

APPENDIX: SPREADING THE NEWS

2006 Media Impressions: 73,369,558

Newspaper and Magazine Coverage

Total Impressions: 6,604,633

Publication	Article	Date	Estimated Impressions
First Quarter			
Managed Healthcare	Executive Awareness of Coverage Options	January	49,000
California Broker Magazine	Coverage for All	February	25,000
Los Angeles Garment & Union Worker	Uninsured Still in Dark	March/April	7,000
Inland Empire Business Journal	Common Misconceptions about Providing Health Insurance	March	10,555
Santa Clara Family Health	California Uninsured Help Line	March	2,500
Long Beach Business Journal	Proposed Healthcare	March/April	12,500
Second Quarter			
Los Angeles Garment & Citizen	Ask Ana/Pregunte a Ana	April	10,000
Los Angeles Times	Coverage, in Pieces	April	1,100,000
Physicians Business Week	Calls to California Uninsured Underscore Need	April	66,000
North County Times	Uninsured Help Line	April	189,000
Los Angeles Times	Is Coverage out of Reach?	April	900,000
Fresno Bee	Help Line Aims to Offer More Help	May	270,000
San Jose Mercury News	6,000 Calls to Helpline	April	325,000
USA Today	To Simplify Access to Programs	May	1,600,000
Dallas Morning News	Coverage for All' Campaign	May	450,000
National Association of Health Underwriters	The Individual Health	June	30,000
Hollywood Chamber of Commerce News	Affordability/Accessibility	June	12,600
3rd Quarter			
Los Angeles City Beat	Uninsured Health Coverage	July	120,000
Insurance Networking News	Call Center for the Uninsured goes national	August	30,000
California Broker	Despite Eligibility, Californians do not Sign Up	September	35,000
4th Quarter			
The Spokesman-Review	Matrix offers real health care options	October	93,708
North County Times	Foundation helps medically needy	October	189,835
Santa Monica Post	Helpline has answers for uninsured	November	230,000
Sacramento Globe	Many uninsured unaware of eligibility	November	50,000
Ventura County Star	Helpline has answers for uninsured	November	128,000
Broker World Magazine	The real uninsured problem	November	28,283
Athens Banner Herald	Online guide can help Georgia's Uninsured	December	25,949
Health Insurance Underwriter	NAHU helps FHCE take Coverage for All Go National	December	30,000
Broomfield Enterprise	Many uninsured unaware of eligibility	December	18,500
GA- Atlanta Journal Constitution	Help Line for Uninsured Now In GA	December	350,157
GA-Barnesville Herald Gazette	Help Line for Uninsured Now in GA	December	5,000
GA-Camden County Tribune	Help Line for Uninsured Now in GA	December 2006	8,6000
GA- Georgia Bulletin	Help Line for Uninsured Now in GA	December	75,000
GA- Coastal Courier	Help Line for Uninsured Now in GA	December	7,000
GA- Gwinnett Daily Post	Help Line for Uninsured Now in GA	December	62,070
GA- Bryan County News	Help Line for Uninsured Now in GA	December	3,500
CO- Boulder Weekly	Line launched to reduce number of uninsured	December	25,000
CO- Daily Camera	Line launched to reduce number of uninsured	December	29,876

Radio and Television Coverage

Total Impressions: 38,929,300

Station	Location	Title of Show	Date	Estimated Impressions
First Quarter (broadcast campaign launched in second quarter)				
Second Quarter				
KRON 4 TV	San Francisco	Coverage for All Campaign	May	5,000,000
FOX 5 TV	San Francisco	Coverage for All Campaign	May	5,000,000
KFWB	Los Angeles	Breaking news story	May	4,000,000
KTIQ-AM	Merced	Public Affairs Show	June	50,000
Adelphia TV	Los Angeles	Week in Review	June	250,000
K-MOZART	Los Angeles	Public Affairs Show	June	200,000
KGO	San Francisco	Pete Wilson	June	7,000,000
KFRC	San Francisco	Street Talk	June	50,000
Third Quarter				
KPFK	Los Angeles	Evening News Interview	July	125,000
The Beat 103	Los Angeles	Real Talk	July	110,000
KFWB	Los Angeles	News	July	7,000,000
CNN Radio	Spanish National	Syndicated news	July	9,000,000
KCBS Radio	San Francisco	In Depth	September	50,000
Fourth Quarter				
KOIT Radio	San Francisco	Today's World	October	8,300
KHDC	Salinas	Consulta Medica	October	30,000
KBAY	San Jose	South Bay Sunday	October 2006	50,000
KAYQ Radio	Missouri	The Noon Hour News	November	6,000

Online Coverage

Total Impressions: 8,500,000

Associated Press

CNN Radio

WCNC.news

KFOG.com

KFRC.org

Radio Alice.com

HispanicBusiness.com

1077thebone.com

Insurancebroadcasting.com

Investorsbusinessdaily.com

San Jose Mercury News.com

prnewswire.com

stockpoint.com

Women's Radio Online

Ventura County Star.com

biz.yahoo.com

money.cnn.com

Google

USATODAY.com

reuters.com

TMCnetnews.com

The Motley Fool

CA Health Advocates newsletter

KQED-FM.Org

KGO.com

KRON.com

KFWB.com

WTOC -GA

Santa Monica Post

Sacramento Globe

Interest Alert!

ABC 7 - TX

Health Decisions

Healthcare Industry Today

KRON 4

Ventura County Star

CCN Money

Dallas Forth Worth Channel 8

USA Today

Forbes

Texas Cable News

MDMA

Yahoo.com

Dallas Morning News

Earthtimes.org

English Radio Public Service Announcements (May - December)

Total Impressions: 11,020,625

Station	Location	Estimated Impressions
KQPM-FM/KXBX-FM	Lakeport	10,000
KTPI-FM/KTPI-AM	Lancaster	75,000
KKBT-FM/KROQ	Los Angeles	750,000
KSBR-FM	Mission Viejo	90,000
KHIP-FM/KMBY-FM	Monterey	45,000
KLOB-FM	Palm Desert	35,000
KJJZ-FM/KPLM-FM	Palm Springs	30,000
KSPA-AM	Rancho Cucamonga	40,000
KSGN-FM	Redlands	30,000
KGGI-FM	Riverside	90,000
KRCB-FM	Rohnert Park	20,000
KSFM-FM	Sacramento	450,000
KWIE-FM	San Bernardino	400,000
KALW-FM	San Francisco	525,000
KWSZ-FM	Santa Maria	60,000
KATY-FM	Temecula	45,000
KFYV-FM	Ventura	380,000
KSEQ-FM	Visalia	35,000
KPIG-FM/KPYG-FM	Watsonville	25,000
KIXF-FM/KIXW-FM	Barstow	30,000
KIBS-FM/KBOV-AM	Bishop	25,000
KVVS-FM/KAVL-AM	Burbank	450,000
KWXY-FM	Cathedral City	40,000
KSPC-FM	Claremont	30,000
KFRG-FM	Colton	30,000
KHUM-FM/KSLG-FM	Ferndale	25,000
KKLA-FM/KFSH-FM	Glendale	450,000
KNCO-AM	Grass Valley	25,000
KVFG-FM/KRAK-AM	Hesperia	25,000
KCDZ-FM	Joshua Tree	30,000
KQAB-AM	Kernville	20,000
KRKC-FM	King City	25,000
KQPM-FM/KXBX-FM	Lakeport	20,000
KTPI-FM/KTPI-AM	Lancaster	75,000
KKBT-FM/KROQ	Los Angeles	750,000
KSBR-FM	Mission Viejo	90,000
KAYQ-AM	Missouri	12,500
KISS FM	NY	130,000
KDAC-AM	Ukiah	30,000
KSDT-AM/KWRN	Victorville	25,000
KBRG-FM	Campbell	20,000
KHHZ-FM	Chico	25,000
KSEH-FM	El Centro	30,000
KGST-AM/KLBN	Fresno	125,000
KLVE-FM/KRCV	Glendale	30,000
KMPG-AM	Hollister	20,000
KBYN-FM/KCFA	Hughson	15,000
KDAI-FM/KDLE	Los Angeles	750,000
KQLB-FM	Los Banos	20,000
KSES-FM	Monterey	25,000
KAAT-FM	Oakhurst	20,000
KLJR-FM/KMLA	Oxnard	200,000
KESQ-AM/KLOB	Palm Desert	20,000
KISS FM	New York	300,000
WMVN Radio	MO	50,000
WARH Radio	MO	100,000
WIL -AM Radio	MO	5,000
KHDC 90.9 FM	Salinas	3,000
KTQX	Bakersfield	3,500
KMPO FM	Modesto	3,500
KJSV FM	Fresno	3,125

Station	Location	Estimated Impressions
KALW-FM	San Francisco	525,000
KWSZ-FM	Santa Maria	60,000
KATY-FM	Temecula	45,000
KFYV-FM	Ventura	380,000
KSEQ-FM	Visalia	35,000
KPIG-FM/KPYG-FM	Watsonville	25,000
KSPC-FM	Claremont	30,000
KFRG-FM	Colton	30,000
KHUM-FM/KSLG-FM	Ferndale	25,000
KKLA-FM/KFSH-FM	Glendale	450,000
KNCO-AM	Grass Valley	25,000
KVFG-FM/KRAK-AM	Hesperia	25,000
KCDZ-FM	Joshua Tree	30,000
KQAB-AM	Kernville	20,000
KRKC-FM	King City	25,000
KQPM-FM/KXBX-FM	Lakeport	20,000
KTPI-FM/KTPI-AM	Lancaster	75,000
KKBT-FM/KROQ	Los Angeles	750,000
KSBR-FM	Mission Viejo	90,000
KAYQ-AM	Missouri	12,500
KISS FM	NY	130,000
KDAC-AM	Ukiah	30,000
KSDT-AM/KWRN	Victorville	25,000
KBRG-FM	Campbell	20,000
KHHZ-FM	Chico	25,000
KSEH-FM	El Centro	30,000
KGST-AM/KLBN	Fresno	125,000
KLVE-FM/KRCV	Glendale	30,000
KMPG-AM	Hollister	20,000
KBYN-FM/KCFA	Hughson	15,000
KDAI-FM/KDLE	Los Angeles	750,000
KQLB-FM	Los Banos	20,000
KSES-FM	Monterey	25,000
KAAT-FM	Oakhurst	20,000
KLJR-FM/KMLA	Oxnard	200,000
KESQ-AM/KLOB	Palm Desert	20,000
KISS FM	New York	300,000
WMVN Radio	MO	50,000
WARH Radio	MO	100,000
WIL -AM Radio	MO	5,000
KHDC 90.9 FM	Salinas	3,000
KTQX	Bakersfield	3,500
KMPO FM	Modesto	3,500
KJSV FM	Fresno	3,125

Spanish Radio Public Service Announcements (May - December)

Total Impressions: 8,315,000

Station	Location	Estimated Impressions
KCHJ-AM/KDFO	Bakersfield	30,000
KIQQ-FM	Barstow	20,000
KBUE-FM/KHJ	San Fernando	n/a
KMIX-FM/KSTN	Stockton	40,000
KMEN-FM/KMQA	Tulare	35,000
KICO-AM	Calexico	20,000
KOBO-AM	Marysville	15,000
KTIQ-AM	Merced	30,000
KLOC-AM	Modesto	30,000
KGZO-FM/KSDO	Camarillo	25,000
KRCX-FM/KLG	Sacramento	340,000
KHDC-FM/KPRC	San Bernardino	125,000
KDAC-AM	Ukiah	30,000
KSDT-AM/KWRN	Victorville	25,000
KBRG-FM	Campbell	20,000
KHHZ-FM	Chico	25,000
KSEH-FM	El Centro	30,000
KGST-AM/KLBN	Fresno	125,000
KLVE-FM/KRCV	Glendale	30,000
KMPG-AM	Hollister	20,000
KBYN-FM/KCFA	Hughson	15,000
KDAI-FM/KDLE	Los Angeles	750,000
KQLB-FM	Los Banos	20,000
KSES-FM	Monterey	25,000
KAAT-FM	Oakhurst	20,000
KLJR-FM/KMLA	Oxnard	200,000
KESQ-AM/KLOB	Palm Desert	20,000
KWJL-AM	Palmdale	25,000
KALI-AM/KEZY	Pasadena	20,000
KDIF-AM	Riverside	20,000
KLNV-FM/KLQV	San Diego	125,000
KRZZ-FM/KSOL	San Francisco	560,000
KAZA-AM	San Jose	130,000
KBKO-AM/KSPE	Santa Barbara	35,000
KTAP-AM	Santa Maria	40,000
KBBF-FM/KTOB	Santa Rosa	35,000
KMXE-AM	Sherman Oaks	75,000
KCHJ-AM/KDFO	Bakersfield	30,000
KIQQ-FM	Barstow	20,000
KBUE-FM/KHJ	Burbank	580,000
KMIX-FM/KSTN	Stockton	40,000
KMEN-FM/KMQA	Tulare	35,000
KICO-AM	Calexico	20,000
KOBO-AM	Marysville	15,000

Station	Location	Estimated Impressions
KTIQ-AM	Merced	30,000
KLOC-AM	Modesto	30,000
KGZO-FM/KSDO	Camarillo	25,000
KRCX-FM/KLG	Sacramento	340,000
KHDC-FM/KPRC	San Bernardino	125,000
KGST-AM/KLBN	Fresno	125,000
KLVE-FM/KRCV	Glendale	30,000
KMPG-AM	Hollister	20,000
KBYN-FM/KCFA	Hughson	15,000
KDAI-FM/KDLE	Los Angeles	750,000
KQLB-FM	Los Banos	20,000
KSES-FM	Monterey	25,000
KAAT-FM	Oakhurst	20,000
KLJR-FM/KMLA	Oxnard	200,000
KESQ-AM/KLOB	Palm Desert	20,000
KWJL-AM	Palmdale	25,000
KALI-AM/KEZY	Pasadena	20,000
KDIF-AM	Riverside	20,000
KLNV-FM/KLQV	San Diego	125,000
KRZZ-FM/KSOL	San Francisco	560,000
KAZA-AM	San Jose	130,000
KBKO-AM/KSPE	Santa Barbara	35,000
KTAP-AM	Santa Maria	40,000
KBBF-FM/KTOB	Santa Rosa	35,000
KMXE-AM	Sherman Oaks	75,000
La Que Buena	Burbank	10,000
La Campesina	Fresno	10,000
LA Preciosa	Bakersfield	123,000
WYZE AM	Georgia	5,000
WCOP FM	Georgia	7,000
WTGA FM	Georgia	2,000
WKAA FM	Georgia	100,000
KUBO 88.7 FM	El Centro	4,000
KOIT 96.5 FM	San Francisco	5,000
La Bonita	Stockton	10,000
KSTE 650 AM	Sacramento	25,000
WMVN Radio	Missouri	50,000
WARH Radio	Missouri	100,000
WIL -AM Radio	Missouri	5,000
WYZE AM	Missouri	5,000
WCOP FM	Georgia	7,000
WTGA FM	Georgia	2,000
WKAA FM	Georgia	100,000