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Scripts of [ads](#) in the Blue Cross Blue Shield of Michigan legislation campaign, taken from public files:

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Blue Cross: "Let's Reform Health Insurance for the Security of Our Families."

Description: Dramatic piano-led instrumental plays as 10ish WB is seen swinging swings on a swing set in slow motion. 10ish WF throws a basketball through a hoop with a 40ish WM in shirt and tie.

"This is a moment when change is within reach."
Montage also includes a 25ish WF playing with a baby and a middle-aged WF writing a check. Male voice over says that this moment is "one where we can make Michigan families more secure by making health insurance more affordable and fair." Exterior shot of how the (individual health insurance reform) bill that is before the Michigan Senate will protect the consumers because it (caps insurer profits), (stops unfair prices hikes) and (orders [refunds](#) if you're overcharged). Split-screen montage shows different people of different all ages, genders and races next to the names of the following organizations that who support the legislation, (University of Michigan Health System, (Michigan Conference of Teamsters), (Small Business Association of Michigan), (Michigan

Citizen Action).

Blue Cross: "Families Show Together: Reform Will Cap Rate Increases"

Description: The Blue Cross & Blue Shield logo is shown on a blue background. Male voice over says: "For nearly 70 years, Michigan's nonprofit Blues have stood with you." A white family is shown sitting on a beach together, in a time of change, we're standing up for (individual health insurance reform)." People are shown with babies, They want insurance to be affordable when you need it most." Two children are show with a 60ish WC. "The reform bill in the Michigan Senate will (cap insurance rates increases) and (stop premium hikes because of sickness). They will also give (refunds for customers) who are overcharged. (Blue Cross & Blue Shield of Michigan) logo shown. FP (Michigan's most trusted name in health care). Visit BCBSM.com/change.

Put Michigan People First: Radio spot

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

Male: They call themselves a nonprofit.

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.Put People Over Profits.com.

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

Male: Paid for by the coalition to Put People Over Profits.

In your voice

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'I almost cried'**

Free Press staffer Rashaun Rucker's award-winning portfolio shows a passion for crystallizing the spirit in every moment.



**EDITORIAL CARTOON
Mayor in crisis**

Mike Thompson and Rachel May put together this animated satire of Detroit Mayor Kwame Kilpatrick and the text-message scandal.



**VIDEO
Miguel Cabrera's
two-run homer**

WHAT A DEBUT! Cabrera's first at-bat with the Tigers is a two-run homer over the 420-foot centerfield wall.



**YAK'S CORNER
Bunny Town**

The Yak visits Great Lakes Rabbit Sanctuary near Ypsilanti. It's the country's largest rabbit shelter. Check out the video and more.



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