

THE KAISER
MEDIA
FELLOWSHIPS
IN HEALTH

2006 | KAISER MEDIA FELLOWSHIPS IN HEALTH



A FLEXIBLE FELLOWSHIP PROGRAM FOR PRINT AND BROADCAST JOURNALISTS INTERESTED IN HEALTH POLICY ISSUES



Fellows meet at regular intervals during the year and participate in a series of program seminars and program site visits. In August 2005, the Kaiser Media Fellows and invited journalists visited the Baltimore veterans hospital, as part of a weeklong series of briefings and meetings on the VA health care system.

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 or state budgets, 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 policy-makers and the public make when it comes to health care.

The purpose of the Kaiser Media Fellowships in Health Program, started in 1993, is to help journalists and commentators do the best possible job of keeping the public informed about health issues at this critical time in the evolution of our health care system.

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 that 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 Fellowships have now been revised to provide even greater flexibility. But the goal of the fellowships 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.



2004 Kaiser Media Fellow Phil Galewitz, a health business writer at The Palm Beach Post, spent his fellowship year researching and reporting for the series Caring for the Uninsured, in which he examined how communities are responding to the growing problem of the uninsured.



"Time away from the newsroom allowed me to immerse myself in subject matters that I normally wouldn't pursue—learning to see stories buried in statistics, understanding the complicated layers of Medicaid reform and seeing firsthand how the Veterans Administration system is changing to accommodate the nation's veterans. That immersion has allowed me to bring greater depth to my stories and has spurred new ideas."

-Karen Thomas
Feature writer, *Dallas Morning News*

WHAT THE FELLOWSHIP PROVIDES

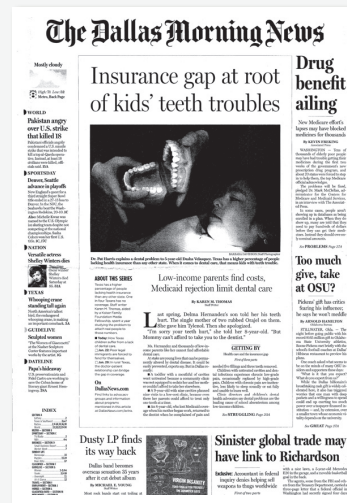
Starting in 2006, up to ten fellowships will be awarded to print, television, radio and online journalists interested in U.S. health policy issues.

In the redesigned program, fellows will have the option of undertaking a fellowship project for up to nine months—but shorter fellowship projects will now be possible, with a minimum one month research/reporting project. In addition, all fellows will attend the group meetings and site visits organized at regular intervals throughout the year, which range from two-day briefings to week-long programs on a wide range of current or upcoming health policy topics.

Each fellow will be awarded a stipend of up to \$50,000 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.



2004 Kaiser Media Fellow Karen Thomas, a feature writer at The Dallas Morning News, spent her fellowship year exploring the long-range impact on families living without health insurance or with inadequate coverage.



CORE PROGRAM ACTIVITIES

All fellows will be required to accomplish the following:

- Complete at least one individually designed research project or field practicum. These could 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 radio or television documentary or special series, or they could simply inform future reporting.
- 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 the next page.

When applying, applicants are not required to have a detailed project proposal; a broad outline is sufficient (See section on how to apply starting on page 8). 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. Once selected, fellows design their individual projects in regular consultation with the program's executive director and other program advisors.

Fellows meet each year at The Poynter Institute for Media Studies in St. Petersburg, Florida, for an intensive 3-day program on computer-assisted reporting, focused on health and medical issues. The program is designed specifically for the fellows and includes sessions on Internet-based reporting, spreadsheet reporting, and practical case studies using Medicare and Medicaid databases.

Since fellows pursue 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.



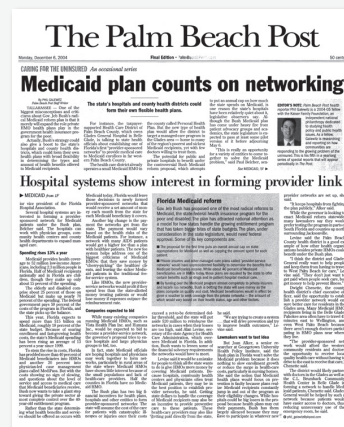
“Looking at health policy can be a tough sell for TV reporters like me; we think charts, graphs and budgets—and that’s not how we reach our viewers. What turned out to be so valuable about my Kaiser Fellowship is that it exposed me to top experts and real-life scenarios that illustrate health policy 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

SITE VISITS

Participation in the group meetings and site visits is a major feature and requirement of this fellowship and all fellows will continue to participate in these group programs, regardless of the length of their fellowship research projects. These vary widely in focus, location, and the range of participants, but address current U.S. health policy issues. These 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.

Recent programs include a weeklong series of briefings in Florida focused on proposed changes to the State’s Medicaid program; briefings in Washington, D.C. on the new Medicare prescription drug benefit; and a weeklong series of briefings on the VA health care system. Where relevant, we conduct site visits outside the States to examine issues of direct relevance to the U.S., including a recent site visit to Canada focused on prescription drug pricing and formularies, and to Brazil to examine that country’s effective response to HIV/AIDS.



In April 2005, the Kaiser Media Fellows visited Tallahassee and Miami for a weeklong series of briefings focused on the proposed changes to Florida’s Medicaid program, and the potential implications of such reform.



ELIGIBLE PROJECTS

In the 2006 program, **research/reporting projects will be more sharply 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 reporters and editors 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, and on the committee's determination of which candidates would benefit most from the particular opportunities this program offers.

Priority will be 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.

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.

Selection is based on the fellow's potential to benefit from the program and to contribute to health journalism, and on their project proposal.

2004 Kaiser Media Fellow Dan Costello, a health reporter at the Los Angeles Times, spent his fellowship year examining the fracturing of the employer-based health insurance model and the implications for employees and their families.



“The bottom-line value of the Kaiser Fellowship is time—a period of time that is carved out for you by the Fellowship staff, so that you can meet the best and the brightest in health care policy, develop or refine stories ideas, and most importantly, see the real life impact of public policy.”

-Michael Isip
Executive Director, TV Productions & Programming, *KQED*

TIME FRAME

Inquiries about the fellowships are welcome at any time. **The application deadline for the 2006 fellowships is Thursday, March 16, 2006.** Applications must be received at the program office by that date to be considered for the 2006 awards.

The finalists for the 2006 awards will be interviewed 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 2006.

Typically, fellows begin their fellowships in September of each year. This is flexible—since most fellows work from home, there is no requirement to move to a different location; and the fellowship projects can be timed to fit around newsroom obligations. Provided fellows participate in all core program events, which are spaced over the year, every effort will be made to be responsive to such considerations.

INFORMATION AVAILABLE ONLINE

Information about the Media Fellowships program, including a Q&A section, is posted on the Kaiser Foundation’s website and updated regularly at www.kff.org. 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 Foundation works with journalists in the U.S., and increasingly 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 Foundation operates—including www.kff.org, www.kaisernetwork.org, www.statehealthfacts.kff.org, www.GlobalHealthReporting.org, www.GlobalHealthFacts.org and www.kaiserEDU.org.



2003 Kaiser Media Fellow Michael Isip, Executive Director at KQED-TV in San Francisco, produced a documentary on the working uninsured in the San Francisco Bay Area, and the consequences to both the individual and the healthcare community.

"The experiences that I had on the fellowship are still enormously beneficial to me today. Several stories that I've written since returning to my job—whether on Florida's efforts to reshape the Medicaid system or on the impact of trade agreements on drug importation—came directly from insights that I picked up on site visits."

-Rebecca Adams
Health care reporter, *Congressional Quarterly*

HOW TO APPLY

There is no application form. To apply, send the following materials to the program's executive director (See page 9 for Menlo Park office street address):

- 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
 - 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.
- 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 on to 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 VHS tapes; radio applicants please send CDs or cassette tapes. 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.



2003 Kaiser Media Fellow
Rebecca Adams, health care
reporter at *Congressional
Quarterly*, wrote a series of
articles on Medicaid reform,
and the challenges and policy
responses in different states.

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.

Hale Champion
Kennedy School of Government, Harvard University

Paul Delaney, Director
Initiative on Racial Mythology, Washington, D.C.

Timothy Johnson, M.D., Medical Editor
ABC News

Bill Kovach, Chairman
Committee of Concerned Journalists

Joanne Silberner, Health Policy Correspondent
National Public Radio

THE KAISER FAMILY FOUNDATION

The Kaiser Family Foundation is a non-profit private operating foundation dedicated to providing information and analysis on health care issues to policymakers, the media, the health care community, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

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



In August 2004, the Kaiser Media Fellows and invited journalists met in Toronto and Ottawa for a weeklong series of briefings on prescription drug issues in Canada, and the lessons to be learned for the U.S.

In August 2005, the 2004 Kaiser Media Fellows and invited journalists met with various Veterans Service Organization representatives at the Kaiser Foundation Offices in Washington, D.C., to discuss their members' experiences, concerns, and perspectives on the VA health care system.

Kaiser Media Fellowship in Health, 1993-2004

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.

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*

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*

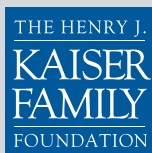
Mary Flannery, health and medical reporter, *The Philadelphia Daily*
News

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) are available on the Kaiser Family Foundation's website at www.kff.org.

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www.kff.org