



Media Clips

COVERED CALIFORNIA BOARD CLIPS August 23 – September 18, 2013

Since the August 22nd Board Meeting, the high visibility media issues included: the statewide marketing campaign preview and launch; countdown to open enrollment starting October 1st; “rate shock” and premiums being lower than expected; legislation to protect consumers who enroll for insurance; and general coverage and opinions on Covered California and the Affordable Care Act.

Since the August 22nd Board Meeting, the term "Covered California" was mentioned 14,700 times in a Google search and the phrase “California Health Benefit Exchange” was noted 667 times. The following clips represent a cross section of media outlets and coverage.

COVERED CALIFORNIA PRESS RELEASES

[Insurance Commissioner Approves Covered California Certification Process for Agents](#)

Covered California
September 18, 2013

[Covered California Finalizes Contracts for Children’s Dental Plans in 2014](#)

Covered California
September 13, 2013

[Covered California Testing for Fresno Service Center Jobs](#)

Covered California
September 6, 2013

[Covered California Presents First Television Ads to Kick Off Statewide Marketing Campaign](#)

Covered California
August 29, 2013

[Medical Associations Awarded \\$3.1 Million in Grants to Educate Providers About Health Insurance Marketplace](#)

Covered California
August 29, 2013

[Covered California Announces Lease for Fresno Service Center](#)

Covered California
August 23, 2013

HIGHLIGHTS

[California unveils ads for new health insurance market](#)

Los Angeles Times
By: Anna Gorman and Chad Terhune
August 29, 2013

[Sen. Boxer promotes health care reform during visit to Los Angeles](#)

Los Angeles Times
By: Anna Gorman
August 22, 2013

BROADCAST

['Covering CA: Insuring Your Health': How much will it cost?](#)

KCRA3
September 11, 2013

[SoCal Family Sees Peace of Mind in Health Care Reform](#)

NBC Los Angeles
By: Daisy Lin and Whit Johnson
September 4, 2013

PRINT

[Covered California says healthcare-law enrollment on track for Oct. 1](#)

The Los Angeles Times
By: Chad Terhune
September 9, 2013

[California plans full online launch of Obamacare on October 1](#)

Reuters
By: Lewis Krauskopf
September 9, 2013

[Director pitches benefits of new health exchange](#)

The Orange County Register
By: Bernard Wolfson
September 7, 2013

[More testing Saturday for Covered California call center jobs](#)

The Fresno Bee
September 6, 2013

[Bill aims to protect health insurance enrollees](#)

San Jose Mercury News
September 6, 2013

[Yes, we know premium prices under Obamacare. No, we don't know if people will think they're affordable](#)

The Washington Post
By: Sarah Kliff
September 6, 2013

[Studies: Exchanges Competitive, Premiums 'Lower Than Expected'](#)

California Healthline
September 5, 2013

[NUHW sues to keep Kaiser out of Covered California exchange](#)

San Francisco Business Times
By: Chris Rauber
September 5, 2013

[Covered California chooses insurance general agents](#)

Sacramento Business Journal
By: Kathy Robertson
September 3, 2013

[State Prepares for Health Exchange](#)

The Bay Area Reporter
By: Seth Hemmelgarn
August 29, 2013

[San Diego One of Three Insurance Exchange Test Markets](#)

UT San Diego
By: Paul Sisson
August 27, 2013

[Poll: Ethnic Voters and Young People Key to California's Support of Obamacare](#)

New America Media
August 27, 2013

State has healthy jump on affordable care

The San Francisco Chronicle

By: Kristen Brown

August 27, 2013

Covered California To Post Some Quality Measures for Health Plans

California Healthline

August 26, 2013