

# SPREADING THE NEWS: 2005

## First Quarter

Radio/TV Media Coverage	Market	Title of Show	Date	Estimated Exposure
KTVU-FOX	San Francisco	Evening News	April	2,000,000
KABC-AM	Los Angeles	Community Spotlight	(scheduled May)	290,000*
KGO-AM	San Francisco	Pete Wilson Show	(scheduled April)	325,000*
KVON-AM	San Francisco area	On the Law	March	5,000
KPFA-FM	Berkeley	The Morning Show	March	20,000
The Capitol Report TV show	Sacramento	Senator Bob Margett	August	1,000
Contra Costa Public TV	San Francisco area	"People to People"	June	1,000
KGO-AM	San Francisco	Dr. Dean Edell Show	March	3,000,000
<b>TOTAL ESTIMATED AUDIENCE EXPOSURE:</b>				<b>5,642,000</b>

Feature Magazine	Article	Date	Estimated Exposure
<i>Group Practice Journal</i>	"How Many are Truly Uninsured?"	June	56,831
<i>Journal of the California Public Health Systems</i>	(article to be written)	June	124
<i>Managed Care Outlook</i>	"Misconceptions about Coverage"	(scheduled June)	8,000
<i>Medical Interface</i>	Opinion Piece	May	40,000
<i>San Jose Mercury News</i>	Help Line launch story	(scheduled May)	567,950
<i>Managed Care</i>	"Access to Public or Private Health Insurance: The Devil Shouldn't be in the Details"	April	58,912
<i>The Inland Informer</i>	"Matrix Progress"	March	500
<i>Marketing Health Services</i>	"Taking Back the ER"	March	2,500
<i>HIU: Health Insurance Underwriter</i>	"What to Expect in 2005: Answers From Industry Experts"	February	32,000
<i>Ventura County Star</i>	"Uninsured Do Have Options"	October	101,000
<i>The STATEment</i>	"The California Health Care Options MATRIX Keeps Building Momentum..."	September	3,000
<i>Senior Magazine</i>	"Six Million Uninsured Californians: Fact or Fiction? Part 2"	August	150,00
<i>Senior Magazine</i>	"Six Million Uninsured Californians"	July	150,000
<i>CalBroker Magazine</i>	"Healthcare Options: The Ones News Articles Never Mention"	January	25,000
<i>CalBroker Magazine</i>	"Individual Health: Your Future Job as a "Health Care Cop?"	June	25,000
<b>TOTAL ESTIMATED AUDIENCE EXPOSURE:</b>			<b>1,220,877</b>

# SPREADING THE NEWS: 2005

## Second Quarter

Radio/TV Media Coverage	Title of Show	Date	Estimated Exposure
KGO-AM Radio	The Pete Wilson Show	June	7,000,000
KFRN-AM	Public Affairs	June	80,000
KRTH-The Wave Radio (Infinity)	(Phil interviews)	May	2,000,000
NBC – KNTV-TV	5 O’Clock News	May	2,000,000
KABC-AM	“Community Spotlight”	May	3,000,000
WHAS 11 News Santa Rosa	“Help Line”	April	500,000
FOX - TV Reno	“Help for Uninsured”	April	1,500,000
<b>TOTAL ESTIMATED AUDIENCE EXPOSURE:</b>			<b>16,080,000</b>

Feature Magazine	Article	Date	Estimated Exposure
<i>Los Angeles Health Communicators</i>	(E-newsletter)	July	500
<i>San Jose Mercury News</i>	Uninsured Help Line	June	567,950
<i>The San Mateo Daily Journal</i>	(Reporter’s Notebook)	June	28,500
<i>North County Times</i>	“California’s Uninsured”	May	94,360
<i>Health Fax</i>	“Toll Free Help Line”	May	1,000
<i>El Observador</i>	“Cobertura Para Todos”	May	84,000
<i>Home Care Magazine</i>	“Uninsured Eligible”	May	17,421
<i>San Francisco Business Times</i>	“Health Care”	April	15,520
<i>Redding News Searchlight</i>	“Health Insurance”	April	10,000
<i>Life Insurance Selling</i>	“To Your Health”	April	50,046
<b>TOTAL ESTIMATED AUDIENCE EXPOSURE:</b>			<b>869,290</b>

# SPREADING THE NEWS: 2005

## Third Quarter

Radio/TV Media Coverage	Title of Show	Date	Estimated Exposure
KGO-Television	The Pete Wilson Show	Taped	7,000,000
KNBR	Public Affairs	July	2,500,000
KLOS/KRTH	Public Affairs	July	2,400,000
Headline News CNN (Comcast)	News Program	July	7,000,000
JWRN (Radio Mexico)	Javier Garcia Show	July	39,000
KTYM	Public Affairs	September	1,500,000
KZST-AM	Sonoma County is Talking	September	700,000
KZLA-FM	Southern CA Pathways	September	900,000
KUZZ-AM	FYI Show	September	400,000
KGDP- AM	News Program	August	650,000
KWRN-AM	"Help Line PSA"	June/July	500,000
KMAX- AM	"Help Line PSA"	June/July	750,000
KLOVE-FM	"Help Line PSA"	June/July	500,000
KRCD-FM	"Help Line PSA"	June/July	300,000
KFTV	"Help Line PSA"	June	600,000
KRTH-AM	"Help Line PSA"	July	2,400,000
KLOS-AM	"Help Line PSA"	July	1,500,000
KNX-AM	"Help Line PSA"	July	7,000,000
<b>TOTAL ESTIMATED AUDIENCE EXPOSURE:</b>			<b>36,639,000</b>

Feature Magazine	Article	Date	Estimated Exposure
<i>Executives Mountain Democrat</i>	"Toll Free Help Line"	August	12,934
<i>PR Web/ Ambos Medios</i>	"10 Misconceptions"	August	500
<i>California Broker Magazine</i>	"Uninsured Help Line"	July	25,000
<i>Group Practice Journal</i>	"Confronting the Problem of the Growing Uninsured"	July	56,831
<i>Hispanos Unidos</i>	"Uninsured Help Line"	July	10,000
<i>Managed Care Outlook</i>	"Reframing the Debate"	July	33,000
<i>Los Angeles Health Communicators</i>	(E-newsletter)	July	300
<i>Managed Care Interface</i>	"Coverage for All"	June	40,918
<i>Health Insurance Underwriter</i>	"Uninsured Help Line"	June	30,000
<i>Lodi News</i>	"Help Line"	June	17,222
<i>The Fresno Bee</i>	"Uninsured Help Line"	June	166,554
<b>TOTAL ESTIMATED AUDIENCE EXPOSURE:</b>			<b>370,759</b>

# SPREADING THE NEWS: 2005

## Fourth Quarter

Radio/TV Media Coverage	Title of Show	Date	Estimated Exposure
KZST	Public Affairs	September	20,000
KBAY	"South Bay Sunday"	October	52,000
KZSF	Public Affairs	October	23,000
KUFEX	Public Affairs	October	8,500
KSRO	"Ask the Expert"	November	22,500
KIWI	Public Affairs	November	10,000
KLQV	Public Affairs	November	10,000
KOHL	"CloseUp"	November	43,000
KWVE	"Update"	December	101,000
KMZT	"Community Focus"	December	330,000
KGEN	Regional Spanish Music	December	20,000
KALI	"MRBI Radio Digest"	December	55,000
La Que Buena	Public Affairs	October	10,000
La Campesina	Public Affairs	October	10,000
KWXY	Public Affairs	November	55,000
KOKO	Public Affairs	November	22,000
KBIG	Public Affairs	November	150,000
KZLA	Public Affairs	November	230,000
KKLA	Public Affairs	November	100,000
KWAVE	Public Affairs	November	154,000
KJZY	Public Affairs	November	45,504
UNIVISION 19	Public Affairs	November	250,000
LA Preciosa	Public Affairs	November	123,000
KQED	Public Affairs	November	540,000
KGO	Public Affairs	November	955,000
<b>TOTAL ESTIMATED AUDIENCE EXPOSURE:</b>			<b>3,339,504</b>

Feature Magazine	Article	Date	Estimated Exposure
CA School Health Center	+ Tools and resources for school health centers	September	44,000
Lassen County News	Nonprofit Organization Spreads Word in "Coverage for All" Campaign	October	130,000
LA WAVE Newspaper	1 Million Eligible California Children Not Signed	October	202,000
Lincoln News Messenger	Coverage for All	October	88,000
LA Watts Newspaper	Local Residents with Health Coverage Needs Should Note that 1 Million California Children are Eligible But Not Signed Up	October	45,000
La Ola Newspaper	Mas de 1 Millón de Niños en CA Son Elegibles Para Cobertura de Salud del Gobierno Pero No Se Han Inscrito	October	98,000
Fresno Bee	Local Residents with Health Coverage Needs Should Note that 1 Million California Children are Eligible But Not Signed Up	October	325,000
Press-Telegram	Local Residents with Health Coverage Needs Should Note that 1 Million California Children are Eligible But Not Signed Up	November	275,000
Daniel Hernandez Youth Foundation	Building healthier communities	November	8,000
Faith Doing Justice News	California Uninsured Help Line Offers Referrals and Free Materials	November	12,000
<b>TOTAL ESTIMATED AUDIENCE EXPOSURE:</b>			<b>1,227,000</b>