



ROLE PLAY: Lights, Camera, Action!

Participant Instructions

SETTING THE SCENE

It is October 28, 2016 and open enrollment for Connect for Health Colorado will begin in two days. You have been contacted by a reporter from your local television news station wanting to interview you about open enrollment and what consumers can expect. You learn this is a 2-minute live interview for the evening news, and afterward, the reporter wants to tape an interview to create a package that will run in a few days.

The reporter is already on their way to your office. You have 5 minutes to prepare your message. Use the space below to plan your key messages and other talking points for the interview.



ROLE PLAY: Lights, Camera, Action! *Reporter Instructions*

SETTING THE SCENE

It is October 28, 2016 and open enrollment for Connect for Health Colorado will begin in two days. You are a reporter from your local television news station and you have been asked by your assignment desk to interview a local navigator about open enrollment and what consumers can expect. You will do a 2-minute live interview for the evening news, and afterward, will tape an interview with the navigator to edit into a longer package to run over the next few days.

CONDUCTING THE INTERVIEWS

You will be assigned a small group of assisters to interview 1:1 during the training. Assisters are given the "Setting the Scene" description above and have 5 minutes to plan their key messages and talking points for the interview. After the 5 minutes are up, you will interview each assister, one at a time. Following each interview, spend a few minutes for you and other assisters to provide feedback. Ideally, we will have enough time to do 2 rounds of interviews: 1) where they receive feedback and 2) where they incorporate that feedback.

Ask a volunteer to record the interview on your phone and email the videos to codonnell@enrollamerica.org for feedback from our office. To preserve memory on your phone, it is advised that you send the recording after each interview and delete the file.

Before each interview begins, be sure to get the assisters name and organization to personalize the interview (and so we can send them the recording and feedback).

LIVE TELEVISION SCRIPT AND INTERVIEW QUESTIONS

Thank you Bob.

I'm reporting live from [ORGANIZATION] where they are preparing to enroll consumers in health insurance.

In just a few days, you will need to go to Connect for Health Colorado to purchase health insurance, so I have [ASSISTER'S NAME] here with me to tell you what you need to know to get covered.

Hi [ASSISTER'S NAME], so this is the 4th year of Connect for Health Colorado, what do our viewers need to know?

[ASSISTER ANSWERS]

What can you tell us about the price? We heard that premiums could increase as much as 40%. What should consumers be prepared to see in terms of cost?

[ASSISTER ANSWERS]

How do viewers go to apply?

[ASSISTER ANSWERS]

Thanks so much. Visit live5news.com for more information about getting covered. Live from [ORGANIZATION], this is [YOUR NAME]. Back to you Bob.

TAPED INTERVIEW QUESTIONS

Now we are going to tape just a few questions for another story we are going to run in a few days. Can you state and spell your name, title and organization?

Open enrollment starts in just a few days, but we also have a big election coming up. How is next week's election going to impact open enrollment?

We are hearing a lot about United, Aetna and other carriers leaving the marketplace. What does this mean for Colorado?

This is now the 4th year of Connect for Health Colorado. How successful has this effort been?

What happens if someone doesn't get health coverage?

Is that fair?

FEEDBACK CHECKLIST

- Is the assister looking at you or at the camera?
- Did the assister stick to the message?
- Did the assister mention open enrollment dates and financial assistance?
- Did the assister use the ABCs to answer a difficult question?