



Media Clips

COVERED CALIFORNIA BOARD CLIPS September 20 – October 22, 2013

Since the September 19th Board Meeting, the high visibility media issues included: the launch of open enrollment on October 1; the weekly release of numbers and data regarding the website and applications; the rollout of the Asian-language ad campaign; the opening of the Fresno service center; the approval of the certification process for insurance agents, and general coverage and opinions on Covered California and the Affordable Care Act.

Since the September 19th Board Meeting, the term "Covered California" was mentioned 84,500 times in a Google search and the phrase "California Health Benefit Exchange" was noted 1,100 times. The following clips represent a cross section of media outlets and coverage.

COVERED CALIFORNIA PRESS RELEASES

[Covered California Rolls Out Asian-Language Advertising Campaign](#)

Covered California
October 21, 2013

[Consumer Interest Remains Strong for Health Insurance Offered Through Covered California Marketplace](#)

Covered California
October 15, 2013

[Thousands of Consumers Apply for Health Insurance Through New Covered California Marketplace](#)

Covered California
October 8, 2013

[Covered California is Open for Business](#)

Covered California
October 1, 2013

HIGHLIGHTS

California insurance exchange reports 94,500 application starts

The Los Angeles Times

By: Chad Terhune

October 15, 2013

Health Act Embraced in California

The New York Times

By: Jennifer Medina

October 10, 2013

Contra Costa Times editorial: In California, Obamacare is already working

Contra Costa Times

September 28, 2013

BROADCAST

Obamacare in Calif. Saves One Family \$400 a Month

NBC Bay Area

By: Marianne Favro

October 12, 2013

Covered California Health Exchange Signs Up More than 28,000 People

Capitol Public Radio

By: Max Pringle

October 8, 2013

First day for dozens at Fresno's Covered California call center

KFSN-TV (ABC30)

By: Carlos Saucedo

October 7, 2013

PRINT

Insurance ads target Asian language community

San Francisco Examiner

By: Jessica Kwong

October 22, 2013

[Calif. exchange processes 16,000 applications](#)

The Sacramento Bee

By: Laura Olson

October 8, 2013

[California's Obamacare Sign-Ups Exceed 28,000 in First Week](#)

Bloomberg News

By: Alison Vekshin

October 8, 2013

[Sacramento to hold health care enrollment event](#)

The Sacramento Bee

By: Ryan Lillis

October 7, 2013

[Meet One of the First Obamacare Enrollees](#)

The Wall Street Journal

By: Christopher Weaver

October 7, 2013

[Covered California Back Online After Fixing Technical Glitches](#)

California Healthline

October 3, 2013

[California exchange overstated its Web traffic for Obamacare launch](#)

The Los Angeles Times

By: Chad Terhune

October 2, 2013

[Covered California health exchange enrollment begins](#)

The Sacramento Business Journal

October 1, 2013

[Demand is strong as Obamacare enrollment starts in California](#)

The Los Angeles Times

By: Chad Terhune, Melanie Mason and Maeve Reston

October 2013

[California insurance exchange chief has health reform 'in his bones'](#)

The Los Angeles Times

By: Chad Terhune

September 28, 2013

[Obamacare begins: New health plans ready on Oct. 1](#)

The San Francisco Chronicle

By: Victoria Colliver

September 25, 2013

[Exchange Announces Its Enrollment Goals](#)

The California Healthline

By: David Gorn

September 20, 2013

[State Health Exchange Prepares for Obamacare](#)

The California Report (KQED Radio)

By: Scott Shafer

September 20, 2013

[Insurance commissioner approves certification process for Covered California](#)

The Sacramento Business Journal

By: Christopher Arns

September 19, 2013