

MIRS Capitol Capsule, Friday, February 1, 2008

Ad Opposing Blues Package Running

A one-minute radio ad that opposes the Blue Cross Blue Shield of Michigan-endorsed Individual Healthcare Market reforms (**HB 5282**, HB 5283, **HB 5284** and **HB 5285**) is running on various radio stations in Michigan. The ad features male and female voices. The script is as follows:

Female: *Attorney General Mike **COX** says Blue Cross Blue Shield has been putting profits over people.*

Male: *They call themselves a non-profit ...*

Female: *but The Blues and their affiliates are making a million dollars a day ...*

Male: *and the Blues don't pay a dime of state or local taxes.*

Female: *They are spending millions on lobbyists, slick TV ads, and buying out-of-state companies.*

Male: *Now the Blues want the state legislature to remove oversight of their rate hikes while expanding their monopoly ...*

Female: *instead of lowering our insurance rates.*

Male: *Attorney General Mike Cox says putting profits over people is wrong.*

Female: *He's right. That's why consumer groups, seniors, business groups, labor unions and newspapers across the state are speaking out against the Blues bills.*

Male: *Tell your legislator that Blue Cross needs to put people over profits. To learn more, go to [www dot Put People Over Profits dot com](http://www.PutPeopleOverProfits.com).*

Female: *Tell Michigan lawmakers to vote No on the Blue Cross bills.*

Male: *Paid for by the coalition to put people over profits.*