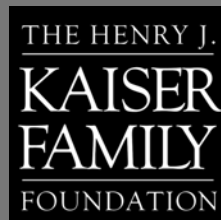


# *Survey of AHCJ Members*

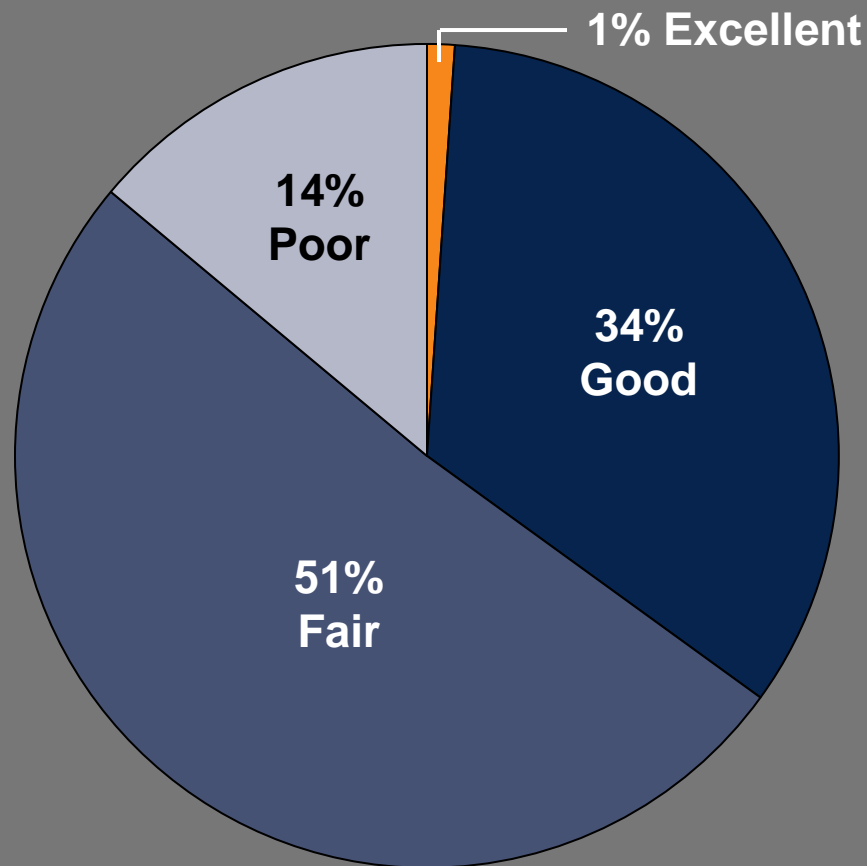
**Key Findings**  
**March 2009**



Association of Health Care Journalists  
Center for Excellence in Health Care Journalism

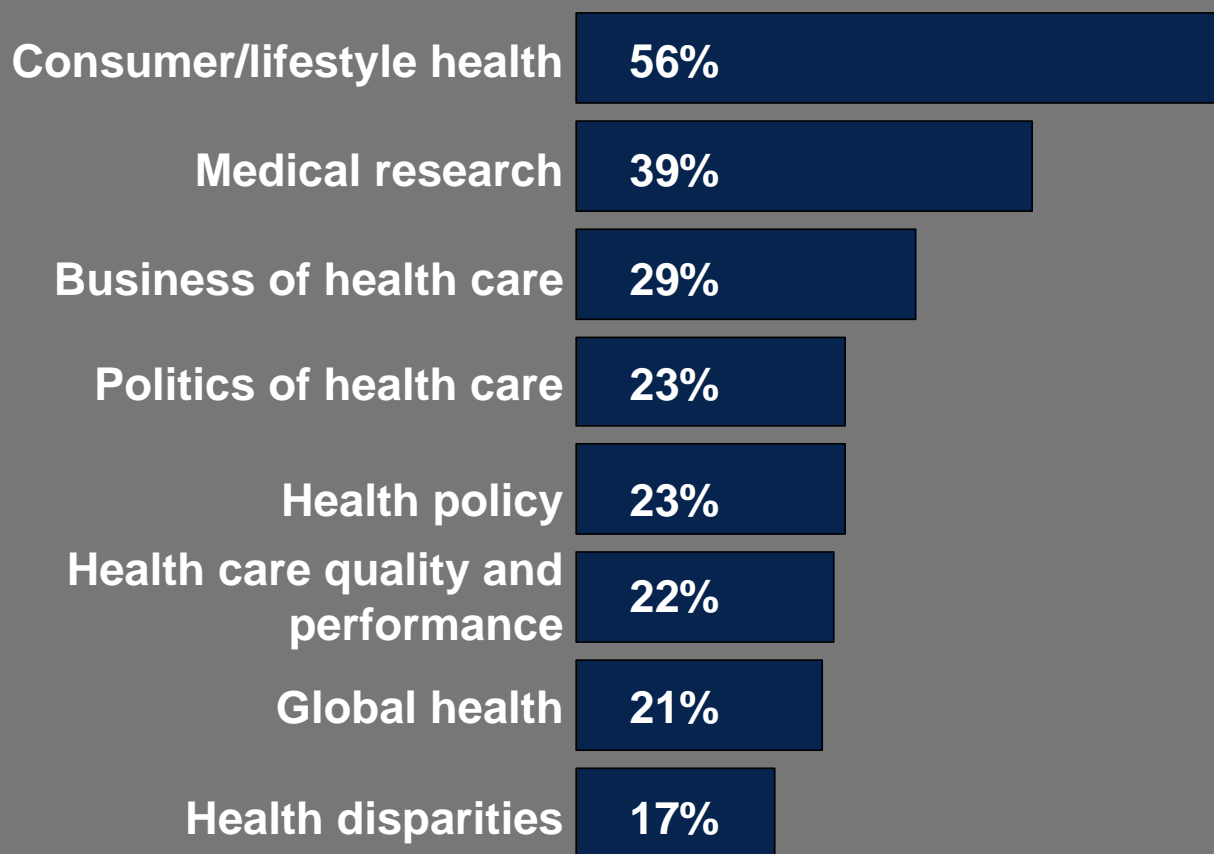
# Quality of health journalism

How would you rate the news media for its coverage of health care?



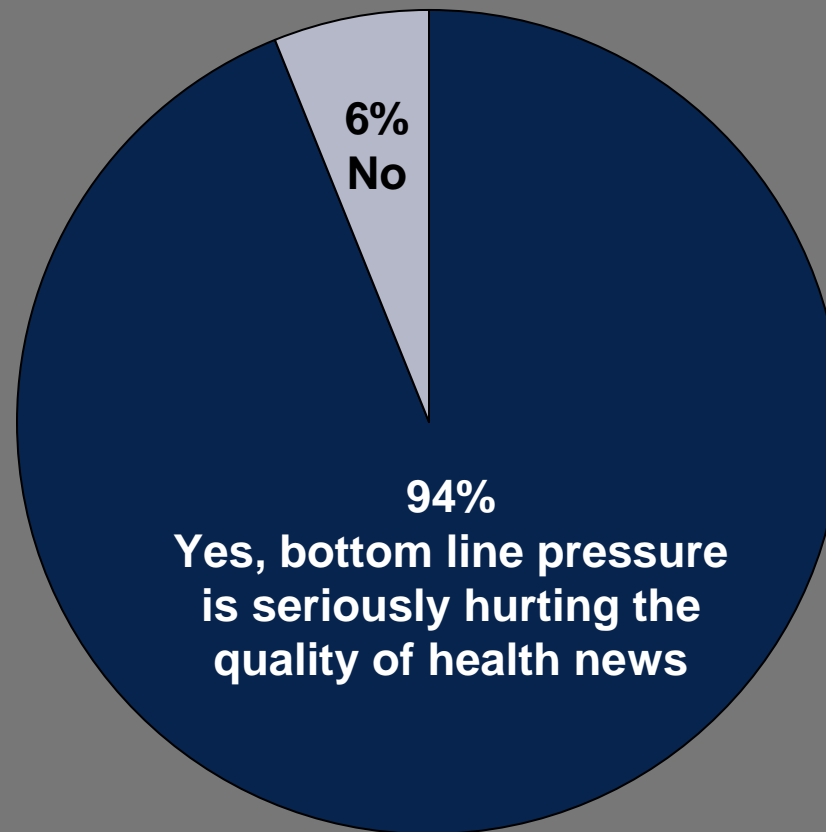
# Quality of health journalism

Percent saying the quality of the U.S. news media's coverage of the following types of health care stories is “**excellent**” or “**good**”:



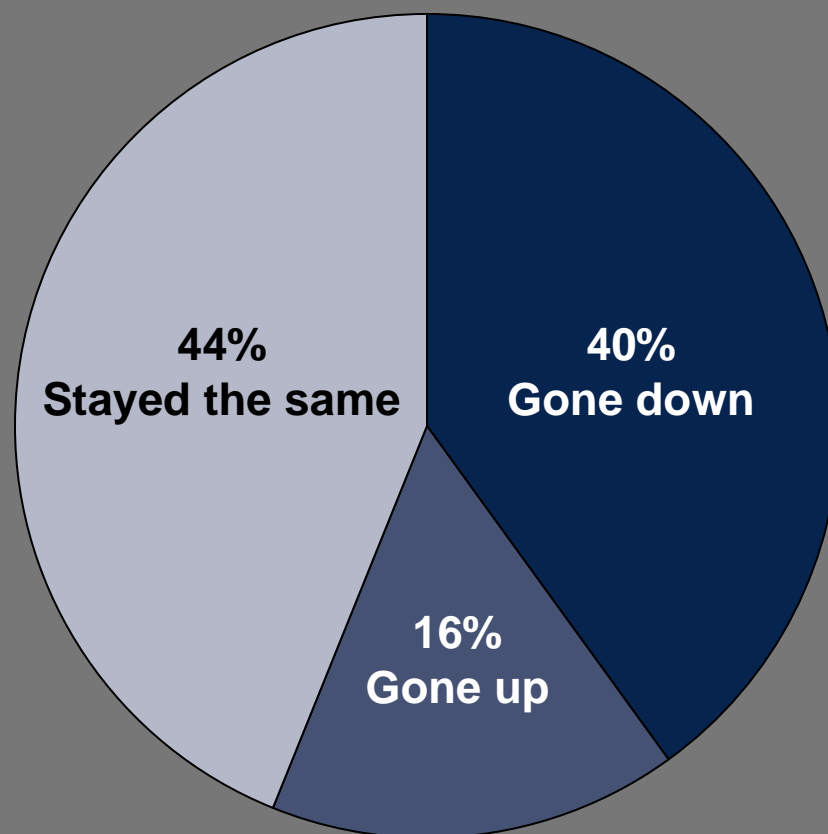
# Economic pressure on health journalism

Percent who say that bottom line pressure in news organizations is seriously hurting the quality of coverage of health care issues:



# Cutbacks of health reporters

Percent who say the number of health reporters at their organization has:



Note: Question asked of staff journalists only.

Source: Kaiser Family Foundation/Association of Health Care Journalists, *Survey of AHCJ Members*, conducted September 23 – October 21, 2008.

# Cutbacks of health reporters

Percent of respondents who have been laid off or say they think it's very or somewhat likely their position will be eliminated in the next three years.

Have been laid off due to downsizing

11%

Think that it is very or somewhat likely that their position will be eliminated in the next three years \*

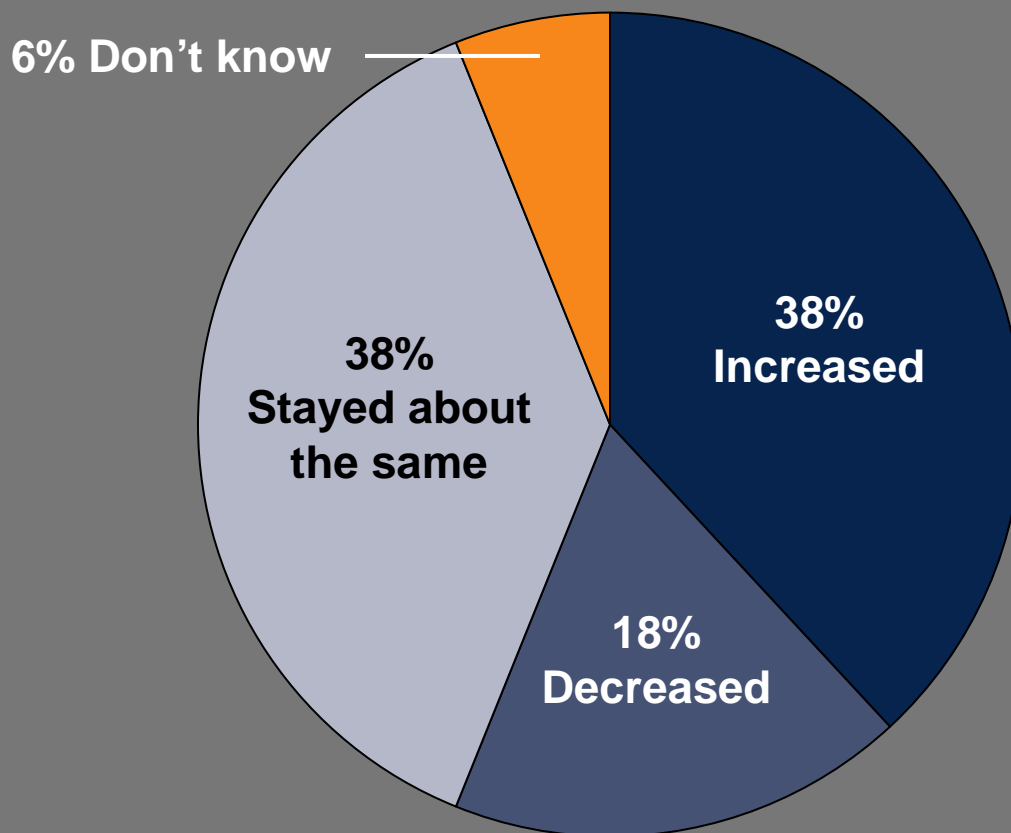
39%

\* Note: Question asked of staff journalists only.

Source: Kaiser Family Foundation/Association of Health Care Journalists, *Survey of AHCJ Members*, conducted September 23 – October 21, 2008.

# Amount of health coverage

Would you say the amount of coverage given to health care topics at your organization has increased or decreased over the past several years?



Note: Question asked of staff journalists only.

Source: Kaiser Family Foundation/Association of Health Care Journalists, *Survey of AHCJ Members*, conducted September 23 – October 21, 2008.

# Ingredients for good reporting

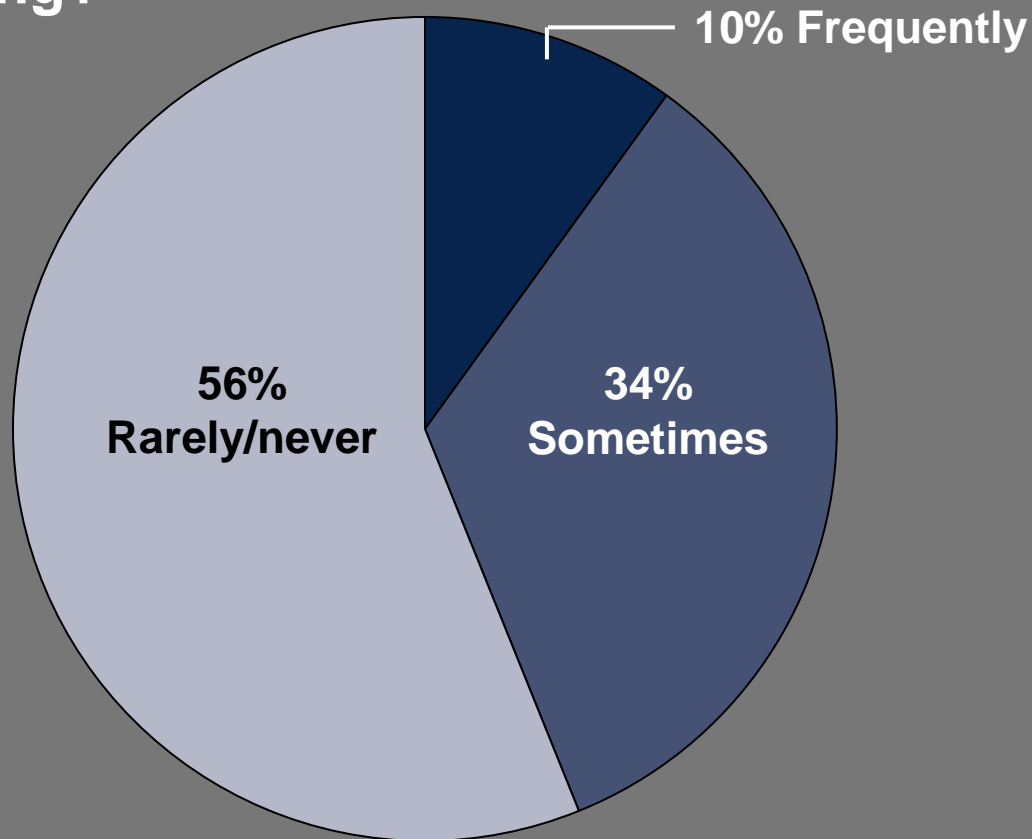
Percent who list each of the following as one of the top two elements important to good quality reporting:





# Press release reporting

How often does your news organization report stories based on news releases or news conferences without substantial additional reporting?

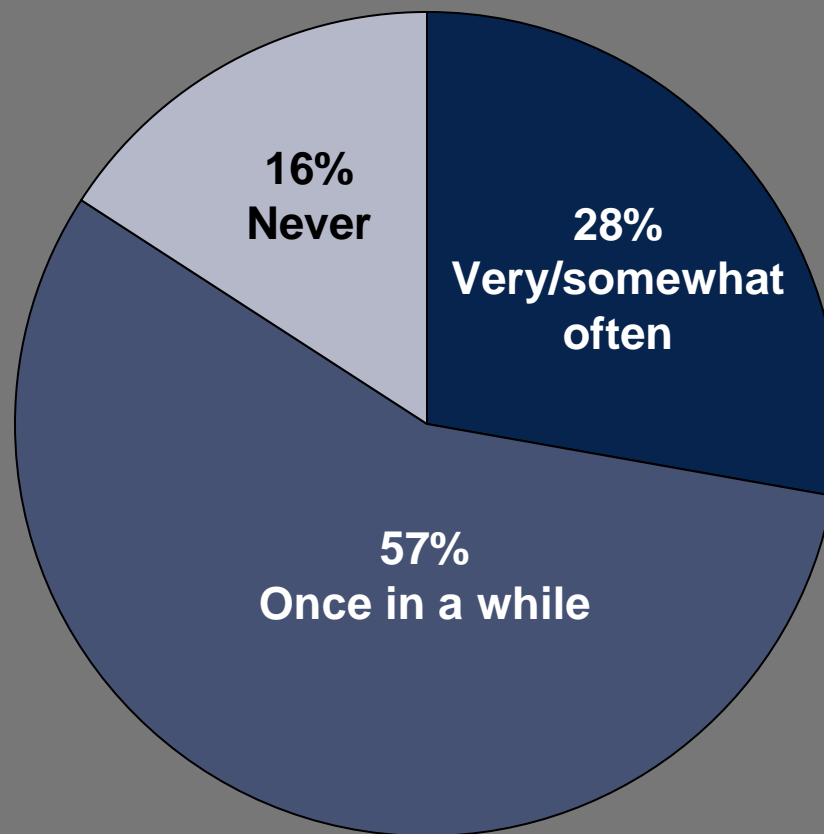


Note: Question asked of staff journalists only.

Source: Kaiser Family Foundation/Association of Health Care Journalists, *Survey of AHCJ Members*, conducted September 23 – October 21, 2008.

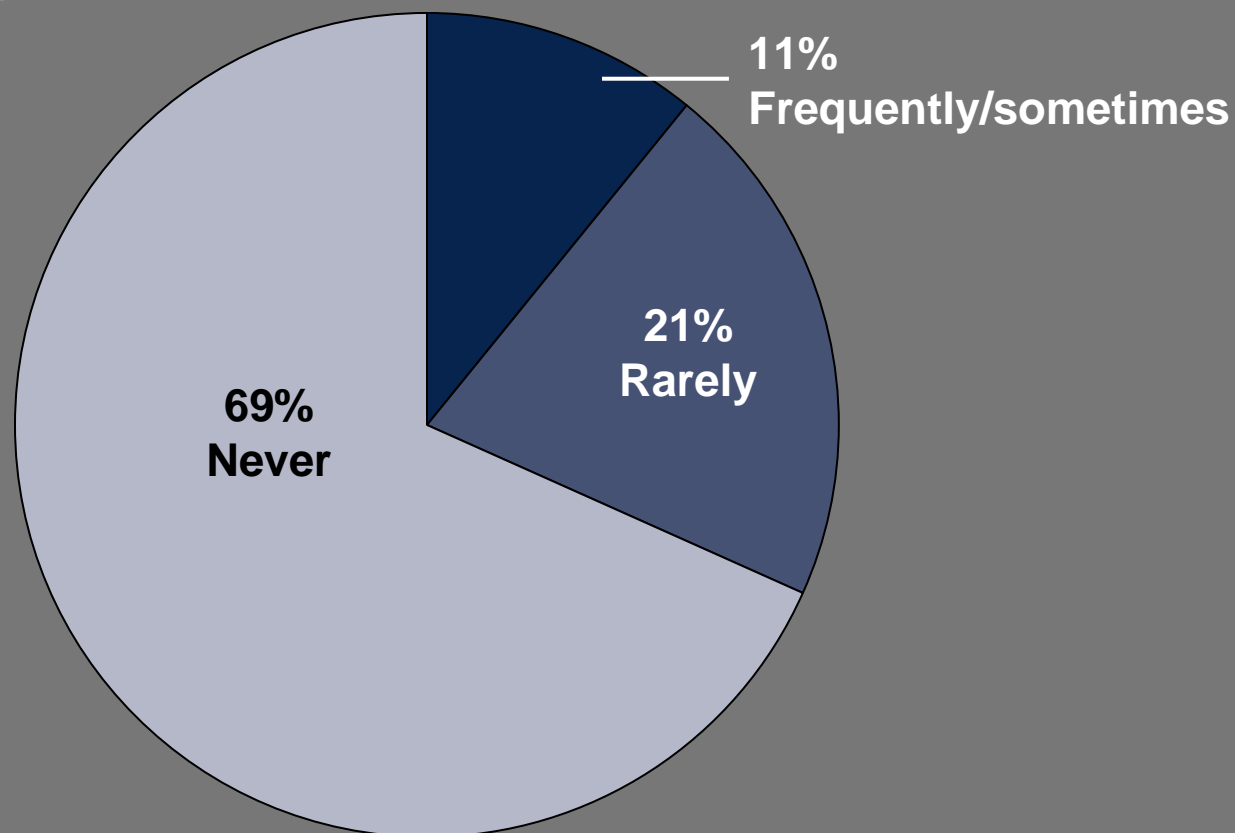
# Influence of industry and public relations

How often would you say you get story ideas from public relations or marketing outreach?



# Influence of sponsors

How often does your news organization allow sponsors, other outsiders or advertising/business staff to influence story selection or content?



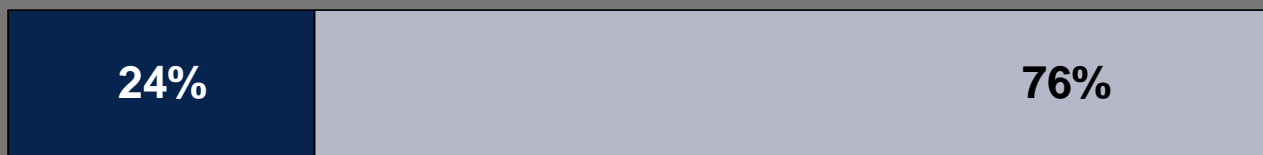
Note: Question asked of staff journalists only.

Source: Kaiser Family Foundation/Association of Health Care Journalists, *Survey of AHCJ Members*, conducted September 23 – October 21, 2008.

# Direction health journalism is headed

Percent who think the following are going in the right or wrong direction:

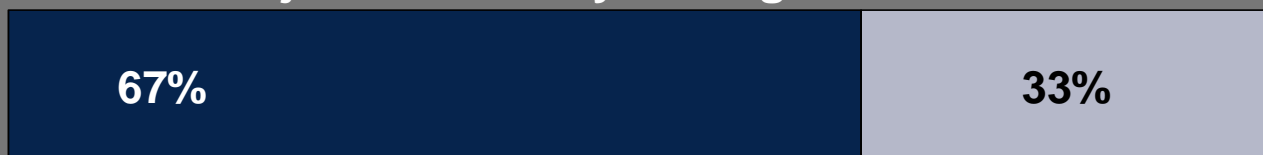
Journalism overall in the U.S.



Health care journalism in the U.S.



Health care journalism at your organization\*



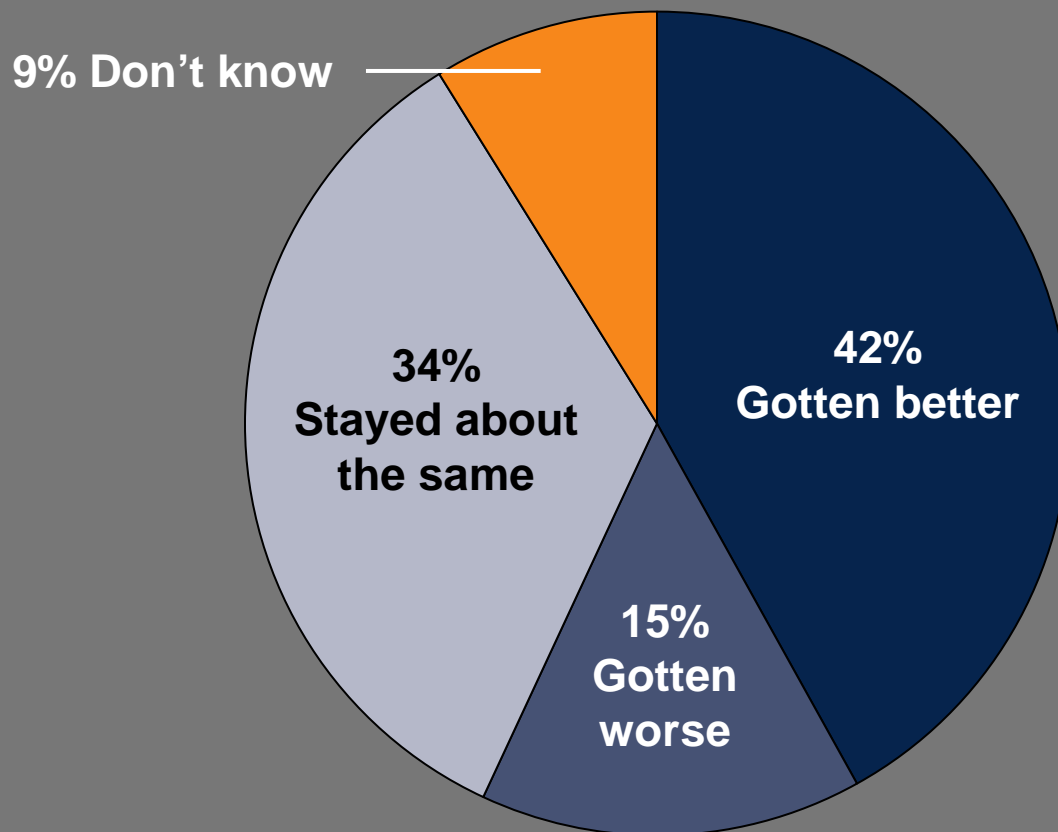
■ Going in the right direction   ■ Going in the wrong direction

\* Note: Question asked of staff journalists only.

Source: Kaiser Family Foundation/Association of Health Care Journalists, *Survey of AHCJ Members*, conducted September 23 – October 21, 2008.

# Quality of coverage improving

Would you say the quality of coverage given to health care topics at your news organization has gotten better or worse over the past several years?

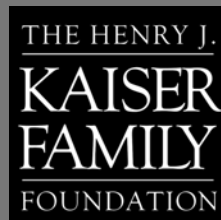


Note: Question asked of staff journalists only.

Source: Kaiser Family Foundation/Association of Health Care Journalists, *Survey of AHCJ Members*, conducted September 23 – October 21, 2008.

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