



# PR Newswire

United Business Media

# **Vital Signs: Reaching Journalists Who Cover the Business of Healthcare**

Moderated by Brian Anderson,  
PR Newswire Media Relations

Thursday, September 28, 2006  
2 p.m. ET



**PR Newswire**  
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# About today's discussion

- This presentation will be broadcast on the Internet. You will hear audio via your media player.
- Use the 'Ask A Question' box beneath each slide to submit a question to the panel.
- Questions will be addressed on a first-come, first-served basis as time permits at the end of today's discussion.
- A replay of today's event will be available here shortly following the conclusion of the Webinar.
- A written transcript of this event will be made available later this week.



# George E. Jordan

- Pharmaceutical Writer, *The Star-Ledger*
- 26 years of reporting experience
- Part of a New York *Newsday* reporting team awarded the 1992 Pulitzer Prize for coverage of the 14th Street subway disaster
- Previously with *The Cleveland Plain Dealer*, *Miami News*, *Boston Globe*, *Minneapolis Tribune*
- Graduate of the University of Minnesota



# John Sterling

- Editor-in-Chief, *Genetic Engineering News*
- Served as assistant editor 1984-1989
- Active member of the National Association of Science Writers
- Journalism fellowships from the University of Minnesota, University of Maryland and the Virginia Bioinformatics Institute at Virginia Tech
- B.S. (biology) - City College of New York
- M.A. (journalism) - University of Minnesota



# Beth Herskovits

- News and Online Editor, *Pharmaceutical Executive* magazine
- Oversees news content for print editions as well as a biweekly e-newsletter
- Formerly deputy news editor and healthcare reporter for *PRWeek*
- Previous publications include *Medical Marketing & Media*, *Ocular Surgery News*, *The Staten Island Advance* and *The Forward*
- Graduate of Cornell University



# Questions



Use the 'Ask A Question' box to submit a question to the panel. Questions will be answered on a first-come, first-served basis.



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