

**2007 Kaiser Media Fellowships Program: Fellows' meeting in Washington, D.C.,
Monday, September 24/Thursday September 27, 2007**

All Fellows should bring laptops with wireless internet capability to this program.

Hotel Accommodations:

Sheraton Four Points, 1201 K Street, NW, Washington, D.C. 20005

Monday, September 24

7:00pm: Dinner, McPherson Room A, 3rd Floor, Sheraton Four Points Hotel
Welcome, 2007/8 Fellowship program overview:
Penny Duckham, Executive Director, Kaiser Media Fellowships
Program
Review of Fellows' individual projects

Tuesday, September 25

8:30am: Walk from hotel to Kaiser Family Foundation office
1330 G Street, NW, Washington, D.C. 20005
8:45am: Buffet breakfast—9th Floor Board Room
9am-11am: Workshop on digital media, led by Amy Webb, Webbmedia
Group: Overview and Introduction of Research Tools
(see Appendix 1 for details)
11:15am-1pm: Multimedia Reporting Overview
2pm-5pm: Multimedia: Blogging Basics
6:30pm: Walk to the Acadiana Restaurant, 901 New York Ave, NW
7:00pm: Dinner, Lake Room, Acadiana Restaurant—speaker Felicia Knaul,
senior economist, The Mexican Health Foundation, introduced by
Cathy Hoffman, associate director, Kaiser Commission on Medicaid
and the Uninsured (see Appendix 2)

Wednesday, September 26

8:00am: Walk from hotel to Kaiser Family Foundation office
1330 G Street, NW, Washington, D.C. 20005
8:15am: Buffet breakfast—3rd Floor Conference Room
8:30am-9:30am: Working breakfast: Briefing on funding for global health issues:
Jennifer Kates, Vice President and Director, HIV Policy, Kaiser
Family Foundation
10am-12:30pm: Workshop on digital media, led by Amy Webb, Webbmedia Group:
Multimedia: Audio
1pm-2:30pm: Multimedia: Data Visualization
2:45pm-5:45pm: Multimedia: Video
6:30pm: Walk to Occidental Restaurant, 1475 Pennsylvania Avenue, NW
7:00pm: Dinner, Presidential East Room, Occidental Restaurant

Thursday, September 27

8:30am: Walk from hotel to Kaiser Family Foundation office
1330 G Street, NW, Washington, D.C. 20005
8:45am: Buffet breakfast—3rd Floor Conference Room
9am-11am: Workshop on digital media, led by Amy Webb, Webbmedia
Group: Multimedia: Wrap-Up Session

**2007 Kaiser Media Fellowships Program: Fellows' meeting in Washington, D.C.,
Monday, September 24/Thursday September 27, 2007**

11:30am-2pm: Working lunch: briefing on immigration and health care issues:
Leighton Ku, Senior Fellow in Health Policy, Center on
Budget and Policy Priorities;
2:00pm: Fellows depart

**2007 Kaiser Media Fellowships Program: Fellows' meeting in Washington, D.C.,
Monday, September 24/Thursday September 27, 2007**

2007 Kaiser Media Fellows

Dominic Chavez, photographer, and **John Donnelly**, reporter, Washington bureau,
The Boston Globe

Examine the effectiveness of public and private U.S. funding and programs to help
AIDS orphans in Africa

Sheri Fink, M.D., freelance reporter, New York City

Medical care in times of crisis and disaster, focused on New Orleans, post-Katrina.

Deborah Franklin, acting deputy science/health editor, National Public Radio,
Washington, D.C.

Genetic testing and its implications for individuals and their health insurance
coverage

Felice J. Freyer, medical writer, *The Providence Journal*, Rhode Island

The causes and costs of premature births

Tom Jennings, documentary producer, New York City

Immigrant health issues, migrant workers, and health policies related to immigration

Joshua Norman, health reporter, *The Sun Herald*, Biloxi, Mississippi

Mental health and trauma recovery in the Gulf region

Czerne M. Reid, health and science reporter, *The State*, Columbia, South Carolina

Federal and state funding for HIV/AIDS treatment and care, and the economic and
social impact of the disease in South Carolina

T.R. Reid, Rocky Mountain bureau chief, *The Washington Post*

A comparative analysis of other countries' health care financing and delivery systems
and the lessons for the U.S.

Kaiser Foundation Staff

Penny Duckham, executive director, Kaiser Media Fellowships Program

Deirdre Graham, senior program administrator, Kaiser Media Fellowships Program

Cathy Hoffman, associate director, Kaiser Commission on Medicaid and the
Uninsured

**2007 Kaiser Media Fellowships Program: Fellows' meeting in Washington, D.C.,
Monday, September 24/Thursday September 27, 2007**

Appendix 1: Workshop on Digital Media, Amy Webb, Webbmedia Group

Tuesday, September 25

9:00am-11:00am: Workshop on digital media, led by Amy Webb, Webbmedia
Group: Overview and Introduction of Research Tools

- Introductions
- Seminar materials handout and explanation
- “Hacking” Google to get better research
- Finding and searching the Invisible Web
- Using social sites to report
- Finding and investigating people

11:15am-1:00pm: Multimedia Reporting Overview

- Explanation of terms
- What to report for the web
- Where to put reporting on the web – traditional outlets
- Where to put reporting on the web – nontraditional platforms: what are these, how do they work, and why should you care?
 - Blogs
 - Podcasts
 - Video
 - Slideshows
 - Toolbars
 - Widgets
- Basic code: what to look for, how to start

2:00pm-5:00pm: Multimedia: Blogging Basics

- Set up initial blog
- Explanations of other publishing platforms and possibilities
- Basic code
- Analytics and traffic: in-depth explanation and code installation
- Installation of tools: widgets, Feedburner, Technorati, hyperlinks
- Publicizing your blog: digg, linking, social networks
- Getting your health reporting blog started in earnest

Wednesday, September 26

10:00am-12:30pm: Workshop on digital media, led by Amy Webb, Webbmedia
Group: Multimedia: Audio

- Introduction to gear
- Collect audio
- Process and edit audio
- Post via link and Podcast
- Best practices
- Discussion of how to implement audio for reporting and publishing immediately

**2007 Kaiser Media Fellowships Program: Fellows' meeting in Washington, D.C.,
Monday, September 24/Thursday September 27, 2007**

1:00pm-2:30pm: Multimedia: Data Visualization

- Refresher on data mining
- Explanation of different methods and purposes
- Creating an interactive Google Map with data and photos
- Creating an interactive, web-ready data chart
- Creating an interactive, web-ready tag cloud
- Introduction of various web tools: Swivel, Map Builder, etc.

2:45pm-5:45pm: Multimedia: Video (see Appendix for details)

- Introduction to gear
- Collect video
- Process and edit video
- Post via link and Vodcast
- Best practices
- Discussion of how to implement video for reporting and publishing immediately

Thursday, September 27

9:30am-11:30pm: Workshop on digital media, led by Amy Webb, Webbmedia

Group: Multimedia: Putting It All Together

- Collective brainstorming
- Discussion of ways to create original digital content for each project
- Q&A, final discussion

**2007 Kaiser Media Fellowships Program: Fellows' meeting in Washington, D.C.,
Monday, September 24/Thursday September 27, 2007**

**Appendix 2: Participants for informal working dinner at Acadiana Restaurant (
Tuesday, September 25, 2008; 7pm in the Lake Room**

Speaker

Felicia Knaul, senior economist, The Mexican Health Foundation

2007 Kaiser Media Fellows

Dominic Chavez, photographer, *The Boston Globe*

John Donnelly, reporter, Washington bureau, *The Boston Globe*

Sheri Fink, freelance reporter, New York City

Deborah Franklin, acting deputy science/health editor, National Public Radio,
Washington, D.C.

Felice 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 Reid, health and science reporter, *The State*, Columbia, South Carolina

TR Reid, Rocky Mountain bureau chief, *The Washington Post*

Invited Participants

Joanne Silberner, health policy correspondent, National Public Radio; Kaiser Media
Fellowship Selection Committee

Kaiser Foundation Staff

Penny Duckham, executive director, Kaiser Media Fellowships Program

Deirdre Graham, senior program administrator, Kaiser Media Fellowships Program

Cathy Hoffman, associate director, Kaiser Commission on Medicaid and the
Uninsured

Matt James, senior vice president for media and public education, Kaiser Family
Foundation

Karyn Schwartz, policy analyst, Kaiser Family Foundation

Rakesh Singh, senior communications officer, Kaiser Family Foundation