



The California Managed Risk Medical Insurance Board

1000 G Street, Suite 450
Sacramento, CA 95814
Phone: (916) 324-4695
Fax: (916) 324-4878

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M E M O R A N D U M

DATE: May 3, 2012
TO: MRMIB Members
FROM: Jeanie Esajian, Deputy Director for Legislation and External Affairs
SUBJECT: PCIP Earned Publicity Value

External Affairs is using a web-based media monitoring system to analyze the publicity value of print and internet articles generated by External Affairs PCIP outreach efforts.

During a 90-day period between February 3, 2012 and May 3, 2012, MRMIB External Affairs outreach activities generated print and internet articles valued at more than \$85,000.

External Affairs outreach efforts produced more than \$473,000 in PCIP publicity from print and internet articles published during the 180-day period between November 3, 2011 and May 3, 2012.

Detailed information about this analysis is included in a spreadsheet attached to this memorandum.

If you have any questions or comments regarding this report, please feel free to contact me at (916) 324-0571 or at jesajian@mrmib.ca.gov.

**External Affairs PCIP Publicity Value
(Print and Internet Media Only 11/03/11 - 05/03/12)**

Publication	Publication Date	Ad Value
Legal Help and Advice Blog	11/26/2011	\$ 1,855.98
Huffington Post	11/30/2011	\$ 196,665.30
Senior Market Advisor	11/30/2011	\$ 252.00
Sacramento Bee	12/4/2011	\$ 6,276.96
Sacramento Bee	12/5/2011	\$ 6,419.88
Easier Information	12/9/2011	\$ 2,029.68
LA Beez	12/12/2011	\$ 5,797.62
Breen Insurance Services	12/16/2011	\$ 2,826.00
Fresno Bee	12/19/2011	\$ 933.66
Sacramento Bee	12/19/2011	\$ 252.00
California Healthline	12/20/2011	\$ 252.00
Sacramento Bee	12/20/2011	\$ 6,247.08
Kaiser Health News	12/21/2011	\$ 252.00
Insurance News Net	12/21/2011	\$ 252.00
Fresno Bee	12/21/2011	\$ 1,517.22
Health News	12/21/2011	\$ 252.00
LB Press Telegram	12/28/2011	\$ 541.08
Santa Cruz Sentinel	12/29/2011	\$ 411.12
InsideBayArea.com	12/29/2011	\$ 1,169.28
SJ Mercury News	12/29/2011	\$ 5,746.50
Santa Cruz Sentinel	12/30/2011	\$ 252.00
Insurance News Net	12/30/2011	\$ 252.00
Los Angeles Times	1/4/2012	\$ 117,942.00
MyHealthCafe.com	1/4/2012	\$ 2,674.62
Families.com	1/5/2012	\$ 3,022.20
Bakersfield Californian	1/9/2012	\$ 1,798.92
MyHealthCafe.com	1/15/2012	\$ 2,904.48
Poten&Partners	1/15/2012	\$ 252.00
bakersfield.com	1/15/2012	\$ 1,994.94
Los Angeles Business Journal	1/18/2012	\$ 7,861.14
CQ Healthbeat	1/18/2012	\$ 252.00
Sacramento Business Journal	1/19/2012	\$ 7,861.14
California Healthline	1/19/2012	\$ 252.00
KQED Online Radio	2/24/2012	\$ 113.72
Wall Street Journal	3/23/2012	\$ 65,638.11
The Republic	4/12/2012	\$ 382.09
News and Observer	4/12/2012	\$ 2,767.37
Los Angeles Times	4/12/2012	\$ 10,689.47
The Telegraph	4/14/2012	\$ 1,065.00
San Diego Union-Tribune	5/2/2012	\$ 5,291.80
TOTAL		\$ 473,216.36