

# APPENDIX: SPREADING THE NEWS

2007 Media Impressions: 209,774,610

## Newspaper and Magazine Coverage

Publication	Article	Date	Estimated Impressions
Colorado Spring Business Journal	Matrix offers ways to find insurance for uninsured	Jan	15,000
San Fernando Valley Business Journal	Universal Health Care Tops Agenda	Jan	83,000
Cordele Dispatch, Gwinnett Daily Post, Douglas County Sentinel, Douglas Neighbor, Mundo Hispano, Vida Latina, Tribune Publications, Delta County Independent	Help Line for Uninsured Now in Georgia	Jan/Feb/Mar	599,543
Colorado Tribune, Daily Camera, Boulder Weekly, Douglas Enterprise, North County Times, Coastal Courier, Daily Record, The Valley Chronicle, Colorado Tribune	Coverage For All Campaign	Jan/Feb	372,530
Gazette	Health Insurance Help	Feb	98,069
Journey to Wellness Newsletter, Gwinnett Daily Post	Helping The Uninsured Find Health Care Coverage	Feb	75,070
Silicon Valley Business Journal	Inadequate funding of health care System is at root of the problem	Feb	20,000
Pueblo Chieftan	Insurance Info Access	Feb	50,523
AP/Jim Buchanan's Talk of the Town	Jim Buchanan's Talk of the Town	Feb	1,040,000
Podcast on VoiceAmerica Network	The Benefit Buzz: Inside Health Insurance in America	Mar	5,800
Richmond Voice	New program helps Virginians without health insurance find coverage	Apr	30,000
Life Insurance Selling	To Your Good Health	Apr	50,010
El Extra News	Millones de niños hispanos sin cuidado de salud	Apr/May	76,794
Iona Shopper's Guide, Countyline, Central Weld Voice, Rabbit Creek Journal, Tell It & Sell It, Pennsboro News, Buyers Guide, Southeast Kern Extra, Fredericksburg Standard, Standard Radio Post, Courier, Wytheville Gazette, Today's Shopper, X-Changer, Consumers News, Messenger	Health Insurance Help	Apr/May	246,713
Catskill Shoppers News, Boulder News, Colorado Spring Business Journal, Coos Bay News, Cordele Dispatch, County Lines News, County News, Daily Challenge, Daily Reporter, Dallas Extra, Douglas County News, Douglas County Sentinel, Douglasville News, Duluth, Eaton, El Especial, El Especial News, El Especialito, El Mundo, El Nuevo Dia News, El Tejano Magazine, Finger Lakes Shopper, Garment & Citizen, Gazette Advertiser, Hortense News, Kentucky Post, La Opinion, La Prensa, Las Noticias, Mayfield News, Medina County Gazett, Michigan Times, Mundo Hispano, New York Times, News and Sentinel, Nueva Semana News, Ormond Beach, Penny Saver, Rabbit Creek Journal, Richmond Register, Rochester News, Roslyn News, Stateline Review, Syracuse News, The County Line, The Cumberland News, The Post Standard, The Shoppers, The Voice, Times, Times Union, Town Crier Ontario, Town News Onondawa, Tradewind Shopper, Vidorian, Virginia Times, Wall Street Journal, Watertown Daily News, Weekly Reporter, Winchester News	Coverage For All Campaign	Apr/May/Jun	7,175,835
The Gazette, Medina County Gazett	Getting health insurance help	May	40,231
Brunswick News	Health information service may aid Georgians	May	52,088
Dunkirk Observer, The Observer	Health Insurance may be closer than many think	Jun	35,335
San Francisco Chronicle	Mind Your Business	Jul	1,546,256
Las Virgenes Enterprise, Valley Vantage, Warner Center News	Health Insurance Help At Fingertips	Jul	260,000
Buffalo News	Group offer uninsured help line	Jul/Aug	1,425,320

Avalanche Journal, Advertiser, Bee-Argus, Boulder News, Brooklyn News, Brunswick News, Buffalo News, Buffalo Evening News, Buffalo Times, Buyers Guide, Consumer News, Daily Camera, Douglasville News, Douglasville Neighbor, Douglas County Sentinel, El Especial, El Especialito, Express News, Family Line, Fayette Chronicle, Greenfield Reporter, HealthyNewsDigest.com, Herald Journal, Hoy, Independent, Iona News, Kipsee Journal, La Prensa, La Raza, La Voz, Mountain Eldle, New York Times, New York Christian Times, Pennsboro News, Pennysaver, Post Standard, Savannah News, Observer Dunker, Rochester News, San Antonio News, The Buyers Guide, The Dollar Saver, The News, Times Union, Vidorian, Voice, Wall Street Journal, Whitney Point Reporter	Coverage For All Campaign	Jul/Aug/Sept	17,839,272
Washington Post	Ineligible? Don't Be So Sure?	Aug	2,796,520
Los Angeles Times	How to get and keep your health covered	Aug	4,078,865
El Tejano Magazine, La Opinion	Ayuda Para El Seguro Medico	Sept	735,000
County Line, Courier, Finger Lakes Times, Iona Company Shoppers, Medina County Gazette, Messenger, Rabbit Creek Journal, South East Kern Extra, Tell It & Sell It, Today's Shoppers, X-Changer	Health Insurance Help	Sept	671,613
El Extra	Millones de niños hispanos sin cuidado de salud	Sept	84,000
Nursing 2007	For nurses, assisting patients without healthcare coverage begins with knowledge of available resources.		25,000
Long Beach Leader, Precinct Reporter, Tri-County Bulletin	Foundation Campaign To Lower Uninsured Rates	Oct	187,500
Bajo El Sol, El Especialito, El Tejano, Express News, Georgia Latino, Kankakee Valley Post News, La Voz, Richmond Times Dispatch, Savoy News, The Jasper Newsboy, Times Union	Coverage For All Campaign	Oct/Nov/Dec	2,628,367
L.A. Watts Times	Foundation For Health Launches Insurance Education Campaign	Nov	63,750
Cincinnati Herald	Inadequate information prevents African Americans from getting health coverage	Nov	44,000
La Voz Nueva	Numero telefonico establecido para los que no tienen seguros medicos	Nov	70,000
Mundo-LA	Iniciativa para promover Cobertura de Salud	Nov	1,212,500
La Voz de Dalton	Cobertura Medica Para la Poblacion Hispana	Nov	375,000
Indentidad Latina	Inciativa para reducir personas hispanas no aseguradas	Nov	125,000
Siete Dias de Kentucky	Fudacion trabaja para ayudar a comunidad hispana sin seguro medico	Nov	25,000
El Puente	La Fundacion para la Educacion de Cobertura...	Nov	20,000
El Informador	Como conseguir un seguro...	Nov	26,250
Hoy En Las Americas	Lanzan iniciativa para promover conocimiento sobre seguro medico	Nov	15,000
Eastside Sun	Horline to Health Launched	Nov	260,000
Hoy En Las Americas	Lanzan iniciativa para promover conocimiento sobre seguro medico	Nov	15,000
Long Beach/Carson/Compton Times	The Foundation for Health Coverage Education Launches Campaign to Lower Uninsured Rate in African American Communities	Dec	75,000
La Voz de Indiana	Seguro Medico en Indiana	Dec	20,000
Dos Mundos (National)	The Foundation for Health Covearge Education launches campaign to aid Hispanics	Dec	77,000
Total Newspaper and Magazine Impressions			44,779,754

## English and Spanish Radio and Television Coverage

Station	Location	Title of Show	Date	Estimated Impressions
KGFT Radio	Modesto, CA	News Interview	Jan	50,600
KFOX 85.9	Missouri	Public Affairs Talk Hour	Jan	12,000
KHTN Radio 96.3 FM	Fresno, CA	"The Valley Voice"	Jan	25,000
KUBB Radio 96.3	Fresno, CA	"The Valley Voice"	Jan	25,000
KTLA TV Channel 5	Los Angeles, CA	Stan Chambers News Segment	Jan	1,750,000
KZSF AM 1370 (Hispanic station)	San Jose, CA	Public Affairs Show	Jan	48,200
KAAP FM, KALC FM, KBDB AM, KBUL FM, KCBS FM, KCEP FM, KCYE FM, KDOW AM, KKBT FM 100.3, KLSQ AM, KWAV FM, KWID FM, KXRS 105.7 FM, KYZX FM, La Preciosa, WDBY FM, WDRC AM, WEZN, WICC AM, WINC AM and FM, WPLR, WRFG FM, WUBU FM, WYZE AM	California, Colorado, Connecticut, Georgia, Indiana, Nevada, Virginia, Washington	Radio PSA	Jan/Feb/Mar	1,040,000
KELV TV CH 27, KGOV TV, WVIT TV CH 30	California, Connecticut, Nevada	Coverage For All Campaign	Jan/Feb/Mar	250,450
WBHF 1450 AM radio	Cartersville, GA	"Morning Buffet"	Feb	12,800
WYZE AM Radio	Atlanta, GA	"Community Lifescapes"	Feb	12,800
WDRC - AM	Bloomfield, CT	"Dan Lovallo Show"	Feb	24,100
WSOK-AM; 1230	Georgia	The Dunham Report	Mar	20,500
WILA - 1580 AM	Virginia	"Conversations With"	Mar	28,800
VoiceAmerica Network (Online)	National	The Benefits Buzz	Mar	N/A
WINA-AM 1070	Charlottesville, VA	Charlottesville with Dick & Jane	Apr	111,560
WNEW FM Radio New York "FM Magazine"	New York	Talk show	Apr	114,300
KBLF-AM 1490	Chico, CA	Morning Drive-Time Music Show	Jun	50,000
WFRH-FM	New York	Vantage Point	Jun	25,000
WFSI -FM	New York	Vantage Point	Jun	25,000
WAMC National radio programs	Albany, NY	The Health Show	Jun	75,000
TV Ch 58, ABC Ch 23, KBAK TV Ch 29, WTIC Fox Ch 61, TV Ch 27, KMEX TV Ch 34, TV Ch 39	California, Connecticut	James Pickens TV PSA	Apr/May/ Jun	1,773,000
KATM 103.3 FM, KAVE 107.9 FM, KBIG 104.3, KBRG 100.3 FM, KESQ AM, KFMI 96.3 FM, KHTN 104.7, KIQI 1010 AM, KISS 99.3, KKRN, KOZT FM 95.3, KPCC 89.3, KQSN, KSJN 99.5 FM, KSJO 92.3, KUBB 96.3 FM, KWAVE 107.9 FM, La Preciosa, NPR radio, Q 105, WABC 770 AM, WAVA 105.7, WAYDE, WBBQ 104.4, WBBT 107.3 FM, WBGA 107.7 FM, WBTJ FM 106.5, WCYK 99.7 FM, WDBA 107.3 FM, WDYL 105.7 FM, WDZY 1290 AM, Weather Channel, WEZN 99.9, WFLO 95.7 FM, WFLS 99.3 FM, WFOX 97.1 FM, WGOR 102.7 FM, WGUN 1010 AM, WHEO 1270, WICC 600, WILA 1580 AM, WINA 1070 AM, WKBY 1080 AM, WKWI 101.7, WKZE MONROE, WLIM 1580 AM, WMEV 93.9 FM, WPGC 95.5 FM, WPRW 107.7 FM, WRCH 100.5 FM, WSUL 98.3, WTIC 1080 AM, WUMX FM Mix 107.5, WUVA 92.7, WXYM 1600 AM, WZBL 104.9 FM	California, Connecticut, Georgia, Nevada, New York, Virginia, Washington, Wisconsin	Radio PSA	Apr/May/ Jun	1,645,575
KCWR 107.1 FM, KFBP 95.3 FM, KHHT 92.3 FM, KISS 92.7 FM, KSJO 92.3, KZFR 90.1 FM, La Campesina 92.5 FM, La Campesina 95.3 FM, La Preciosa, Smooth Jazz 107.7, Spirit 95.1 FM, Star 99.9 FM, WBTS 95.5 FM, WBVB 97.1 FM, WHFX 107.7 FOX - FM, WIBB 97.9 FM, WILA 1580 AM, WMCD 107.3 FM, WMRQ 104.1 FM, WPRW 107 FM, WRCH 100.5 FM, WRNI NPR Radio, WSDZ 1260 AM, WTTU 88.5 FM, WUBA 92.7 FM, WZFM 101.3	California, Connecticut, Georgia, Illinois, Indiana, Rhode Island, Tennessee, Virginia, Washington	Radio PSA	Jul/Aug/Sept	1,781,008
KCBS Ch 2, KCBS Ch 2, KREM ABC Ch 2, WTKR CBS Ch 3, KMOV Ch 4, WTAE ABC 4, WCSC CBS Ch 5, WSAW ABC Ch 7, WGHP FOX Ch 8, WAOW Ch 9, WOWT Ch 9, KOLR CBS 10, KHOU Ch 11, WHYY TV Ch 12, WISN ABC Ch 12, WTVG Ch 13 ABC, WBTW Ch 13, KBKO FOX Ch 13, KTRK ABC Ch 13, WJZ TV CBS 13, WPDE ABC Ch 15, KMIZ ABC Ch 17, FOX Ch 21, UPN Ch 21, WRPQ CH 23, FOX Ch 24, KXXV ABC Ch 25, WGBA NBC Ch 26, WDRB FOX Ch 41, FOX Ch 43, WMDT ABC Ch 47, WXOW Ch 48, WFXS FOX Ch 55	California, Delaware, Kentucky, Maryland, Missouri, North Carolina, Ohio, Pennsylvania, South Carolina, Texas, Virginia, Washington, Wisconsin	James Pickens TV PSA	Jul/Aug/Sept	48,840,000

WFRH-FM, 91.7	New York	Vantage Point	Aug	25,000
KTLA Tribune Broadcasting	Los Angeles, CA	"Pacesetters" Public Affairs TV Talk Show	Aug	1,750,000
BIG 105.9 FM, FOX Chicago, HOT 101.1 FM, KABL 92.1, KAFY - 1100 AM, KATM 103.3 AM, KBBT 98.5 FM, KCCL 92.1, KCVR 98.9 FM, KFJC 99.8 FM, KGZO - 90.9 FM, KIWI - 102.9 FM - Radio Lobo, KKDJ - 105.3 FM, KLAX 97.9 FM, KLOK 1170 AM, KLVE 107.5 FM, KMIX 100.9 FM, KMJ 580 AM, KMRQ 96.7 FM, KMYX - 92.5 FM - La Campesina, KNEW 910 AM, KOIT 96.5 FM, KRCD 103.9 FM, KRXT 98.5 FM, KSJO 92.3, KSOL 99.1 FM Piolin por la Manana, KSSS 101.5 FM, KTNQ 1020 AM, KTTA 97.9 FM Que Buena, KVIN 920 AM, KXTN-FM - Tejano 107.5, La Kalle 107.1 FM, La Preciosa, Piolin 101.9 FM, QTNQ 1020 AM Dr. Isabel, Que Onda 92.1 FM, Radio Lobo 102.9 FM, Recuerdo 94.1 FM, Recuerdo 98.3 FM, Spirit 95.1 FM, Star 99.9 FM, The Bear 98.5 FM, WAVE Ch 3, WBAV 101.9 FM, WBBS FM, WEBS 1030 AM, WIBB 97.9 FM, WIII 99.9 FM, WILA 1580 AM, WPRW 107 FM, WQNC 92.7 FM, WRCH 100.5 FM, WSBN Ch 47, WTIC 1080, WWFE La Poderosa 670 AM, WWFM 89.1 FM	California, Connecticut, Florida, Georgia, Illinois, Indiana, Kentucky, New Jersey, New York, North Carolina, North Dakota, Ohio, Texas, Virginia, Washington	Radio PSA	Oct/Nov/Dec	19,863,250
FOX Ch 11, FOX Ch 23, FOX Ch 24, FOX Ch 43, KCBS Ch 2, KETV ABC Ch 7, KGO ABC Ch 7, KMIZ ABC Ch 17, KREM ABC Ch 2, KSPX TV Ch 29, KTHX My Network TV Ch 20, KTLA Ch 5, KTRK ABC Ch 13, Telemundo Ch 39, UPN Ch 21, WBTW Ch 13, WDRB FOX Ch 41, WECT NBC Ch 6, WGHP FOX Ch 8, WHNS FOX Ch 8, WIFR CBS Ch 23, WIS NBC Ch 10, WISN ABC Ch 12, WLS ABC CH 7, WMAR ABC Ch 2, WMDT ABC Ch 47, WRHA TV Ch 8, WSAW ABC Ch 7, WSAZ NBC TV CH 3, WSPA CBS TV Ch 7, WTKR CBS Ch 3	California, Illinois, Kentucky, Maryland, Missouri, Nebraska, North Carolina, South Carolina, Texas, Virginia, Washington, West Virginia, Wisconsin	James Pickens TV PSA	Oct/Nov/Dec	29,400,000
Westco Production	New York	Getting your money's worth	Oct	75,000
KOHL-FM 89.3	Fremont, CA	KOHL Close-Up	Oct	12,000
KOIT-FM 96.5	San Francisco, CA	Today's World	Oct	230,000
WPNA AM Radio	Chicago	WPNA Morning Show Public Affairs Talk Hour	Nov	25,000
WRVS AM Radio	Elizabeth County, NC	WRVS News - Hourly news show	Nov	41,000
Sirius Channel 114	New York	The Good Life Show	Nov	2,500,000
KRLC-AM. Country-western Radio	Lewiston, ID	"Opinion Please"	Dec	26,400
WJOI	Norfolk, VA	Health insurance and helping low to middle income families find coverage	Dec	22,000
WNOR	Virginia	Public Affairs Talk Hour	Dec	22,000
WAFX	Norfolk, VA	Public Affairs Talk Hour	Dec	22,000
<b>Total English and Spanish Radio and Television Impressions</b>				<b>111,621,783</b>

## English and Spanish Online Coverage

AOL Money News  
Arizona Republic  
Bizjournals.com  
BreitBart.com  
CNNAffairs.com  
Dallas/Fort Worth TV 8  
E MaxHealth  
Earthtimes.org  
East Bay Business Times  
E!ExtraNewspaper.com  
Fama.us  
Houston Chronicle

IdentidadLatina.com  
InglewoodToday.com  
InsuranceBroadcasting.com  
KRON - San Francisco TV  
LaVozdeDalton.com  
Los Angeles Times  
MarketWatch  
MedicalDevices.org  
NorthendAgentsNewspaper.com  
NWI.com - Northwest Indiana  
and Illinois Times Newspaper  
PR Newswire

Sacramento Business Journal  
San Francisco Business Times  
San Jose Business Journals  
Silicon Valley/ S Jose Business Journal  
Ventura County Star  
Ventura County Star Hispanic  
WFAA-Dallas Fort Worth TV 8  
Yahoo! Finance  
Sie7Dias.com  
UnBuenDoctor.com  
WebElPuente.com

**Total Impressions: 53,373,073**