



**NC Get Covered**  
POWERED BY THE BIG TENT COALITION

# Open Enrollment 5 Media Wins

---

- **GREAT media coverage for OE5**
  - Strong print & TV coverage throughout OE5, especially on Nov. 1 and Dec. 15
- **Enrollment events went over well with media**
  - Statewide enrollment events were well covered
  - Great opportunity for smaller markets
- **Key talking points were effective**
  - Key messages resonated & were reflected in coverage
  - Partners spoke the same language



**NC Get Covered**  
POWERED BY THE BIG TENT COALITION

## OE5 Media Highlights

- Open Enrollment
  - Kick-off & Deadline Coverage
- Governor's News Conference
- Paid Advertising Campaign
  - WFMY, WRAL, Que Pasa & Carolina Peacemaker





**NC Get Covered**  
POWERED BY THE BIG TENT COALITION

# Upcoming Media Opportunities

---

- Tax Season
  - Key messages & outreach
- Story Bank Toolkit
  - Identify newsworthy stories across the state for media pitching
- Media Monitoring & Statement Development
  - Ongoing