

**Children's Health Insurance Program Hosting WebEx Training  
"Pitching Local Media: Building Relationships and Story Ideas"  
Thursday, January 28, 2010  
1:00 – 2:00 p.m. (Eastern Standard Time)**

**Presenter: Matt Stearns, Vice President and Media Strategist, Ketchum**

**Victoria, Ketchum:** Good afternoon everyone. This is Victoria Bitzer from Ketchum Public Relations, and I'd like to welcome you to today's CMS webinar session titled, "Tell your Story, Developing and Delivering a Media Pitch." Today's presentation is being recorded and will be posted online on the National Children's Health Insurance Summit website. Before we introduce CMS and our presenter, we wanted to familiarize everyone with some of the tools of the interactive WebEx site.

At the bottom right-hand side of the screen you will see a Chat feature. We invite you to chat with us, and other participants, and ask us questions. Please type your question in the small text box provided. There will also be a Q&A at the end of the presentation, however, which will also serve as an opportunity to ask your questions. At that point please raise your hands.

You can do this by clicking on the Hand icon above the Chat box. Please lower your hand if your question has been answered. We will then call on you and unmute your line. Please note that at the end of the presentation we will be unmuting everyone's line for a general discussion on future webinar sessions that will be led by CMS.

If you are not participating in this discussion, please mute your line to avoid background noise. And also, please do not put us on hold as we will be able to hear your background music. And now, I'd like to introduce Lisa Wilson from CMS.

**Lisa Wilson, CMS:** Thank you so much. Welcome everybody. We want to say welcome to our kickoff to the webinar series that CMS will be hosting. We will be hosting several different audiences. This time it's y'all the grantees. And this message – this one is actually focused on communications and messaging.

Today we're providing you with access to an expert, Matt Stearns. He's the Vice President at Ketchum, and he is also a former reporter. So he'll be speaking from personal experience, also. We are very excited because we – we know that this webinar allows us to communicate a little bit differently. And as Victoria alluded to have several modes of communication going on at once.

So, don't be afraid to kind of quote, "pass notes during class". There is a Chat room on the right-hand side, on the bottom that you can see. You know, you can feel free to talk during the, during the webinar via that method of communication. We think that this offers a more robust form of communication, and so we're very excited to be kicking off this webinar series today.

We are hearing that y'all are going to either be doing a lot of great work out there. We're very excited and we're also very excited to learn how we can further assist you and provide more technical assistance. So, again, as Victoria alluded to, we'll be having kind of a follow-up discussion after the presentation about what else that we can do to assist you all.

So, welcome. Sit back, relax, and I'd like to introduce Matt Stearns who will be going through today's presentation.

**Matt Stearns, Ketchum:** Terrific. Thank you very much, Lisa. And thank you all so much for taking the time to join us today.

I hope you'll find this useful in your efforts to raise awareness of, of what you're trying to do out there in the field. What we're going to do today is very simple, talk about how to develop and deliver a media pitch. In other words, a request for a news outlet, whether it's T.V., local T.V., radio, or a local newspaper to umm, to cover your story. To get the word out about what you're trying to do.

And this is not going to be a theoretical class. This is going to be a nuts-and-bolts kind of seminar on, on, how to help you get your story told. Things you can hopefully really use in your everyday work out there, so. We'll get started without further ado.

I should tell you that I... Lisa's right, I have been on both a receiving and the pitching end of pitches. So, I'd like to think I have some idea of what will get a reporter's interest. If we could move the slide that would be a help. There we go.

Session overview. So, what we're going to do now, for the next several minutes is think about what you need to do to conduct media outreach. You know, you need to figure out what your story is, what are you trying to tell. You need to choose the appropriate outlets for, for telling that story. You need to prepare your pitch, figure out the best way to get a reporter or a producer's interest. And then, deliver that pitch in a, in an efficient and compelling way to a time-challenged reporter or producer.

And then at the end of that, after we go through all of that, we'll talk a little bit about the, the CHIP Pitch Challenge. And basically talk about how you can implement all, all the things I'll be talking about over the, over the coming days. So, if we can move to the value of media coverage.

Very sort of simple question, "Why do you want media coverage?" What, why would you ask the reporter, "Why would you want to have to deal with reporters?" Because it serves your purpose in several ways. It's a way to convey key messages. Clear up any possible confusion about what is available and what isn't available. And it enables you to tell your story yourself rather than let someone else do it. It's always, it's always best to be communicating your messages rather than risk someone else doing it and doing it in a way that might not be accurate.

Too, it's obviously, important to educate the community about the very important issue that you all are working on. And a way to ensure that the public is aware that they can connect, get more children covered with health insurance.

Media pitch is also an opportunity. It's an opportunity for the media to learn of something, to learn about something their audience needs to know or find interesting. Now more than ever news outlets need to be relevant, and to their, to their audiences, because their audiences are – they risk losing their audience on a daily basis. And the, in the crazy world, the media world that we live in. So, if you have a story to be told that's relevant they're more, they're more than willing to listen.

And obviously, it's an opportunity for you to get your message to the intended audience. Whether they're children's parents or educators of the larger community, whatever. Just an opportunity to, to spread the word.

So let's start with developing your story. Reporters talk about or, producers talk about leads. Get to the point. Think of your lead. The lead in the story is the most important element. It's the first sentence in the story. Think about what you want your audience to come away with and why that information is important to share. You have to – to do that you have to think about relevance.

And if you're dealing, as many of you will deal with local media. I can tell you three things, three things that are important to keep in mind. One is local, local, local. These organizations care most about local news because they need to be relevant to their immediate audiences. More than ever it's important to have news you can use. In other words news that their, their audiences can say, "Oh, that's relevant to my life and something that will have an impact on me."

And last, there's an old saying in the news business that the first three letters of news are n-e-w, that's new. And so you don't want to risk being redundant, or trying to interest someone in something that you think might be an interesting issue but doesn't really, isn't really new in any way. So, let's think about how we can, how we can sort of meet all those standards.

Current events or news. What we, in the news business call a news hook, such as key dates or anniversaries. For example, the upcoming first anniversary of CHIPRA is, is something that you can use as a news hook to try and get a reporter interested, or a producer interested in your story. Does your information affect the local community? Obviously, I mean, that make it, goes without saying that you are trying to get local people, local children covered, and so, clearly you do affect the local community. But are there? More important than just that. Are there changes in eligibility requirements or application processes that the people might need to be aware of in your States and localities.

And finally, are there local individuals or groups who can play a part in telling your story? And that's you know, such as, if you're hosting a local event or someone else is

hosting a local event for you. That's, that's another way to, another news hook that you can use that's local and that's relevant. So next thing we have to think about is who do we call or email? Who is the media outlet? Most important thing to think about is who you want to reach? Potential clients or consumers? In other words, you know, the, the, the parents or caregivers of children who need coverage. Or are you trying to reach fundraisers or potential funders or something like that?

You need to sort of what we call, what we in PR call, splinter your media. Figure out which outlets are most likely to affect the audiences or, to reach the audiences you are trying to reach. So if you're for instance, if you want to reach a predominately Spanish speaking population. Many cities and regions have pretty robust Spanish language media. It might not be something you necessarily pay attention to on a daily basis in your consumption of news but it's an important element in potentially for folks you are trying to reach.

So, try to sort of put yourself in your potential client's shoes. Obviously local newspapers are very important; and, if you have local news radio stations those are all sort of very ground level, outlets, that people in local areas pay a lot of attention to. On the other hand, you know, if you're trying to reach potential clients for people who have uninsured children. You know, you may not necessarily want to reach out to your local NPR station whose demographics tend to be slightly different.

Next is you have to do some research. Be prepared. Nothing annoys reporters more than an unfocused, poorly researched pitch. I speak from experience. Does the outlet cover the kind of information your, you have to offer? Is there a reporter that's covered that topic in the past? What's being said about CHIP or Medicaid in the outlet. And what have you seen in the news recently that your story could tie to? This is all very important because you don't want to be as I said earlier, redundant. You don't want to call a reporter with what you think is a great story and have that reporter say, "Yeah, I heard about that last week." You don't want to call a producer and say, "Hey, would you be interested in covering this?" Well, no, we don't really cover that sort of thing. So, just, there's always some local media that will be interested in what you're trying to do, but your job, in – in, in developing a well-crafted and compelling pitch is to ensure that you're reaching the right media by asking yourself these questions.

And then you of course, have to determine the most appropriate media. Is it print, is it television, radio, or even online? And you know, frankly I think there's probably some combination of those. And we'll talk later about sort of what's the best way to approach each one of those types of outlets. And we'll talk about it right now. What stories are fit for print? What makes a good print story? Trend or in-depth stories – what are you seeing? As someone who's on the ground, who works on this on a daily basis. What are you seeing that surprises you or, is – is counter-intuitive to what the general public might think?

Think of it. If you're, if you are just talking to your friends about your work and say, "You know, this is really interesting. You wouldn't believe this but this is the trend I'm

seeing.” Or, “This is something that’s interesting.” If it’s interesting enough to talk with a friend about, it’s probably interesting enough to interest a reporter. And remember that you’re the expert. Reporters, especially these days, aren’t necessarily experts in your area. So, you know, you – you generally will have information that, that they need. It’s a matter of packaging it in a way that’s interesting.

Another way of making a good print story is making sure it has a local or national impact on readers. It’s really important to have local anecdotes. People who have benefited from what you do. Any kind of, as I said earlier, local, local, local is the mantra. So, anything you can tell a reporter that makes it relevant to his or her audience is, is really important. Supporting data, facts and third party sources. Third party validation is really key to establishing credibility with reporters. Obviously you will go in there as a – as a grantee who works on a daily basis with a level of credibility, but it’s always really good to have backing, sort of data backing, backing up what you’re saying and seeing.

Same thing with studies, reports and white papers. So long as they’re recent, it’s a great way to have a news hook and to establish further credibility. And finally, if you have any kind of information that’s really hot or interesting, if you can give an exclusive to a reporter, you know, that’s – that’s always a pretty good guarantee of – of garnering a reporter or a producer’s interest. And if it is events driven. You know, reporters and producers in the privacy of news rooms will mock covering events. But they always do it for the most part, because it’s something, a real sort of tangible news hook that they can exploit for the purpose of doing a story.

A lot of those that we went through are also frankly very helpful in getting something on-air whether it’s T.V. or radio. But T.V. and radio are different kind of beasts that have slightly different needs. For instance, one, one differentiating element between that and a print news story is you really need to have credible, energetic, and articulate spokesperson. Someone who can present well on camera is really important.

Also, sort of if you can present to a producer a fully conceived segment idea with B-roll, which is basically a pre-produced video that they can use. That also is something that will be very helpful in getting a, getting a story on, broadcast on the local television news outlet. Radio – very similar. You know, in the timely, newsworthy, obviously a trending stories are always important. You still want someone who can speak in a quick soundbyte. Even, even more important to get a quick, good soundbyte in radio because of segments in radio can frequently be even shorter than T.V.

So you really want someone who can get right to the, right to the, the nut of the argument very quickly. And obviously, as always you want a strong relevance to the listening area and the audience.

More and more it’s important to deal with the online world. Although I will also add that frankly, in most of the areas you probably are working in, generally the most popular website are usually the newspaper websites. So you really can kill a couple of birds with

one stone. If you're talking to the print outlet you're also going to be dealing with one of the leading websites.

That said, you know, blogs and micro-blogs, Facebook, twitter, are all increasingly important part of the communications conversation, if you will. The one thing I would counsel you to do is just as you're identifying key reporters and key outlets, you want to identify, key blogs. People – local in State or regional, or local bloggers who write about your issues in some way. Monitor them and respond to them. If a blogger writes something that is inaccurate or, or damaging in some way. Absolutely, you should respond in a respectful way to them to set the record straight. They generally will appreciate that.

Similarly, if they write something that is helpful to you, or is accurate, and accurately reflects what you're trying to do or are doing in the community; you should respond to that as well. And thank them for it, and offer them more information. It's an important way to build, build a good relations online. Social media such as Facebook and Twitter can also be used. Good way of doing it is if you have a – I would recommend you establish your own Twitter account and share links with folks throughout your community. Who can then, then ensure that your word gets out in that way.

Let's, so let's talk about the pitch. Let's talk about the ask. You can do it via, via email or phone call. I would generally recommend if you, if it's possible to do it, to do an email pitch and then follow-up with a phone call. Writing an email allows you to sort of get your thoughts in order. To, it allows you to have the time to really figure out what you are trying to say, and what the ask is; and organize it appropriately. So, it's, it, and also, if – once you establish that in an email, then it's easier for you having done all that to know what, to, what's at the top of your mind when you make the follow-up phone call.

The lead, the first sentence. Grabs the reporter's attention, and interests, and summarizes the key components of your story. The ask, what you want the reporter to do. Write a story, attend an event etcetera. Supporting details, providing data to support why this would make a good story. And who you have available to tell the story. Closing, offer a summary of the ask. What you're asking them to do. And ask for how you, volunteer to follow up with that reporter, and then provide your contact information. The most important thing is don't make the reporter work for basic information. Think of it as, a reporter will think of writing a story as sort of literally, you know, who, what, where, when, how, and why. And that's what you should be doing too, when you're approaching reporters, producers.

And very important – no typos. When I got email pitches when I was a reporter, if I saw a typo in it I automatically deleted it. If you don't, if somebody doesn't care enough to do it right and be accurate then, you know, why – why should I trust them to be a source for anything. So, I mean, and it's, and believe me. With the number of pitches reporters get it can come, sometimes come down to that. Just showing that level of professionalism in what you're trying to do.

Delivering the pitch. Okay, so you sent an email. You will then follow-up with a phone call. Probably either later that day or early the next day. Prepare your pitch before you pick up the phone. Know exactly what you want to say and how you say it. When the reporter answers the phone they frequently will be gruff, possibly abrasive. That's okay. Respect their time. Say, "Hey, it's so and so, I'm calling from so – from such and such agency. Do you have a minute? Are you on deadline?" Always ask a reporter if they're on deadline. And as a sort of corollary to this, never call a reporter after four o'clock in the afternoon. That's when they're really crunching on deadlines and just don't have time.

Frankly the best time? Most reporters in my experience, working in several news rooms across the country tend to get in the office somewhere between 9:30 and 10:30 in the morning. They work late, so, you know, it's all right. If you want to call, I would, I would sort of give them at least a two-day lead time. You don't want to say, "Hey can you do something tomorrow?" Because, you know, their time gets filled up. So, a two-day lead time is a good, good, good way to make sure that they may be available. Concise, be concise in your delivery. And by having written your email and, and knowing exactly what your ask is, you will be concise in your delivery. Introduce yourself, be completely transparent about who you are, or what your organization is, and why you're calling. Most important information up front – the lead – we talked about earlier.

And you know, you may speak to a person live. You may get voicemail. And if they leave a voicemail – they're – if you get voicemail, leave a message. And, don't be afraid to call back. And you know, it's always important to practice. There's nothing wrong with sitting in your office or your cubicle and just sort of talking to yourself about, you, delivering a soliloquy, a quick soliloquy that you will be giving to a reporter. Some of your co-workers may look at you a little strangely but it's all for the greater good.

Maintaining media relationships. It's really important. I – I really do think as a former reporter and as a current PR Consultant that's it's really important to cultivate relationships. The most important part of media relationship is the relationship. You don't just want to call when you need something. The fact is you all work in a very interesting area that's very newsworthy right now.

You should use that to your advantage by becoming resources to these outlets. By providing them, calling them, and say, "Hey, you know, I know that health insurance generally is an interest – is, is certainly an interesting area for folks right now in your business, in the news. And certainly, you know, given what's happening in our economy, you know, there's great concern about health availability of health insurance, especially for kids. This is what we do, if you ever want to write about anything, I'd be happy to provide you information. I'd love to have coffee with you and talk about what our organization is, what we do. Provide them with resources and materials. Connect them with other sources who are working in your, in your, in your line of work."

And always if they do take you up on it, and they do say, “yes,” and someday call you to get a quote for a story they’re working on, or just to get some background information. Always, always provide timely responses. Because there’s no faster or more efficient way of fall off a reporter’s source list or to ensure the reporter will never pay attention to you again, than not responding to you when they tell you they’re on deadline and they’d really like to hear from you. Because there are plenty of other people who will do that.

Position yourself as an expert or authority. You are. This is what you all do, and as I said earlier, “This is something. This is an area that’s sort of inherently interesting these days.” And the outlet will look to you first for information on that subject matter. And by being sort of what people like to call proactive in this, you’ll stand out from other people in the field who frankly don’t do this often enough.

Maintain regular contact. Even if you’re not asking something. Even if you don’t have something coming up. Call every once in awhile. You know, every month or so. Every three weeks and say, “Hey, you know, if there’s, if there’s anything going on, you know, let me know. Feel free to call if I can be of help in any way.” Very important. One of the reasons it’s important, even if they never do call you, although they generally will just to touch base. It makes it easier when you do have an ask, when you do need to pitch something.

Reporters will think of you as not just a voice on the other end of the phone, but someone they know and potentially have a trusting relationship with if you’ve been able to provide them timely information on deadline in the past. So they’re going to be nicer to you. They give you the benefit of the doubt. They won’t be abrasive and rude to you. They are less likely to be abrasive and rude to you.

So this is all. Hopefully, information you can use as we move into what we are calling the CHIP Pitch Challenge. There’s some, some important, I think moments in time, coming up, where we can sort of really try and put this into action. Get cracking, and try to establish some relationships with reporters.

So what we, what we suggest doing is sometime between February 1<sup>st</sup> and 4<sup>th</sup>, identifying and contacting three media outlets to pitch the CHIPRA anniversary story, first anniversary of the signing of the Children’s Health Insurance Program Reauthorization Act. Identify those outlets or reporters. Summarize any changes in your State in the past year that you can highlight for them, whether it’s a number, or a percentage of children who have insurance who didn’t before. Any trends you’re seeing, again, especially if it’s counter-intuitive. Reporters love counter-intuitive stories.

And draft your pitch using some key messages we’ll provide later and supporting data from your local community. It’s always important too, to provide real people, if possible who can speak to the program’s benefits. That said, you know, you should always, always be careful that when you are, before you offer up a real person who’s benefited from your program to a reporter, make sure that they’re comfortable with it. Say, say to that person, “You know, you’re a great example of what we’re trying to do. Would you



mind if a, if you know, if we put you in touch with a news outlet, or put a news outlet in touch with you? So they could ask you a couple of very quick questions about how the, the program has benefited you and your family?”

And then between February 5<sup>th</sup> and 28<sup>th</sup>, identify three more media outlets who you can contact to pitch the Children’s Health Coverage as Available Now story. I think this is as exceptionally timely right now. And obviously, you know, you should I think, stay away from partisan politics. But the fact of the matter is, is that there’s a great degree of uncertainty over the state of general health care reform in Washington, D.C. That said, this is still out there and available for children and people need to know that. So, you know, you can identify again, a local family that’s benefited from, from CHIPRA in the previous 12 months to provide color to the story.

Draft a pitch. Note, you know, tell them, reporters, “Hey, you know, this is still available. That these programs are still available and still important, and still making a difference to people, people’s lives out here.” And then email your project officer about your experience.

These are some key messages we have developed for you, although actually I would hasten to add. I’m Sorry, we’re having a little technical difficulty here – here we go. Some key messages we’ve developed for you. Obviously you should feel absolutely free, and you should, based on what we’ve talked about earlier. Adapt your messages to your local media and make them relevant from a local media. We have, and I think these are some that would resonate with folks, with reporters, and producers out there in the field.

The one year anniversary of CHIPRA. The one year anniversary of the signing of the bill to help preserve coverage for millions of children who rely on CHIP and provide resources for States to reach millions of additional uninsured children. That, on it’s own is not a story. What helps make a story is the data that supports the message. The data you can provide or you can get from your State CHIP director on what’s changed, how many more people are being insured, the trends you are seeing, etcetera. And that in a difficult and uncertain economic environment CHIP’s being accessed by more families insuring more of the nation’s children have health insurance coverage.

So, you know, a message if we – if you think about approaching the media. The message is sort of the overarching thing you’re trying to get across. What’s important to reporters, is sort of the data and the information that you can provide. And the proof points that, if you will, that can sort of support that key message. Another key message is that health insurance coverage is available for uninsured.

Let me start over. Health insurance coverage is available for uninsured children now. Families can immediately seek health insurance coverage for their children through, through these programs. When you’re dealing with reporters you should be sure to give them the name and contact information for their, the State CHIP program. So they can include that information in their report. So, it can actually be of real use to potential, potential beneficiaries of your programs.

So that is a very quick rundown of Media Relations 101. I hope you've found it useful. And obviously, we're happy to take any questions right now. Thanks very much for your time.

**Lisa Wilson, CMS:** Great, this is...

**Matt Stearns, Ketchum:** I mean, I think you. I'm sorry, I think you should go ahead and raise your hand. Sort of virtually raise your hand if you, if you have a question. And, if no one has any questions, I can turn it over to Lisa. No, I think we have, we have a question.

**Participant:** Hi.

**Matt Stearns, Ketchum:** Hi, it's Dayanne?

**Participant:** Hi, yes, this is Dayanne.

**Matt Stearns, Ketchum:** How are you?

**Participant:** From Health Control. How are you?

**Matt Stearns, Ketchum:** Hi, thanks for... Thanks for listening.

**Participant:** I met you at the... At the conference so, good to hear.

**Matt Stearns, Ketchum:** Oh, in Chicago, yes.

**Participant:** Yes, yes, yes. We were at the same table so that's great to hear you again. And I do have a question, which is more along the lines of like developing a tagline. So when we are talking about message, definitely more information on, on the different messages that you shared with us that were very helpful. But I wonder if you have any suggestions. How do you then get this different messages and come up with a catchy tagline to your particular audience? If you have any insights on that?

**Matt Stearns, Ketchum:** Well, I think, you know, that's a great question. I think advertising, I guess. And marketing to your direct, sort of potential beneficiaries is something a little bit different. But I would say that if, it is important for you to try and sort of boil it down for a –reporters – how you can sort of very, how you can sort of get a reporter's interest in a catchy way, you know?

**Participant:** Yes.

**Matt Stearns, Ketchum:** Yes, and I think something as simple as you know, providing health insurance to uninsured children in times of uncertainty is a really nice, sort of,

elevator speech if you will, way, of saying, you know, "Here's what we're doing" and, "Here's why it's important. And you should be interested because, why?"

**Participant:** Yes.

**Matt Stearns, Ketchum:** It's, it's I think, important to remember though that when you're dealing with reporters and producers.

**Participant:** Yep.

**Matt Stearns, Ketchum:** Generally, excuse me. They're going to want substance more than a tag line. They're really going to want, you know, to hear you talk about data, and trends, and people you're benefiting. Certainly, I think a tagline may be important to you in reaching out to your potential beneficiaries.

**Participant:** Yeah.

**Matt Stearns, Ketchum:** But in terms of dealing with media. And as I recall, you're – are you in the Boston media market, is that right?

**Participant:** Yeah, yes, yes.

**Matt Stearns, Ketchum:** Okay. And the Boston media market I think, you know, those reporters are pretty hard bitten guys. I've worked with a lot of them over the years. And they are, they're just going to want the facts more than the tagline.

**Participant:** Yeah. Although we were going to be working with a lot of the social, the ethnic media. So when you mention about, you know, if you're dealing with Spanish speaking or Portuguese speaking. That's definitely very true. Like here, we have a lot of outlets who are targeting those communities.

**Matt Stearns, Ketchum:** That's great. Yes, that, that's really important. Then for you to make sure you establish those relationships.

**Participant:** Yes. Yes. Thank you. Okay?

**Matt Stearns, Ketchum:** Yes, and also to have a language, a spokesperson who can speak those languages, you know.

**Participant:** Yes. To go – thank you, thank you.

**Matt Stearns, Ketchum:** Sure, thanks for listening to me again.

**Participant:** No, it's great.

**Matt Stearns, Ketchum:** Anything else? Any other questions from our listeners? Okay, if not. And, then I think we can turn it over to Lisa.

**Lisa Wilson, CMS:** Great. Thank you so much. That was a great presentation. I found that, I found as very helpful. I know I learned a lot of things. Like some of your insider tips were really helpful like, which hours to call and asking if folks were on a deadline. And you know, the appeal of sort of counter-intuitive stories. All of those make sense now that you've pointed them out. That there are things that I hadn't thought of before this call. So, thanks Matt, that was great.

**Matt Stearns, Ketchum:** You're welcome.

**Lisa Wilson, CMS:** We are pleased – just take everybody off mute. So, what I need everybody to do is double-check your phone so you're not that person who's typing or talking. So that everybody can hear you. Because we're going to open up the phone lines to talk to you all more about what other kinds of information that you need. So, just beware that when we do open up the phone lines then everybody just needs to be on mute. And especially not on hold. Because if you put us on hold then sometimes people have that clever elevator music to play in the background and we all get to hear that.

So, before I jump too far down into getting some feedback. I did want to point out a few things.

Great. Before I've jump, jump too far into the feedback let me just point out a few things. We do have a lot of complimentary information to supplement what Matt has talked to us today about. I'm not sure, I'm – hopefully, everybody has checked out on [insurekidsnow.gov](http://insurekidsnow.gov), which is our main website. If you go to, the section called the, For Professionals, and then there's a, there's actually a section called, Outreach Toolkit. One of the sections there, number, Section Number Four, actually deals with the media.

So, it basically takes what Matt talked to us about today, reiterates it, gives some different examples and even gives further discussion and ideas for, you know, ways to work with the media including new media. Again, you know, Matt mentioned a lot about bloggers today. And how you might interact with them. There's some information there on blogging that you also might find helpful.

So I would point that out. I would also point out that in addition to the presentations that Matt made. And you know, the track that we had on, kind of communications and messaging at our Summit in November. We have all of the presentations are actually posted online. So, there, there's a webcast of the audio, plus a transcript, and the PowerPoint slides. All of that's available on the website for the Summit. So that's [Childrenshealthinsurancesummit.com](http://Childrenshealthinsurancesummit.com). And you can click through and view any or all of the presentation, whatever you find useful but I would just note that remember we have that fourth track that was about communications in messaging. And you can find some of the presentations that were made there that go into, you know, even further detail, also.

So, with that said, I would just say, thanks everybody for participating in our kickoff webinar. I am going to ask kind of three or four rounds of questions. And I'll just kind of preview what I'd like to ask so that you can kind of think about it in advance, and then we'll hopefully have a robust discussion. So, one of the things that I'm, we'd like your feedback on is the usefulness of specific mechanisms for communicating information and sharing, building capacity. That includes things like, which mode of communication do you want? Do you like webinars, conference calls, newsletters, social networking, background briefs on policy, individualized – more individualized technical assistance? Or, just have like expert resources that are available? So, I'll come back to this question again. I'm just kind of previewing what the questions are that I'd like to discuss today.

We'd also be very interested in what the frequency of the communication modes you prefer. You know, we hate to overwhelm, but we also want to make sure we give you what you need. Also in terms of training. What kind of topics do you want to see represented? I know at the conference there are certain sessions that literally had folks overflowing into the hallways. And so, obviously those might be things that we might look to. You know, a literal vote with your feet at the conference may give us some indication of areas or topics that are particularly pertinent to the folks who are grantees that we'd be very interested in hearing more from you about what you would, in particular, find helpful.

So you know, you can kind of think of many of the topics that we talked about at the conference. So, presumptive eligibility, retention techniques, school based outreach, the performance bonus, working with families, and in particular with, you know, hard-to-reach populations. So those are some of the things that, topics in particular, that we, you know, would like to talk about. So those are kind of the three things. So, talking, we'd be interested in your feedback on the modes of communication, kind of how often you hear from us. And then finally, kind of the, what topics you want to hear about.

So, everybody's off mute. I definitely heard, us kind of go over to the off mute. So, I would just first throw the question out, which is, you know, "Which types of information do you find, or modes of communication do you find the most effective?" And again, this is like webinar, and briefs, you know, electronic newsletters, things like that.

Yes, and go ahead.

**Participant:** Can you guys hear us?

**Lisa Wilson, CMS:** Yes.

**Participant:** Okay. This is, this is Steve Scarden, we're in South Carolina. One thing that would be very helpful to us in communicating with the media is any kind of research that's out there that demonstrates the cost effectiveness of insuring children as opposed to leaving them uninsured. This pretty right-wing State, and the media doesn't necessarily resist that too much. They don't think this getting kids signed up for insurance is, is necessarily a great thing. We've got to prove to them that it's beneficial for the State to

get every child covered rather than leaving them uncovered. So any kind of data, any kind of studies, anything like that, that you can provide us over the next few months. We can get to the media and we can use it as our sort of counter-intuitives. So that's just a, that's just offering a suggestion and telling you what we need. You don't need to respond to it necessarily.

**Lisa Wilson, CMS:** Great, thanks, Steve. I see LaQueta maybe, I don't know if she was part of your...

**Participant:** Yes, I did. She's right here.

**Lisa Wilson, CMS:** Okay. Okay, great. Other folks? You know, do you find webinars helpful? You know, and thinking even more broadly, like about policy that you might need to know about or, other forms of communication. Or, you know, ways that we can be communicating with folks, techniques. Successful techniques. Things like that. Case studies, lessons learned, you know, what works for you and for your organization?

**Participant:** This is Barbara. Can you hear me?

**Lisa Wilson, CMS:** Yes, ma'am.

**Participant:** Okay. I just wanted to respond to Steve because I think he made a good point. And we have a local data source. I'm with Hawaii Covering Kids. And the data that we found most useful in trying to make our case. I'll just give you the example. I'm going to read it off my website, so I hope that's okay. It was 2008, Hawaii hospital emergency department data for uninsured kids. And we said – we told how many number of uninsured kids. How many visits they had. What was the average hospital bill? And how many, and it was 4.4 million total in the hospital bills for 2008. So the pitch that we've made often with, you know, with our kids health insurance is where would your tax dollars rather go?

**Participant:** Providing health insurance for kids or paying the hospitals for uninsured kids. And if you have the data for that, for the emergency rooms, that's really, really helpful.

**Participant:** That's a great idea, and we do have the data for that.

**Participant:** Okay.

**Participant:** That's great. Thank you.

**Participant:** Yes. I mean it might help nationally too. But locally that's often been a pitch for us that's gotten a lot of attention.

**Participant:** Yes, yes. We actually can get that specific South Carolina data. That, that's very good. Thank you.

**Lisa Wilson, CMS:** Thanks, Barbara. Other folks that are out there, kind of, any thoughts on modes of the communication. If not, I'm going to move forward, I'm going to leave it open to some, a couple of more – seconds. Okay – is, I guess I'm actually going to kind of jump to topics that you need help with. You know, we kicked off this webinar series with the idea that we would help supplement some of the information that we provided at the conference on messaging and communication.

And then, you know, obviously there's a lot of other ideas. Like I was, said before, you know, express lane and eligibility. Working with targeted populations, other techniques for reaching out, you know, such as working in schools. Things like that. Are there specific topics that you would like to hear more on? No one has burning topics that they need help with that, you know, we can help provide whether it be a webinar, or like a one-pager backgrounder?

**Participant:** Hi, this is Buddy.

**Lisa Wilson, CMS:** Great.

**Participant:** Hello?

**Lisa Wilson, CMS:** Yes, ma'am.

**Participant:** Oh, okay. You mentioned about working with the schools. Are there any particular message recommends when we're trying to work with the schools. I mean, would you prefer that we go to each school district individually or attempt to get districts from maybe the State, which would be better and try to see if people would buy in and, and make sure that they participate in that, get more of children registered and covered.

**Lisa Wilson, CMS:** Sure. I know that a variety of techniques have been tried around the country. And, and, in fact that some of our, your fellow grantees are actually, definitely, the national experts on this, you know. We did have a session on this at the Summit. So I would suggest that my first place I'd go is go to the [Childrenshealthinsurancesummit.com](http://Childrenshealthinsurancesummit.com) and look at that present – that presentation that was made. We had, in fact, some of your colleagues that are probably listening right now are some of the presenters.

So I would use that as kind of a first step. And I would say that, you know, as with all outreach – and I think that Matt really alluded to this when he talked about, you know, individualizing or localizing your message – and making things very local. I think that, you know, you see a variety of ways that have worked across the country because, you know, these are very different. And so, you know, but as far as getting some information about kind of good first steps, then, you know, ways that you can analyze your situation. That can certainly be the topic of, you know, either a future webinar, or a background paper, or a case study. You know, I think that could really resonate with a lot of folks.

**Participant:** Hi, can you hear me?

**Lisa Wilson, CMS:** Yes, ma'am.

**Participant:** Okay, so this is Dayanne again. I just – I guess this would be a topic. But one thing that I think would be interesting to share with us. So right now we are about to submit our first report. Right?

**Lisa Wilson, CMS:** Yes.

**Participant:** And, I didn't know if maybe we could share at least the outreach strategy that folks are going, or the challenge that they are encounter. I think right now it's too soon. But maybe in the next once we go to the second round of reports. I think would be a nice thing to know if folks have tried to work with businesses because of the unemployment. Or unemployment agencies, or businesses that have like working part-time. What are the decisions that they have done? And how successful they were? Just maybe creating a place for us to share ideas would be helpful to me at least.

**Lisa Wilson, CMS:** I think that sounds great. And I think that a lot of your all's project officers have been in touch to let you know that we are creating a discussion forum.

**Participant:** Oh.

**Lisa Wilson, CMS:** For grantees. Now the only catch really is that we only have two users right now per grant. So I realize that not everybody will have access to it. But what would be you know, great is if we have really robust discussions about exactly what you're talking about kind of what's relevant, what's now, what people are seeing in they're communities. What people are seeing that's working? What messages are resonating? I think that, that sounds like the, exactly the kind of stuff that we're hoping that folks will participate in our online discussion forum. And that should be up and running within the next couple of weeks.

**Participant:** Okay.

**Lisa Wilson, CMS:** So, look forward to hearing more information from your project officer about that online discussion forum.

**Participant:** Okay. Well even maybe uploading a section of the reports on outreach strategies. That you know, we can just go on our own time and just look on that particular pieces and other suggestion.

**Lisa Wilson, CMS:** Sure. That sounds great. And, I'm, you know, it sounds to me like one of the, essentially, one of the things you're saying is, kind of lessons learned and best practices. It's helpful, kind of, case studies are helpful to you?

**Participant:** Yes.



**Lisa Wilson, CMS:** Great, okay.

**Participant:** And just seeing what others are doing. So kind of like it was for – and they had forged, just one place that I think it would be there for you guys just to kind of like extract that information. Then everybody can see what other States are doing. And you know kind of ways of like reaching out to – to communities.

**Lisa Wilson, CMS:** Great. That's very helpful. Thanks for the feedback.

**Participant:** You're welcome.

**Participant:** Hello?

**Lisa Wilson, CMS:** Hi.

**Participant:** Yes. This is Magdalena Castro Lewis from the National Alliance For Hispanic Health.

**Lisa Wilson, CMS:** Hi, Magdalena.

**Participant:** Hi. First of all, thank you so much for this presentation. I think it has been very helpful as we are preparing our media plans. So, so, this was – this was very helpful. But I also have a request, you know, for some additional information. And I assume all the grantees are a least, as you know with – we're working in seven States. We are collecting a lot of personal data when we are, you know, assisting families to sign up for the CHIP program. And what I would like to hear a little bit is if you have a way of doing a presentation on HIPAA?

And perhaps, also on what kind of systems are there that are accessible to communities? And that are not so expensive and, you know, doable. To ensure the confidentiality or the information that, that we are collecting. So, did you have any thoughts on this that, that, you know, possible a presentation to people to understand what HIPAA is, etcetera?

**Lisa Wilson, CMS:** Sure. I think that sounds like it makes a lot of sense. I know that everybody is very concerned about protecting the privacy of the folks that we work with.

**Participant:** Right.

**Lisa Wilson, CMS:** And, you know, I mean, I can speak from personal experience from working here on the Medicare and the Medicaid program that we have, you know, strict procedures that we're required to do when we're handling personally identifiable information. And so, you know, kind of sharing some of the best practices about protecting people's privacy with whom you're interacting. You know, that definitely makes lot of sense to me Magdalena.

**Participant:** Okay, well thank you, I look forward to in the near future to have that kind of presentation. Thank you.

**Lisa Wilson, CMS:** Thanks. And I think that makes a lot of sense. I appreciate the feedback.

**Participant:** Thank you.

**Lisa Wilson, CMS:** Great. Anybody else out there? Again, this is Lisa. I know that we kind of hit you over the head with this a little bit, back for getting your feedback. You know, this might be one of those things that you wake up in the middle of the night. And you think, “wow, that would be really helpful in a presentation.” Or, to have a presentation or a particular kind of information. So, if you are kind of, if you do get information, or you would like more information, you have additional feedback. Your project officer – best folks for you to talk to. They’re always available. And, you know, I know that you all are all out there kind of developing a good repore between one another. So if you do have any other suggestions, get in touch with your project officer, and you know, you can be certain that the whole team here at CMS that’s working on our technical assistance for the national enrollment campaign will be notified.

So, we’re, we’re definitely open to feedback and your thoughts. Because we want to make everything that we’re doing as useful as possible for you all. So, I just say, “thank you so much for joining us.” It sounds like it’s been a successful kick-off to our webinar series, and, and you all should look forward to hearing from us very soon.