**Open Enrollment Reporter Pitch Note**

Subject: Local resource on the upcoming chance for [Stateians] to sign up for health coverage

Dear [NAME],

As we gear up for the next open enrollment period beginning on November 1 *–* the time period when most [Stateians] can sign up for affordable health care coverage on [Exchange/Marketplace name] – I wanted to offer [Organization] as a resource for reporting on this opportunity.

There are about [XXXX] people in [State] that still don’t have the care they need. Many of them think that coverage is too expensive, but don’t know that there are tax credits available to help pay for it. More [Stateians] need to know that a single person earning $47,080 or less, or a family of four earning $97,000 or less, can qualify.

Those without health insurance will likely have to pay a fine at tax time, and the penalty is going up. This year, the fine is $695 per person or up to 2.5 percent of a person’s income, whichever is higher.

Open enrollment is an important time even for those who are already enrolled. Plans and prices change every year, and [Stateians] should reassess their options to make sure they have the plan that’s right for them.

As a consumer-focused health care advocacy group in [STATE], we are happy to connect you with consumers who are signing up or have received coverage during the previous open enrollment. In addition, we have resources available to guide your [readers/listeners/viewers] through the enrollment process.

Please feel free to reach out if we can be of any assistance as you prepare to cover this important opportunity for [Stateians] to sign up for coverage before the open enrollment window ends on January 31.

Best,

[NAME]

[TITLE/ORGANIZATION]

[CONTACT INFO]