

COMMUNITY HEALTH CLINICS STEP UP MARKETING by Alex Liu

When I started the internship I knew I wanted to try to do as many stories about how the new federal health law would really impact health care. I like this story because it shows how a big part of the safety net is trying to adapt quickly to a new marketplace or find itself out of business.

It was fun finding clinic reviewers. I went onto Yelp, found some highly reviewed clinics, and just started messaging recent reviewers. It changed my perception of who actually goes to community clinics (more white collar than I thought) and the types of clinics out there. Some really are like boutique doctor's offices and work really hard to market themselves to a wide range of people. It was also nice to talk with people tackling the same issues many journalists are: Does social media really attract new customers? How are people finding you online? What more could we be doing to break through the noise?

Finally, this is the story where I finally felt a groove speaking on air. It's taken a lot of practice to work through the nerves I have when tracking. But for the first time I started to find my real voice (as opposed to the canned radio voice I was faking), and it felt much more natural.

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