



THE FUTURE OF HEALTH CARE JOURNALISM

Speaker Biographies and Contact Information March 11, 2009

JONATHAN COHN

Health Policy Blogger and Senior Editor
The New Republic
1331 H Street, NW, Suite 700
Washington, DC 20005
Ph: 734-997-8985
jcohn@tnr.com

Jonathan Cohn is a former Kaiser Media Fellow and senior editor at *The New Republic*, where he has been on staff since 1997. He writes mainly about politics and domestic policy, with a particular focus on issues related to social welfare and health care. He has been called "one of the best health care writers out there" (*New York Times*) and "one of America's leading experts on health care policy" (*The Washington Post*).

His 2007 book, [Sick: The Untold Story of America's Health Care Crisis--And The People Who Pay the Price](#), won the Harry Chapin Media Award, which recognizes the year's best coverage of poverty-related issues. It was also a finalist for the Robert F. Kennedy Book Award and the New York Public Library's Helen Bernstein Award. The *Chicago Tribune* listed *Sick* among its "Best Books of 2007."

Prior to coming to TNR, Mr. Cohn worked for six years at The American Prospect, where he remains a contributing editor. He has also written for the *Boston Globe*, *Mother Jones*, the *New York Times*, *Rolling Stone*, *Self*, *Slate*, the *Washington Monthly* and *The Washington Post*.

Mr. Cohn is currently a senior fellow at Demos, the non-partisan think-tank based in New York City. In addition to appearing on radio and television regularly, he is a frequent public speaker on health care issues.

Mr. Cohn grew up in Fort Lauderdale, Florida, where he became a devoted fan of the Miami Dolphins. He later attended Harvard University, where he eventually became president of The Harvard Crimson and a devoted fan of the Boston Red Sox. Most of all, though, he is devoted to his wife and two children, with whom he lives in Ann Arbor, Michigan.

MATT JAMES

Senior Vice President for Media & Public Education
Executive Director of *kaisernetwork.org*
Kaiser Family Foundation
2400 Sand Hill Road
Menlo Park, CA 94025
650-854-9400
mjames@kff.org

Matt James is a senior vice president of the Henry J. Kaiser Family Foundation where he directs the Foundation's media and public education programs. James is responsible for approximately half of the Foundation's operating programs and six of its operating divisions, including its health news and information service, *kaisernetwork.org*, its public opinion research program, media fellowship programs, and media partnerships with news and entertainment media organizations in the U.S. and around the globe. Mr. James also leads the Foundation's newest journalism initiative, Kaiser Health News that launched in 2009.

Prior to joining the Foundation, James spent ten years working in Washington, D.C., as a senior communications and political aide to Congressman Morris K. Udall, Senator Dale Bumpers, and Senator Daniel Patrick Moynihan. He has also worked as an advisor and strategist on many national political campaigns.

In 1994, James was appointed by President Clinton to the board of the Morris K. Udall Scholarship and Excellence in National Environmental Policy Foundation. He also serves as chair of the board of the Lucile Packard Foundation for Children's Health and has served on the board of Grantmakers in Health, as well as on advisory committees for the Council on Foundations and Independent Sector.

JACKIE JUDD

Vice President and Senior Advisor for Communications
Kaiser Family Foundation
1330 G Street, NW
Washington, DC 20005
Ph: 202-347-5270
jjudd@kff.org

Jackie Judd is Vice President and Senior Advisor for Communications at the Kaiser Family Foundation. She joined the Foundation in 2003 as a Senior Visiting Fellow. Ms. Judd's current responsibilities include developing content for *kaisernetwork.org*, the Barbara Jordan Conference Center and for the Foundation's international broadcast partners, managing an international journalism program in the coverage of HIV/AIDS and overseeing the Foundation's video production unit.

Ms. Judd is a former long-time broadcast journalist covering a range of issues including politics, health care policy and Congress. She was with ABC News for 16 years as a correspondent for "World News Tonight with Peter Jennings," "Nightline" and "Good Morning America." At National Public Radio, she was a news anchor and co-host on "Morning Edition" and weekend "All Things Considered." Ms. Judd is also a former CBS News Radio correspondent. Her honors include National Emmy awards, an Edward R.

Murrow Award, the Joan Barone Award, the David Bloom award, a duPont Award, a commendation from Women in Radio and Television for a series on women's health issues; and an Overseas Press Club Citation of Excellence. She received a bachelor's degree from American University in 1974 and serves on the Dean's Advisory Committee at A.U.'s School of Communication and the Board of Rebuilding Together in Washington, D.C.

TRUDY LIEBERMAN

Director, Health and Medical Reporting Program
Graduate School of Journalism
City University of New York
219 W. 40th Street
New York, NY 10018
Ph: 646-758-7804
trudyal530@aol.com

Trudy Lieberman, a journalist for 40 years, is the director of the health and medical reporting program at the Graduate School of Journalism, City University of New York. Most recently she was director of the Center for Consumer Health Choices at Consumers Union. She is a contributing editor to the *Columbia Journalism Review*, a contributor to *The Nation*, and has written a column about health and the marketplace for the *Los Angeles Times*. She is currently blogging on the coverage of health care during the presidential campaign for the *Columbia Journalism Review*. She began her career as a consumer writer for the *Detroit Free Press* where her reporting became a model for consumer writers across the country. She has won numerous honors and awards including two National Magazine Awards, 10 National Press Club Awards, five Society of Professional Journalists Deadline Club Awards, a Fulbright Fellowship to study health care in Japan, a John J. McCloy Fellowship to study health care in Germany, a Joan Shoreinstein Fellowship from Harvard University to study media coverage of medical technology, and an honorary doctorate of humane letters from the University of Nebraska. She is the author of five books including Slanting the Story: the Forces That Shape the News and the Consumer Reports Guide to Health Services for Seniors, which was named one of the best consumer health books for 2000 by *Library Journal*. She is working on another book about health care in America.

Ms. Lieberman has taught media ethics in the Science, Health and Environmental Reporting Program at New York University, has been an adjunct professor of journalism at Columbia University, and was a Beamer-Schneider SAGES Fellow at Case Western Reserve University in 2006 where she has taught courses on media ethics and the ethics of health care delivery. She was appointed the James H. Ottaway journalism professor at SUNY New Paltz where she taught a course on the media and the marketplace. She is president of the Association of Health Care Journalists, a professional organization of over 1,000 journalists who cover health and medicine. She has served on the board of directors for the National Committee for Quality Assurance and the Medicare Rights Center and is a member of the California Health Benefits Review Program. Ms. Lieberman appears on many panels and lectures widely on health care in the U.S. She holds a Bachelor of Science degree with distinction from the University of Nebraska and earned a certificate in business and economics journalism from Columbia University's Graduate School of Journalism where she was a Knight-Bagehot Fellow in 1976-77.

LAURIE MCGINLEY

Executive Editor, News
Kaiser Health News
1330 G Street, NW
Washington, DC 20005
Ph: 202-347-5270
lmcginley@kff.org

Laurie McGinley is the Executive Editor for News at Kaiser Health News (KHN), a new nonprofit health care policy news service by the Kaiser Family Foundation. The service, which will be officially launched in late spring 2009, will produce stories on a wide range of health policy issues, including Medicare, Medicaid, the uninsured, health-care delivery systems and the cost of health care.

Before joining KHN in late 2008, Ms. McGinley was deputy bureau chief for global economics at *The Wall Street Journal's* Washington bureau. Prior to that, she was a reporter and editor at the Journal for more than two decades, and covered beats that included economics, housing and transportation. She spent much of her time at the Journal writing and editing stories on health care issues. Before joining the Journal, Ms. McGinley was a staff reporter for *The Washington Star* and the *Anchorage Daily News*.

JANUARY PAYNE

Associate Editor
U.S. News & World Report
1050 Thomas Jefferson Street, NW
Washington, DC 20007
Ph: 202-955-2085
january.payne@gmail.com

January W. Payne is an associate editor in *U.S. News & World Report's* health and medicine section. A native of Harrisburg, PA, she started her career with *The Washington Post*, where she was a staff writer for the newspaper's health section. She has also written for *The Atlanta Journal-Constitution*, *USA TODAY* and other publications.

Ms. Payne has appeared on the radio and local and national television news programs. She has given many speeches, moderated panel discussions and hosted workshops. She has been an adjunct professor for journalism courses at the University of Maryland, College Park, since 2006. She is a graduate of the University of Maryland's Philip Merrill College of Journalism and Harrisburg Area Community College.

Ms. Payne can be reached on the Web at www.januarypayne.com.

VICKY RIDEOUT, M.A.

Vice President and Director
Program for the Study of Media and Health
Kaiser Family Foundation
2400 Sand Hill Road
Menlo Park, CA 94025
Ph: 650-854-9400
vrideout@kff.org

Vicky Rideout is a vice president at the Kaiser Family Foundation and director of the Foundation's *Program for the Study of Media and Health*. She has directed numerous studies on media and health, including topics such as trends in media consumption; news coverage of health issues; food advertising on television and the Internet; the health content of entertainment television; and teens' use of the Internet for health information. Her research has been published in the *Journal of the American Medical Association*, *Health Affairs*, *The Journal of Public Policy and Marketing*, *American Behavioral Scientist*, and *Pediatrics*, and has been widely reported on in the popular press, including front page stories in *The New York Times* and *The Washington Post*. She has testified on media and health at the U.S. Congress, the Institute of Medicine, the Federal Trade Commission, and the Federal Communications Commission, and has appeared on television and radio programs including *Nightline*, *The Today Show*, *Talk of the Nation*, *Good Morning America*, and *The Early Show*. Ms. Rideout graduated with honors from Harvard University and received her Master of Arts degree from Syracuse University.

GARY SCHWITZER

Publisher, HealthNewsReview.org
Associate Professor
University of Minnesota School of Journalism & Mass Communication
206 Church Street SE
111 Murphy Hall
Minneapolis, MN 55455
Ph: 612-626-4637

Gary Schwitzer has specialized in health care journalism in his more than 30-year career in radio, television, interactive multimedia and the Internet. He is an Associate Professor on the faculty of the School of Journalism and Mass Communication at the University of Minnesota. He teaches health journalism and media ethics. He is publisher of the website *HealthNewsReview.org*, leading a team of more than two dozen people who grade daily health news reporting by major U.S. news organizations. In its first year, the project was honored with several journalism industry awards – the Mirror Award, honoring those who "hold a mirror to their own industry for the public's benefit," and the Knight-Batten Award for Innovations in Journalism.

In previous pursuits, Mr. Schwitzer was Editor-In-Chief of the *MayoClinic.com* consumer health web site, and medical news reporter for CNN in Atlanta, WFAA-TV in Dallas, and WTMJ-TV in Milwaukee.

He served two terms as a member of the board of directors of the Association of Health Care Journalists for whom he authored the organization's Statement of Principles and is now writing a guide on how to report on medical research studies.

Mr. Schwitzer has written about the state of health journalism in *JAMA*, *BMJ*, the *American Journal of Bioethics*, the *Journal of Medical Internet Research*, *PLoS Medicine*, *Quill*, *CJR Daily*, *Poynter.org*, *The Daily Beast*, *The American Editor*, and *MayoClinic.com*. The editors of the journal *PLoS Medicine* wrote: “Schwitzer's alarming report card of the trouble with medical news stories is thus a wake-up call for all of us involved in disseminating health research—researchers, academic institutions, journal editors, reporters, and media organizations—to work collaboratively to improve the standards of health reporting.” The *Canadian Medicine* blog said: “Schwitzer is one of the most astute and intelligent critics of misleading, erroneous and fear-mongering health reporting.”