without Kaiser’s invaluable support.”

– T.R. Reid

Rocky Mountain bureau chief, *The Washington Post*

ELIGIBILITY REQUIREMENTS

Any journalist, editor, or producer specializing in health reporting—or wanting to do so—is eligible, with one main restriction: **applicants must be U.S. citizens, or must work for an accredited U.S. media organization.** There is no age restriction, but typically fellows are in the early to mid-career range, with at least five years experience as a journalist.

TIME FRAME

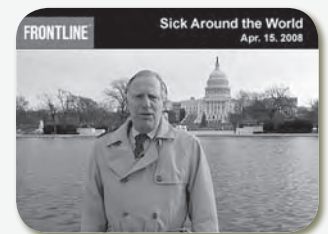
Inquiries about the fellowships are welcome at any time. **The application deadline for the 2009 fellowships is Tuesday, March 3, 2009.** Applications must be **received** at the program office by that date to be considered for the 2009 awards.

The finalists for the 2009 awards will be interviewed in Washington, D.C., in May and the selected fellows will be announced in June. The first in the series of fellowship program seminars will be held in September 2009.

INFORMATION AVAILABLE ONLINE

Information about the Media Fellowships program, including a Q&A section, is posted on the Kaiser Family Foundation’s website and updated regularly at www.kff.org/mediafellows. Check the website to see details of recent fellowship program site visits, examples of recent fellows’ work, and program announcements.

In addition to the Media Fellowships program, the Kaiser Family Foundation works with journalists in the U.S. and around the globe, to inform their reporting on health policy and public health issues, and to provide opportunities for individual journalists to do in-depth and substantive reporting. Information about the fellowships and other journalism programs is available at several websites the Kaiser Family Foundation operates—including www.kff.org, www.kaisernetwork.org, www.statehealthfacts.kff.org, www.GlobalHealthReporting.org, www.GlobalHealthFacts.org and www.kaiserEDU.org.



During his seven-month fellowship, T.R. Reid examined other countries’ health care financing and delivery systems, and their implications for the U.S., for a FRONTLINE documentary and a forthcoming book. To watch the FRONTLINE film in its entirety, go to www.pbs.org/wgbh/pages/frontline/sickaroundtheworld/.

“The Kaiser Fellowship allowed me to work on a complex investigative story, join an amazing group of fellows for Kaiser-supported field trips, and attend national healthcare meetings. This greatly expanded my understanding of American health policy issues and has served me well since being hired—during my Kaiser fellow year—as a reporter at ProPublica, a new, non-profit investigative journalism organization.”

– Sheri Fink
Reporter, *ProPublica*, New York City

HOW TO APPLY

There is no application form. To apply, send a **hard copy** of the following materials to the program’s executive director by March 3, 2009:

- A detailed letter describing your reasons for applying; your career goals; a short outline of the project/s you would want to complete during the fellowship year; and what you would aim to accomplish as a result of the fellowship.
- Budget outline and estimated project timeframe (see more details below).
- Curriculum vitae or resume.
- Where relevant, details of previous awards or fellowships.
- Examples of recent work
 - Print applicants: Original clips should be pasted or photocopied onto standard 8.5”x11” or 11”x17” paper (applicants may submit an original copy along with the mounted copy). If clips are reduced in size to fit the page, they should be legible. Special paper, margins, etc. are not necessary. Most importantly clips should be clean and clear, easy to photocopy and able to fit in a standard file folder.
 - For photographs, please submit regular prints and/or photocopies – no slides.
 - Broadcast applicants: TV applicants should send DVDs; radio applicants please send CDs. Please label each piece with your name, program title, running time and date aired.
 - Work samples will not be returned to applicants.
- One or more letters of support from other journalists familiar with your work, including a letter from your current senior editor or news director supporting your application (freelance journalists should send a letter of support from an editor, producer or colleague familiar with your recent work). Letters can be sent directly to Penny Duckham or included in your application file.



Go to www.propublica.org to see Sheri Fink's reporting on New Orleans.

Budget outline and estimated timeframe: Applicants should describe how they would envisage carrying out their project and a broad timeline for achieving this, together with a brief sense of the likely project budget. For example, that in the first two months this project might involve travel to [abc] states or cities to interview [abc] projects or experts, at a likely cost of [abc] dollars.

“The research, time spent with sources, and greater understanding of health policy has been invaluable. For instance, while reporting on my project I was able to connect how Medicaid and statistics on the uninsured directly affect the number of specialists willing to be on call in the ER. The series also opened the door to additional compelling stories such as the lack of resources for the mentally ill in central Texas. Not only has my awareness increased to different issues I have also received more story tips and greater access to local hospital systems.”

– Seema Mathur
Medical reporter, CBS 42 KEYE-TV



NATIONAL PROGRAM ADVISORY COMMITTEE

A national advisory committee makes the final selection of fellows, helps in shaping and enhancing their fellowship experience, and in developing the fellowship program to its full potential.

Paul Delaney
Director
Initiative on Racial Mythology

Timothy Johnson, M.D.
Medical Editor
ABC News

Bill Kovach
Chairman
Committee of Concerned Journalists

Sharon Rosenhouse
Former Managing Editor
The South Florida Sun-Sentinel

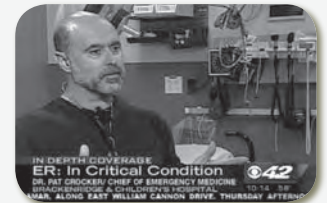
Joanne Silberner
Health Policy Correspondent
National Public Radio

THE KAISER FAMILY FOUNDATION

The Kaiser Family Foundation is a non-profit private operating foundation, based in Menlo Park, California, dedicated to producing and communicating the best possible information, research and analysis on health issues.

Any correspondence about the Kaiser Media Fellowships should be addressed to:

Penny Duckham, Executive Director
Kaiser Media Fellowships Program
The Henry J. Kaiser Family Foundation
2400 Sand Hill Road
Menlo Park, CA 94025
Tel: 650-854-9400 Fax: 650-854-4800
Email: pduckham@kff.org



During her two-month fellowship, Seema Mathur reported on overcrowding in the ER. Her five-part, in-depth series aired on KEYE-TV in Austin in November 2006 and has won numerous awards. Go to www.kff.org/mediafellows to see the series.



“Looking at health policy can be a tough sell for TV reporters like me; we think charts, graphs and budgets—and that’s not how we reach our viewers. What turned out to be so valuable about my Kaiser Fellowship is that it exposed me to top experts and real-life scenarios that illustrate health policy issues. Health policy is the umbrella that all medical stories (no matter how local or personal) fit under. The Kaiser Fellowship is a unique opportunity to broaden your perspective and learn how to find great health stories hiding underneath all that jargon and data.”

– Susan Wagner
Medical producer, *20/20 ABC News*

Kaiser Media Fellowships in Health, 1993-2008

The following lists the fellows participating in the program since its launch in 1993, and the news organizations they were working at during the time of their fellowships.

2008 Kaiser Media Fellows

See page 2 for complete list.

2007 Kaiser Media Fellows

Dominic Chavez, photographer, and **John Donnelly**, reporter, Washington bureau, *The Boston Globe*
Sheri Fink, M.D., freelance reporter, New York City
Deborah Franklin, acting deputy science/health editor, National Public Radio, Washington, DC
Felice J. Freyer, medical writer, *The Providence Journal*, Rhode Island
Tom Jennings, documentary producer, New York City
Joshua Norman, health reporter, *The Sun Herald*, Biloxi, Mississippi
Czerne M. Reid, health and science reporter, *The State*, Columbia, South Carolina
T.R. Reid, Rocky Mountain bureau chief, *The Washington Post*

2006 Kaiser Media Fellows

Laura Beil, medical writer, *The Dallas Morning News*, Dallas, TX
June Cross, independent documentary film producer, New York City, NY
Eric Eyre, reporter, *The Charleston (West VA) Gazette*, Charleston, WV
Howard Gleckman, senior correspondent, *Business Week*, Washington, DC
Joanne Kenen, Washington Congressional correspondent, Reuters News Agency, Washington, DC
Paul Jacobs, project team reporter, *The San Jose Mercury News*, San Jose, CA
Seema Mathur, medical reporter, CBS 42 KEYE-TV, Austin, TX
Maryn McKenna, journalist and author, Atlanta, GA
Joe Neel, health editor, science desk, National Public Radio, Washington, DC
Julie Salamon, author, New York City, NY

2005 Kaiser Media Fellows

Program being reviewed.

2004 Kaiser Media Fellows

Daniel Costello, health reporter, *Los Angeles Times*
Micah Fink, coordinating producer, Wide Angle, Thirteen/WNET, New York City
Phil Galewitz, health writer, *The Palm Beach Post*
Karen Thomas, feature writer, *Dallas Morning News*
Susan Wagner, producer, *20/20 ABC News*

2003 Kaiser Media Fellows

Rebecca Adams, health care reporter, *Congressional Quarterly*
Michael Isip, executive producer, KQED-TV, San Francisco
Liza Mundy, staff writer, *The Washington Post*
Deborah L. Shelton, medical and public health reporter, *St. Louis Post-Dispatch*
Oriana Zill de Granados, reporter/producer, Center for Investigative Reporting, San Francisco

2002 Kaiser Media Fellows

Jonathan Cohn, senior editor, *The New Republic*
Barry Meier, author
Jon Palfreman, senior producer, *FRONTLINE*
John Price Sankofa, reporter, *The New York Amsterdam News*
Marc Shaffer, independent television producer
Robin D. Stone, freelance writer and editor, New York City

2001 Kaiser Media Fellows

Raney Aronson, producer, *FRONTLINE*/WGBH, New York City
Bob Davis, medical and science writer, *USA Today*
Don Finley, science, medicine, and environment editor, *The San Antonio Express-News*
Merrill Goozner, freelance journalist and associate professor of journalism, New York University
Andrew Julien, health/medical writer, *The Hartford Courant*
Andy Miller, health care business reporter, *The Atlanta Journal-Constitution*



“As a journalist trying for the first time to write a book, the fellowship was absolutely indispensable. It gave me the time and resources necessary to explore a topic in detail – which ultimately allowed me both to write a convincing proposal and then conduct the in-depth reporting my book needed. It also exposed me to ideas, material, and people that shaped my thinking – and continue to influence me today.”

– Jonathan Cohn

Senior editor, *The New Republic*; author, “Sick: The Untold Story of America’s Health Care Crisis – And the People Who Pay the Price” (Harper Collins, 2007)

2000 Kaiser Media Fellows

John A. Cutter, freelance health/aging writer, St. Petersburg, FL
Mason L. Essif, segment producer, *Health Week*-PBS, Washington, DC
Sarah Lunday, health care industry reporter, *The Fort Worth Star-Telegram*
Teresa L. Schraeder, M.D., freelance medical journalist and physician, Boston, MA
Stephen Smith, managing editor & correspondent, American RadioWorks, Minnesota Public Radio
Karl Stark, health care business reporter, *The Philadelphia Inquirer*

1999 Kaiser Media Fellows

Fred de Sam Lazaro, correspondent, *The NewsHour* with Jim Lehrer; executive producer; KTCA-Twin Cities Public Television, St. Paul, MN
Linda Wright Moore, editorial writer, *The Philadelphia Daily News*
Charles Ornstein, health business reporter, *The Dallas Morning News*
Joe Palca, correspondent, science desk, National Public Radio
Neil Rosenberg, senior medical reporter, *The Milwaukee Journal Sentinel*
Brenda Wilson, correspondent and editor for public health, health policy and medicine, National Public Radio

1998 Kaiser Media Fellows

Douglas E. Beeman, health care reporter, *The Press-Enterprise*, Riverside, CA
Kathleen Day, business reporter, *The Washington Post*
Andrew Holtz, independent television health and medical reporter, Portland, OR
Madge Kaplan, health desk editor/Boston bureau chief, *Marketplace Radio/WGBH*
Josephine Marcotty, health/science Editor, *The Star Tribune*, Minneapolis, MN
Joan Mazzolini, investigative reporter, *The Plain Dealer*, Cleveland, OH

1997 Kaiser Media Fellows

Debra Gordon, medical writer, *The Virginian-Pilot*
Jon Hamilton, freelance health policy writer
Leslie Laurence, syndicated health columnist, and writer, *Glamour* magazine
Christopher Ringwald, demographics and mental health reporter, *The Times Union* (Albany, NY)
Joanne Silberner, health policy correspondent, National Public Radio
Tammie Smith, health reporter, *The Tennessean*

1996 Kaiser Media Fellows

Lisa Aliferis, producer, KPIX-TV (San Francisco)
Susan FitzGerald, medical writer, *The Philadelphia Inquirer*
Samuel Orozco, news/satellite director, Radio Bilingue
Eugene Richards, photo-journalist and author
Joseph P. Shapiro, senior editor, *U.S. News & World Report*
Mark Taylor, health reporter, *Post-Tribune* (Gary, Indiana)

1995 Kaiser Media Fellows

Chris Adams, reporter, *The Times-Picayune* (New Orleans)
Leon Dash, reporter, *The Washington Post*
Jonathan Freedman, author, columnist; freelance contributor, *Los Angeles Times* Commentary Page
Judith Graham, business writer, *The Denver Post*
Lani Luciano, staff writer, *Money* magazine
Patricia Neighmond, health policy correspondent, National Public Radio

1994 Kaiser Media Fellows

Jeanne Blake, documentary producer and author
Janet Firshein, editor, *Medicine & Health*
Carol Gentry, medical writer, *St. Petersburg Times*
Angela Mitchell, freelance writer and author
Rita Rubin, associate editor, *U.S. News & World Report*
Steven Sternberg, freelance health policy writer

1993 Kaiser Media Fellows

Lisa Belkin, healthcare reporter, *The New York Times*
Mary Flannery, health and medical reporter, *The Philadelphia Daily News*
Julie Kosterlitz, staff correspondent, *The National Journal*
Linda Roach Monroe, health and medicine reporter, *The Miami Herald*
Rebecca Perl, former health and science reporter, *Atlanta Journal-Constitution*
Stuart Schear, health and science reporter, *The MacNeil/Lehrer NewsHour*



Additional copies of this publication (#7450-04) are available on the Kaiser Family Foundation's website at www.kff.org.

The Henry J. Kaiser Family Foundation: Headquarters 2400 Sand Hill Road, Menlo Park, CA 94025
Phone: 650.854.9400 Fax: 650.854.4800

Washington Offices and Barbara Jordan Conference Center: 1330 G Street N.W., Washington, DC 20005
Phone: 202.347.5270 Fax: 202.347.5274

www.kff.org