

Blue Promise: The Power of Public Dialogue

FILM DATE: 08/26/2019

GOAL: Discuss how public dialogue can help advance health care

GUEST: Evan Smith, CEO and Co-Founder, *The Texas Tribune*

YOUTUBE: https://youtu.be/ZK_MzyxJPVE

PODCAST: <https://podcasts.apple.com/us/podcast/blue-promise-the-power-of-public-dialogue/id1196048802?i=1000448677751>

SOCIAL: <https://fb.watch/4rHvvBSLyP/>
<https://fb.watch/4rHxvpoq3H/>

Segment 1	Audio
ONE SHOT HOOK LINE	((Dr. McCoy)) AMERICA'S HEALTH CARE SYSTEM IS FAR FROM PERFECT. IT'S COMPLICATED. IT'S EXPENSIVE. IT'S BROKEN IN MANY WAYS. SO WHY AREN'T THERE MORE PEOPLE TALKING ABOUT IT? TUNE IN TO THIS BLUE PROMISE TO HEAR HOW PUBLIC <u>DIALOGUE</u> HELPS FRAME PUBLIC <u>POLICY</u> AROUND HEALTHCARE.
SOT	((Pause for Show Opening))
WIDE SHOT	THANKS FOR TUNING IN TO BLUE PROMISE. I'M DR. DAN MCCOY AND I'M THE PRESIDENT OF BLUE CROSS AND BLUE SHIELD OF TEXAS. WE'RE FILMING IN AUSTIN TODAY, IN OUR OFFICE BESIDE THE CAPITOL BUILDING. WE HAVE A VERY SPECIAL GUEST JOINING US FROM DOWN THE STREET. EVAN SMITH IS THE CEO AND CO-FOUNDER OF THE TEXAS TRIBUNE. THANKS FOR BEING HERE, EVAN.
DISCUSSION	Questions: <ul style="list-style-type: none"> • Start by telling our listeners a little bit about The Texas Tribune. • Why did The Texas Tribune start doing events across the state? (to encourage dialogue) • How have you seen civic engagement impact public policy? (storytelling opportunity) • When your team is traveling the state, what kind of dialogue do you hear about health care? • What health care topics do Texans seem to be most passionate about? • But health care isn't always the main buzz. Why do you think people are NOT more engaged in the conversation around health care? • Generally speaking, the number of health care reporters in Texas are dwindling. Why do you think that's happening? • Where are people going for information that matters to them? • Tell our listeners about the events you have coming up. (Festival)
HOST CLOSSES	((Dr. McCoy))

	<p>THANKS FOR BEING HERE, EVAN. AS A SPONSOR OF THE TEXAS TRIBUNE FESTIVAL, WE'LL BE THERE, HOSTING THE "WOMEN AT THE TRIBFEST MEET-UP" RIGHT HERE IN THIS ROOM. YOU CAN COME TOGETHER WITH SOME OF THE TOP WOMEN SHAPING POLITICS, BUSINESS, TECHNOLOGY AND PUBLIC POLICY. GET THE FULL DETAILS AT TEXAS-TRIBUNE-FESTIVAL-DOT-ORG. WE'LL ALSO BE RECORDING UPCOMING EPISODES OF OUR PODCAST THAT WEEKEND IN FRONT OF A LIVE, PRIVATE AUDIENCE. SO BE SURE TO SUBSCRIBE TO BLUE PROMISE WHEREVER YOU LISTEN TO PODCASTS. THANKS FOR TUNING IN TO THIS EPISODE.</p>
WIDE SHOT	((Music fades up))