



Media Explainer

Purpose

Letting members of the media in your region know about your partnership with MNSure can be beneficial. MNSure's communications team receives daily media inquiries during open enrollment, most of the time from journalists looking to speak to a local navigator or broker organization doing enrollment work.

This is a document you can send to reporters and editors local newspapers, radio stations and TV stations in your area to let them know you are the MNSure experts in your region.

The template below can be customized with your specific organization information. As always, you can refer any journalist to MNSure staff in St. Paul with questions you do not feel comfortable answering.

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[Organization Name] is a grantee organization with MNSure, Minnesota's health insurance marketplace. As a MNSure grantee [Organization Name] will be enrolling Minnesotans into health insurance coverage and can serve as a contact for MNSure related stories.

About [Organization Name]

Paragraph about the organization, its background, and why access to health insurance is important to the organization.

About MNSure

MNSure is a marketplace where Minnesotans can shop, compare and choose health insurance coverage that meets their needs. MNSure is the only place where consumers can qualify for financial help either through federal tax credits or through MinnesotaCare and Medical Assistance.

Free, in-person assistance is available for Minnesotans who have questions about MNSure or who need help with enrollment. These organizations, like [ORGANIZATION NAME] are available throughout the state and work to make the consumer experience easier for Minnesotans.

How [Organization Name] is working with MNSure

Paragraph describing the relationship the organization has with MNSure and the work they are doing on MNSure's behalf to serve consumers.

[Organization Name] Media Contacts

[Name]
[Title]
[Phone]
[Email]
[Their MNsure perspective or expertise]

[Name]
[Title]
[Phone]
[Email]
[Their MNsure perspective or expertise]

[Name]
[Title]
[Phone]
[Email]
[Their MNsure perspective or expertise]