

Foundation for Health Coverage Education  
**Q1 Media Impressions 2009**  
Presented by Haese Wood

Feature Magazines/Newspapers	Title	Location	Date
Daily News	Uninsured Help Line	NY	January 12, 2009
Cleveland Plain Dealer	Unemployed often unaware of insurance options	OH	January 20, 2009
Sun News	Many unemployed are unaware of their insurance options	OH	January 20, 2009
Tulsa World	Health care options offered for jobless	OK	January 25, 2009
Sun Sentinel	Where to get health insurance if you've lost your job	FL	January 29, 2009
Chattanooga Times Free Press	No extended benefits	TN	February 2, 2009
Plain Dealer	Millions More Americans Now Eligible for Government	OH	February 3, 2009
Tulsa World News	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	OK	February 3, 2009
Houston Chronicle	Millions More Americans Now Eligible for Government	TX	February 5, 2009
Florida Sentinel-Bulletin	Jobless should beware costly COBRA, weigh other health insurance	FL	February 10, 2009
San Diego Union-Tribune	Millions More Americans Now Eligible for Government	CA	February 12, 2009
Buffalo News	Health care options offered for jobless	NY	February 13, 2009
Ledger	Health Insurance options	FL	February 16, 2009
Cleveland News	Many unemployed are unaware of their insurance options	OH	February 19, 2009
Wall Street Journal	Stimulus Makes Cobra Coverage a Better Bet	NY	February 19, 2009
Kiplinger's	Retirement Report	National	February 24, 2009
Fayetteville Observer	Stimulus package: Money to the people	NC	February 26, 2009
New York Times	Advice to the jobless on getting health coverage	NY	February 27, 2009
The Dispatch	Advice to the jobless on getting health coverage	NC	February 28, 2009
Ebony	What to do when you don't have health insurance	IL	March 1, 2009
Rutland Herald	A guide for the newly jobless on getting health coverage	VT	March 2, 2009
Healthcare Finance News	Partnership aims to help uninsured	ME	March 3, 2009
Chicago Sun Times	Healthcare Options for jobless	IL	March 4, 2009
Detroit Free Press	What you need to know to buy health insurance	MI	March 4, 2009
Black Enterprise	Health coverage after job loss: investigate your options before you get the ax.	NY	March 5, 2009
Florida Times-Union	Jobless should beware costly COBRA, weigh other health insurance	FL	March 5, 2009
Sacramento Business Journal	Web site helps unemployed find health insurance	CA	March 5, 2009
St Petersburg Times	Health insurance options for the jobless include COBRA, CHIP, private insurers	FL	March 5, 2009
California Healthline	Poizner showcases web site with info on health insurance	VA	March 6, 2009
Smart Brief	Steve Poizner highlighted the Foundation for Health Coverage Education	CA	March 6, 2009
St. Petersburg Times	Jobless should beware costly COBRA, weigh other health insurance	FL	March 6, 2009
Golden Touch Insurance	Commissioner Poizner Highlights Health Insurance Options, Resources for Unemployed Californians	CA	March 7, 2009
Sacramento Bee	Laid-off workers can find health insurance on site	CA	March 7, 2009
California Job Journal	Health insurance assistance for the Unemployed	CA	March 8, 2009
Viet Bao	Giúp Người Thất Nghiệp Tìm Được Bảo Hiểm Y Tế	CA	March 8, 2009
Atlanta Healthcare Examiner	If you lose your health insurance	GA	March 9, 2009
Sacramento Bee	Laid-off workers can find health insurance on site	CA	March 11, 2009
LA Watts Times	Foundation Offers Health Care Coverage Solutions to Uninsured Commissioner Highlights Uninsured Help-Line	CA	March 12, 2009
NGUOI VIET	Unemployed offer health insurance options	CA	March 13, 2009
Orlando Sentinel	Jobless should beware costly COBRA, weigh other health insurance	FL	March 15, 2009
San Francisco Chronicle	Jobless workers' woes finding health coverage	CA	March 15, 2009
Diario San Diego	Steve Poizner	CA	March 16, 2009
Del Mar Times	Health insurance help for unemployed San Diegans	CA	March 17, 2009
Folsom Telegraph	TV show, newspaper & auto dealer join forces to help local job seekers	CA	March 17, 2009
CNN	Laid off? Tips to keep health coverage	National	March 18, 2009
Palm Beach Post	Jobless should beware costly COBRA, weigh other health insurance	FL	March 19, 2009

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The Press Enterprise	Foundation's health insurance Web site gets mixed reviews	CA	March 30, 2009
<b>Total Print Impressions</b>			

Internet Coverage	Title	Location	Date
NBC	Website Helps Unemployed Find Health Insurance		March 5, 2009
Leadership Blogs	In the public eyes		March 15, 2009
KPBS NPR	Free Service Outlines Health Insurance Options for Unemployed		March 16, 2009
KRG King	Tips for Keeping Health Coverage After Becoming Unemployed		March 18, 2009
Yahoo	Laid off? Tips to keep health coverage		March 18, 2009
Morningstar	Laid off? Tips to keep health coverage		March 18, 2009
Excite	Laid off? Tips to keep health coverage		March 18, 2009
AlltheWeb	Laid off? Tips to keep health coverage		March 18, 2009
Google News	Laid off? Tips to keep health coverage		March 18, 2009
Altavista	Laid off? Tips to keep health coverage		March 18, 2009
Yahoo Finance	Laid off? Tips to keep health coverage		March 18, 2009
Reuters	Laid off? Tips to keep health coverage		March 18, 2009
Streetinsider	Laid off? Tips to keep health coverage		March 18, 2009
Marketwire	Laid off? Tips to keep health coverage		March 18, 2009
Marketwatch	Laid off? Tips to keep health coverage		March 18, 2009
Alternet	7 Tips for Holding Onto Your Health Care		March 19, 2009
MSNBC	Health Insurance Available for the Jobless		March 20, 2009
CAHU	You and the Matrix...Problem Solvers for Today's Unemployed		March 20, 2009
ACLANT	Jobless workers' woes finding health coverage - San Francisco Chronicle		March 20, 2009
About.com	Help finding affordable or even free health care coverage		March 20, 2009
Earth Times	Cobra		March 25, 2009
Quick Help Insurance Source	Health Insurance help for the Valley		March 26, 2009
<b>Total Internet Impressions</b>			

Radio Coverage	Title	Location	Date
KYTX CBS 19	Coverage for All Campaign	TX	January 2, 2009
KGFT Radio	FHCE Help Line	CA	January 5, 2009
WELW AM	Community Forum	OH	January 6, 2009
ABC TV CH 25	Coverage for All Campaign	TX	January 8, 2009
KGO-TV	Health Coverage after a layoff	CA	January 9, 2009
KGO ABC 7 View of The Bay	Coverage for All Campaign	CA	January 10, 2009
WMAS 94.7 FM	Radio PSA	MA	January 15, 2009
Radio Disney 1300 AM	Radio PSA	IL	January 16, 2009
100.5 FM DELILAH	Radio PSA	CT	January 18, 2009
CBS 5	Bay Sunday - Health Coverage	CA	January 18, 2009
V-103 Radio	Radio PSA	GA	January 20, 2009
WRCH 100.5 FM	Radio PSA	CT	January 22, 2009
Radio Disney 1300 AM	Radio PSA	IL	January 25, 2009
WTVY CBS 4	Radio PSA	AL	January 26, 2009
Eagle 94.3	Radio PSA	TN	January 28, 2009
The Fan & Joy 1370	Radio PSA	TN	January 31, 2009
Radio Disney 1300 AM	Radio PSA	IL	February 2, 2009

Foundation for Health Coverage Education  
**Q1 Media Impressions 2009**  
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WNCO 1340 AM	Radio PSA	OH	February 2, 2009
WZAK 93.1 FM	Coverage for All Campaign	OH	February 2, 2009
KFWB News 98	Radio PSA	CA	February 3, 2009
KNX 1070	Radio PSA	CA	February 3, 2009
Beaver 100.3	Radio PSA	TN	February 8, 2009
Eagle 94.3	Radio PSA	TN	February 8, 2009
The Fan & Joy 1370	Radio PSA	TN	February 8, 2009
WKKW 97.9	Radio PSA	WV	February 11, 2009
WUPA TV	Coverage for All Campaign	GA	February 11, 2009
WJXB-97.5 FM	Coverage For All program in TN	TN	February 12, 2009
Beaver 100.3	Radio PSA	TN	February 14, 2009
Radio Disney 1300 AM	Radio PSA	IL	February 18, 2009
WKKW 97.9	Radio PSA	WV	February 24, 2009
La Preciosa	Radio PSA	CA	February 25, 2009
Q97 FM	Radio PSA	CA	February 25, 2009
WAOK 1380	Radio PSA	GA	February 25, 2009
Radio Q-108	Radio PSA	TN	February 28, 2009
WRCH 100.5 FM	Radio PSA	CT	March 4, 2009
KABC 7	California Insurance Commissioner Steve Poizner was in Los Angeles today	CA	March 5, 2009
KGPE	If you are unemployed and can no longer afford medical insurance	CA	March 5, 2009
KTLA 5	Poizner Highlights Website Helping Unemployed Find Health Insurance	CA	March 5, 2009
KABC Eyewitness News at 6 am	Founder of FHCE and Insurance Commissioner	CA	March 6, 2009
KCOP TV	Steve Poizner highlighted the Foundation for Health Coverage Education	CA	March 6, 2009
KMEX Ch 34	Poizner Highlights Website Helping Unemployed Find Health Insurance	CA	March 6, 2009
KNBC	Steve Poizner highlighted the Foundation for Health Coverage Education	CA	March 6, 2009
KNX 1070	Radio PSA	CA	March 6, 2009
KTTV	Steve Poizner highlighted the Foundation for Health Coverage Education	CA	March 6, 2009
KVEA TV	Steve Poizner highlighted the Foundation for Health Coverage Education	CA	March 6, 2009
WJW FOX 8	6 PM Newscast	OH	March 8, 2009
Radio Disney 1300 AM	Radio PSA	IL	March 9, 2009
ABC News at 10	Laid Off? Non-Profit Offers Health Insurance Help	CA	March 10, 2009
CBS 13	Good Day Sacramento	CA	March 11, 2009
CBS13/CW31	Insurance Commissioner Steve Poizner highlighted a Website	CA	March 11, 2009
CPR Capital Public Radio	Options for the Uninsured	CA	March 11, 2009
KCRA/NBC TV	Insurance Commissioner Steve Poizner highlighted a Website	CA	March 11, 2009
KFSN/ABC 30	Insurance Commissioner Steve Poizner highlighted a Website	CA	March 11, 2009
KMPH/FOX 26	Insurance Commissioner Steve Poizner highlighted a Website	CA	March 11, 2009
The Fan & Joy 1370	Radio PSA	TN	March 11, 2009
ABC 10 News San Diego	Web site that outlines health insurance options for the recently unemployed	CA	March 16, 2009
KOGO AM 600	Commissioner Poizner Highlights Health Insurance Resources for Unemployed Californians	CA	March 16, 2009
KUSI News San Diego	Poizner Showcases Web Site With Information on Health Insurance	CA	March 16, 2009
NBC San Diego	Stimulus Package Offers Health Coverage Lifeline	CA	March 16, 2009
WAOK 1380	Radio PSA	GA	March 16, 2009
KBNT/Univision Channel 17	Web site that outlines health insurance options for the recently unemployed	CA	March 17, 2009
KCAL CH 9	Insurance Commissioner Steve Poizner highlighted a Website	CA	March 17, 2009
KGTV Channel 10	Web site that outlines health insurance options for the recently unemployed	CA	March 17, 2009
WRC-TV NBC 4	Coverage for All Campaign	DC	March 17, 2009

Foundation for Health Coverage Education  
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ABC Channel 13	Coverage for All Campaign	NV	March 18, 2009
Beaver 100.3	Radio PSA	TN	March 18, 2009
CNN	Laid off? Tips to keep health coverage	National	March 18, 2009
Eagle 94.3	Radio PSA	TN	March 18, 2009
Radio Disney 1300 AM	Radio PSA	IL	March 18, 2009
FOX 29	Coverage for All Campaign	PA	March 19, 2009
FOX 8	Coverage for All Campaign	OH	March 19, 2009
NBC CH 3	Coverage for All Campaign	OH	March 19, 2009
WRC NBC 4	Coverage for All Campaign	DC	March 19, 2009
Good Morning America/ABC 7	Coverage for All Campaign	CA	March 20, 2009
QPBS 89.5 FM	Radio PSA	CA	March 20, 2009
Eagle 94.3	Radio PSA	TN	March 22, 2009
Radio Q-108	Radio PSA	TN	March 22, 2009
Radio Disney 1300 AM	Radio PSA	IL	March 25, 2009
KMPH FOX 26	Health Insurance Help for the Valley	CA	March 26, 2009
Radio Disney 1300 AM	Radio PSA	IL	March 28, 2009
WAFZ 92.1	Vamos al Grano/Let's get to the point	FL	March 30, 2009
San Diego 6 CW	Web site that outlines health insurance options for the recently unemployed	CA	March 16, 2009
WEGP AM	"It's your life"	ME	December 9, 2009
<b>Total Radio/TV Impressions</b>			

Impressions	Q1 Impressions
Print	18,020,671
Internet	5,098,300
Radio/TV	311,105,251
<b>Total Impressions Q1 2009</b>	<b>334,224,222</b>

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Impressions
632,595
976,249
46,412
110,467
200,000
68,088
305,529
110467
448,271
21,600
269,819
175,984
54,036
325,000
2,011,999
1,474,000
60,000
1,000,665
9,728
1,451,427
82,137
32,010
313,176
300,000
530,655
127,661
13,227
28,966
7,819
112,000
268,935
112,000
253,249
112,000
20,000
112,000
253,249
25,500
18,000
306,363
339,430
30,000
72,000
14,000
4,500,000
134,350

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149,608  
**18,020,671**

Impressions
250,000
112,000
250,000
111,000
250,000
111,000
112,000
250,000
275,000
250,000
275,000
325,000
175,000
325,000
53,000
111,000
250,000
53,000
250,000
923,300
112,000
275,000
<b>5,098,300</b>

Impressions
4,990,200
3,373,900
890,000
5,704,500
5,921,700
5,921,700
893,960
3,469,110
190,000
5,921,700
423,600
392,500
3,469,110
880,600
2,172,400
689,100
3,469,110

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514,900
514,900
10,902,400
10,902,400
778,300
2,172,400
689,100
296,400
5,416,500
1,475,300
778,300
3,469,110
296,400
556,900
4,902,400
280,700
1,475,300
301,800
14,699,900
1,391,790
14,699,900
122,361
14,699,900
6,300,000
14,699,900
10,902,400
14,699,900
10,500,000
3,268,600
3,469,110
5,647,440
3,373,900
3,373,900
2,325,700
3,373,900
3,373,900
3,373,900
689,100
2,536,000
1,051,210
1,051,210
2,536,000
280,700
2,536,000
3,902,400
253,600
5,188,400

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1,631,700
778,300
4,500,000
2,172,400
3,469,110
6,648,100
1,961,100
1,961,300
5,188,400
14,699,900
2,000,000
2,172,400
1,475,300
3,469,110
3,373,900
3,469,110
541,600
2,536,000
239,800
<b>311,105,251</b>

Foundation for Health Coverage Education

**Q2 Media Impressions 2009**

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Feature Magazines/Newspapers	Title	Location	Date	Impressions
USA Today	People shut out of COBRA have few options left; \$828 a month for insurance?	National	April 23, 2009	2,300,000
Diabetes Self-Management	Diabetes & the downturn getting care during tough times	NY	May, 2009	410,968
The News-Press	Take Care	FL	May, 2009	85,000
The Wall Street Journal	Insurance for graduates	NY	May 3, 2009	2,082,189
AARP Bulletin Today	What you need to do to remain covered	WA	May 20, 2009	24,500,078
San Francisco Chronicle	Health insurance tips for new college graduates	CA	May 31, 2009	312,118
Inland Valley Daily Bulletin	LAUSD helps with health coverage	CA	June 1, 2009	48,954
Kiplinger's Personal Finance	In search of health insurance	WA	June 1, 2009	825,080
Florida Sun-Sentinel	Where to get health insurance if you've lost your job	FL	June 9, 2009	1,071,368
HIPAA Compliance Journal	Healthcare options for you after retirement	National	June 12, 2009	425,000
Orlando Sentinel	Find health coverage before medicare	FL	June 13, 2009	230,000
Chicago Sun Times	Help for covering COBRA	IL	June 23, 2009	312,141
LA Parent	Find health insurance help	CA	June, 2009	103,000
SI Parent	Laid off? 3 ways to reduce your health coverage costs	NY	June, 2009	60,000
<b>Total Print Impressions</b>				<b>32,765,896</b>

Internet Coverage	Title	Location	Date	Impressions
Diabetes Mine.com	Jobless and Diabetic: Some Folks We Know		April, 2009	250,000
Acceso Hispano	Website helps unemployed find insurance		April 2, 2009	125,000
Blogger	Good stuff on the health insurance front		April 2, 2009	111,000
Health insurance blog	Health insurance help for the valley		April 3, 2009	111,000
Africa Tower	FHCE collaborates with the ACS		April 16, 2009	111,000
Cloud Computing Journal	FHCE collaborates with the ACS		April 16, 2009	111,000
Earthtimes	FHCE collaborates with the ACS		April 16, 2009	325,000
Golden Touchinsurance.com	FHCE collaborates with the ACS		April 16, 2009	125,000
Google	FHCE collaborates with the ACS		April 16, 2009	325,000
HR News	FHCE collaborates with the ACS		April 16, 2009	125,000
King5	FHCE collaborates with the ACS		April 16, 2009	111,000
Lycos	FHCE collaborates with the ACS		April 16, 2009	250,000
Marketwire	FHCE collaborates with the ACS		April 16, 2009	325,000
MSNBC	FHCE collaborates with the ACS		April 16, 2009	325,000
Noticanarias	FHCE collaborates with the ACS		April 16, 2009	125,000
Ontheparth.com	FHCE collaborates with the ACS		April 16, 2009	125,000
PR Inside	FHCE collaborates with the ACS		April 16, 2009	125,000
Press Enterprise	FHCE collaborates with the ACS		April 16, 2009	275,000
Reuters	FHCE collaborates with the ACS		April 16, 2009	325,000
RGNoticias.com	FHCE collaborates with the ACS		April 16, 2009	125,000
Yahoo	FHCE collaborates with the ACS		April 16, 2009	325,000
Yahoo Finance	FHCE collaborates with the ACS		April 16, 2009	325,000
PR Canada.net	FHCE collaborates with the ACS		April 19, 2009	125,000
Newsport	Health care's most wired		April 20, 2009	125,000
Wall Street Journal online	Insurance for graduates		May 3, 2009	4,500,000
Insurance News Net	Tips for getting insurance when you have a pre-existing condition		May 14, 2009	125,000
Women on Business	Laid off? Now what? Tips on keeping your health insurance		May 17, 2009	225,000
Mainstreet.com	Options for the Uninsured and Unemployed		May 22, 2009	125,000
The Street.com	Options for the uninsured and unemployed		May 22, 2009	250,000

Foundation for Health Coverage Education

**Q2 Media Impressions 2009**

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Houston Chronicle	Here's some graduation advice that will pay off	May 26, 2009	125,000
ScrippsNews	Networth: A real-world test for new college grads	June 3, 2009	125,000
CNN	Could healthcare reform boos the economy?	June 6, 2009	1,142,000
Alltheweb	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	53,000
Altavista	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	250,000
Centro	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	111,000
Earthtimes	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	325,000
HR News	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	125,000
King5	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	111,000
Marketwire	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	325,000
MSNBC	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	325,000
Noticanarias	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	125,000
Ontheparth.com	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	125,000
RGNoticias.com	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	125,000
SOA World Magazine	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	125,000
The Hollywood Reporter	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	275,000
The Press-Enterprise	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	275,000
Yahoo	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	325,000
Yahoo Finance	Laid Off? 3 Ways to Reduce Your Health Insurance Costs	June 16, 2009	325,000
CNN Money	Buying your own health insurance	June 19, 2009	1,142,000
Examiner.com	No health insurance? There is help?	June 24, 2009	250,000
<b>Total Internet Impressions</b>			<b>16,064,000</b>

Radio/TV Broadcast Outlets	Title	Location	Date	Impressions
ABC TV CH 7	Coverage for All Campaign	CA	April 2, 2009	14,699,900
95.7 KZPS	Radio PSA	MI	April 3, 2009	750,000
97.1 FM KEGL	Radio PSA	MI	April 3, 2009	750,000
ABC TV CH 7	Coverage for All Campaign	CA	April 3, 2009	14,699,900
Radio AMBIENTE	Radio PSA	CA	April 5, 2009	14,699,900
CBS TV CH 2	Coverage for All Campaign	OR	April 6, 2009	1,175,100
KCAL TV CH 9	Coverage for All Campaign	MI	April 6, 2009	1,926,970
1030 AM WGSF	Radio PSA	OR	April 7, 2009	275,093
98.3 FM WCCQ	Radio PSA	OR	April 8, 2009	275,093
KMEX TV CH 34	Coverage for All Campaign	FL	April 9, 2009	2,546,200
WAOK 1380	Radio PSA	TN	April 9, 2009	87,500
CBS KTVT CH 11	Coverage for All Campaign	CT	April 10, 2009	280,700
KMEX TV CH 34	Coverage for All Campaign	TX	April 10, 2009	4,990,200
1010 WHIN	Radio PSA	MA	April 12, 2009	893,960
1030 AM WGSF	Radio PSA	VA	April 12, 2009	162,070
ABC Network	Money Matters	CA	April 13, 2009	4,902,400
FOX TV CH 8	Coverage for All Campaign	IL	April 13, 2009	1,750,000
NBC TV CH 3	Coverage for All Campaign	MI	April 13, 2009	1,926,970
KMEX TV CH 34	Coverage for All Campaign	KY	April 14, 2009	32,000
The Fan & Joy 1370	Radio PSA	NC	April 14, 2009	25,400
WVIB Radio	Radio PSA	WA	April 14, 2009	750,000
WEFG Radio	Radio PSA	CA	April 15, 2009	14,699,900
WMAS 94.7 FM	Radio PSA	NC	April 15, 2009	38,400

Foundation for Health Coverage Education  
**Q2 Media Impressions 2009**  
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WSOC TV CH 9	Coverage for All Campaign	NC	April 15, 2009	2,926,970
WSRQ 1220 AM/CBS	Heart Beat of America	FL	April 15, 2009	1,822,160
750 KXL	Radio PSA	OR	April 16, 2009	275,093
KCAL TV CH 9	Coverage for All Campaign	CT	April 16, 2009	301,800
101.3 WNCO	Radio PSA	TX	April 18, 2009	850,000
KMEX TV CH 34	Coverage for All Campaign	TX	April 20, 2009	4,990,200
WLAW 92.5 FM	Radio PSA	MI	April 20, 2009	750,000
97.5 FM WEFG	Radio PSA	MI	April 21, 2009	750,000
97.9 FM WPKX	Radio PSA	OK	April 21, 2009	18,780
98.3 FM WLCS	Radio PSA	MI	April 22, 2009	750,000
99.1 FM WFMK	Radio PSA	CA	April 22, 2009	14,699,900
CBS TV CH 3	Coverage for All Campaign	WA	April 22, 2009	2,321,610
100.1 FM WVIB	Radio PSA	MI	April 24, 2009	750,000
91.7 WUMR	Radio PSA	WA	April 26, 2009	750,000
103.7 FM LITE	Radio PSA	TX	April 27, 2009	325,000
KLLI 105.3	Radio PSA	TX	April 27, 2009	850,000
1380 AM WAOK	Radio PSA	TX	April 30, 2009	850,000
98.3 FM WCXT	Radio PSA	TX	April 30, 2009	750,000
KMEX TV CH 34	Coverage for All Campaign	TX	April 30, 2009	4,990,200
99.9 FM WKXB	Radio PSA	CA	May 1, 2009	824,000
WLAW 92.5 FM	Radio PSA	MI	May 1, 2009	750,000
97.5 FM WEFG	Radio PSA	MI	May 3, 2009	750,000
95.7 KISS	Radio PSA	IL	May 4, 2009	3,469,110
98.3 FM WLCS	Radio PSA	MI	May 4, 2009	750,000
WRCH 100.5 FM	Radio PSA	CA	May 4, 2009	556,900
100.1 FM WVIB	Radio PSA	MI	May 7, 2009	750,000
ABC TV CH 7	Coverage for All Campaign	TN	May 7, 2009	2,172,400
106.3 KEJY	Radio PSA	TN	May 8, 2009	243,100
1390 AM KLTX	Radio PSA	TN	May 8, 2009	243,100
106.1 KHKS	Radio PSA	TN	May 9, 2009	243,100
105.7 FM KHCB	Radio PSA	GA	May 11, 2009	280,700
WLCS Radio	Radio PSA	CA	May 12, 2009	1,699,900
105.7 KRNB	Radio PSA	VA	May 12, 2009	162,070
96.3 WROV	Radio PSA	IL	May 12, 2009	45,000
La Preciosa	Radio PSA	OH	May 12, 2009	514,900
WLAW 92.5 FM	Radio PSA	MI	May 12, 2009	750,000
88.5 FM WTRC	Radio PSA	NC	May 14, 2009	38,400
97.5 FM WEFG	Radio PSA	MI	May 14, 2009	750,000
Journey to Wellness	Syndicated radio program	GA	May 14, 2009	53,000
98.3 FM WLCS	Radio PSA	MI	May 15, 2009	750,000
WAOK 1380	Radio PSA	GA	May 15, 2009	280,700
100.1 FM WVIB	Radio PSA	MI	May 16, 2009	750,000
ABC TV 30/40	Coverage for All Campaign	CA	May 17, 2009	4,902,400
92.5 KZPS	Radio PSA	TX	May 18, 2009	325,000
KOMO TV CH 4	Coverage for All Campaign	IN	May 18, 2009	280,700
107.7 FM WGNA	Radio PSA	IN	May 19, 2009	16,500
ABC TV CH 7	Coverage for All Campaign	TX	May 20, 2009	1,225,000

Foundation for Health Coverage Education

**Q2 Media Impressions 2009**

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KTTV TV CH 11	Coverage for All Campaign	MA	May 20, 2009	1,225,000
WLAW 92.5 FM	Radio PSA	MI	May 22, 2009	750,000
97.5 FM WFG	Radio PSA	MI	May 24, 2009	750,000
ABC Channel 13	Coverage for All Campaign	MI	May 24, 2009	1,926,000
102.9 FM KLTN	Radio PSA	IL	May 25, 2009	16,800
98.3 FM WLCS	Radio PSA	MI	May 25, 2009	750,000
WAOK 1380	Radio PSA	TN	May 25, 2009	243,100
KFBK-AM	Newstalk 1530	CA	May 26, 2009	3,373,900
100.1 FM WVIB	Radio PSA	MI	May 27, 2009	750,000
95.5 KXL	Radio PSA	NV	May 28, 2009	1,631,700
1380 FM WYNF	Radio PSA	GA	May 29, 2009	280,700
ABC News	What to do when a parent has to forego health coverage	MA	June, 2009	1,225,000
KOMO TV CH 4	Coverage for All Campaign	GA	June 1, 2009	280,700
WAOK 1380	Radio PSA	GA	June 1, 2009	280,700
WTVY CBS 4	Coverage for All Campaign	GA	June 1, 2009	280,700
95.5 KXL	Radio PSA	WA	June 2, 2009	750,000
WLAW 92.5 FM	Radio PSA	MI	June 2, 2009	750,000
97.5 FM WFG	Radio PSA	MI	June 4, 2009	750,000
106.1 KHKS	Radio PSA	NJ	June 5, 2009	48,000
95.5 KXL	Radio PSA	OH	June 6, 2009	1,961,100
ABC WLS TV CH 7	Coverage for All Campaign	GA	June 7, 2009	280,700
KOMO TV CH 4	Coverage for All Campaign	NY	June 7, 2009	7,433,820
106 KISS	Radio PSA	ID	June 8, 2009	625,000
99.5 FM WKDQ	Radio PSA	NC	June 8, 2009	62,725
98.3 FM WLCS	Radio PSA	MI	June 9, 2009	750,000
Fresh 102.7	FM Magazine	NY	June 9, 2009	3,433,820
780 AM WBBM	Radio PSA	CA	June 12, 2009	1,699,900
92.5 WRQC	Radio PSA	OH	June 12, 2009	1,961,300
KOMO TV CH 4	Coverage for All Campaign	OK	June 14, 2009	390,560
100.1 FM WVIB	Radio PSA	MI	June 15, 2009	750,000
750 KXL	Radio PSA	OR	June 16, 2009	275,093
92.5 Lone Star	Radio PSA	AL	June 16, 2009	880,600
94.7 WMAS	Radio PSA	WA	June 16, 2009	750,000
105.3 FM KDDQ	Radio PSA	CA	June 17, 2009	1,699,900
780 WBBM	Radio PSA	CA	June 17, 2009	1,699,900
WLAW 92.5 FM	Radio PSA	MI	June 17, 2009	750,000
98.3 FM WLCS	Radio PSA	MI	June 18, 2009	750,000
101.5 FM WRAL	Radio PSA	CA	June 19, 2009	1,699,900
ABC KTUL TV CH 8	Coverage for All Campaign	CA	June 19, 2009	14,699,900
CBS	Affordable Insurance Plan	NY	June 20, 2009	7,433,820
FOX TV CH 13	Coverage for All Campaign	CA	June 21, 2009	14,699,900
97.5 FM WFG	Radio PSA	MI	June 22, 2009	750,000
99.1 WZFX	Radio PSA	CA	June 23, 2009	1,699,900
89.1 FM WFDU	Radio PSA	CA	June 24, 2009	1,699,900
750 KXL	Radio PSA	OR	June 26, 2009	275,093
CBS TV CH 2	Coverage for All Campaign	CA	June 26, 2009	14,699,900
101.3 WZFM	Radio PSA	TX	June 27, 2009	750,000

Foundation for Health Coverage Education

**Q2 Media Impressions 2009**

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99.9 FM WKXB	Radio PSA	AL	June 27, 2009	487,600
100.1 FM WVIB	Radio PSA	MI	June 28, 2009	750,000
<b>Total Radio/TV Impressions</b>				<b>247,497,980</b>

Impressions	Q2 Impressions
<b>Print</b>	32,765,896
<b>Internet</b>	16,064,000
<b>Radio/TV</b>	247,497,980
<b>Total Impressions Q2 2009</b>	<b>296,327,876</b>

Foundation for Health Coverage Education  
**Q3 2009 Media Impressions**  
 Prepared by Haese Wood

Feature Magazines/Newspapers	Title	Location	Date	Impressions
L.A. Parent	Find health insurance help	CA	July, 2009	102,815
Charleston Gazette	Health Insurance Options	WV	July 6, 2009	44,000
Men's Health	3 tips about reducing health coverage	PA	July 7, 2009	1,860,000
Birmingham News	Web Site of the Week	AL	July 9, 2009	132,000
The Forest-Blade	Health insurance options for pre-medicare retirees	GA	July 9, 2009	6,250
AARP Bulletin Today	Our great hidden healthcare system	National	July 13, 2009	24,305,715
Los Angeles Times	Our great hidden healthcare system	CA	July 13, 2009	1,225,000
The Bradenton Herald	Health Insurance Options	FL	July 14, 2009	46,575
Times Union	Bring health care out from hiding	NY	July 16, 2009	78,973
Valley News	Health insurance options for pre-medicare retirees	CA	July 17, 2009	40,000
Richmond Times Dispatch	Savy senior	VA	July 19, 2009	158,139
The Buffalo News	Group offers uninsured help line	NY	July 19, 2009	173,925
The Capital Times	Phil Lebherz: Existing government health programs must be promo	WI	July 19, 2009	40,000
Western Queens Gazette	Health insurance options for pre-medicare retirees	NY	July 22, 2009	30,000
Chicago Sun Times	Healp for covering COBRA	IL	July 23, 2009	312,000
San Francisco Chronicle	Appealing COBRA subsidy rejections	CA	July 30, 2009	312,118
Wall Street Journal	CA offers lesson on insurance exchanges	National	August 3, 2009	2,082,189
The Dallas Morning News	Uninsured in TX	TX	August 13, 2009	332,000
Employee Benefit News	Possible trend on employers offerering employees incentives	VA	August 14, 2009	70,236
Lansing State Journal	Get Insurance Facts	MI	August 16, 2009	73,000
Bird Island Union	Are you elegeible for comprehensive government health coverage?	MN	August 26, 2009	900
Chronicle	Are you elegeible for comprehensive government health coverage?	MN	August 26, 2009	3,300
Fairfax Standard Gazette	Are you elegeible for comprehensive government health coverage?	MN	August 26, 2009	1,840
Henderson Independent	Are you elegeible for comprehensive government health coverage?	MN	August 26, 2009	1,200
News Mirror	Are you elegeible for comprehensive government health coverage?	MN	August 26, 2009	3,300
Star Farmer News	Are you elegeible for comprehensive government health coverage?	MN	August 26, 2009	1,600
The Glencoe Enterprise	Are you elegeible for comprehensive government health coverage?	MN	August 26, 2009	4,000
Winthrop News	Are you elegeible for comprehensive government health coverage?	MN	August 26, 2009	1,500
Hutchinson Leader	Are you elegeible for comprehensive government health coverage?	MN	August 27, 2009	5,700
Independent Review	Are you elegeible for comprehensive government health coverage?	MN	August 27, 2009	3,800
Litchfield Independent Review	Are you elegeible for comprehensive government health coverage?	MN	August 27, 2009	4,800
McLeod County Chronicle	Are you elegeible for comprehensive government health coverage?	MN	August 27, 2009	5,175
Renville County Register	Are you elegeible for comprehensive government health coverage?	MN	August 27, 2009	1,800
The Gaylord Hub	Are you elegeible for comprehensive government health coverage?	MN	August 27, 2009	2,000
Men's Health	Protect your health and your wallet	PA	September 1, 2009	1,859,643
Sun Sentinel	Find health coverage before Medicare	FL	September 15, 2009	195,522
Hartford Courant	Some diatetics taking big risks	CT	September 21, 2009	156,000
The News Journal	No shortcuts to success for entrepreneurs	DE	September 21, 2009	102,619
Hartford Courant	You've been laid off	CT	September 23, 2009	156,000
Hartford Courant	Score big savings on health coverage	CT	September 23, 2009	156,000

Foundation for Health Coverage Education

**Q3 2009 Media Impressions**

Prepared by Haese Wood

New York Daily News	Your tax dollars help provide health insurance	NY	September 23, 2009	36,575
The Dallas Morning News	COBRA Subsidy Program Ending in 60 Days	TX	September 30, 2009	331,907
California Schools Magazine	Foundation, LAUSD team up to promote health coverage option	CA	Fall 2009	8,275
Kiplinger's Personal Finance	In search of health insurance	DC	Fall 2009	817,124
<b>Total Print Impressions</b>				<b>35,182,700</b>

<b>Internet Coverage</b>	<b>Title</b>	<b>Location</b>	<b>Date</b>	<b>Impressions</b>
Los Angeles Times blogs	In today's pages: reform for all		July 8, 2009	325,000
Lifescrpts	Health care reform 6 ways it will affect women		July 26, 2009	125,000
Health Insurance Plans	Lesson to be learned from failed CA health insurance exchanges		August 3, 2009	125,000
SmartMoney's Small Business	Calif.'s lesson on insurance exchanges		August 3, 2009	175,000
eMediaWire	WellPoint foundation awards grant to pioneering		August 23, 2009	125,000
Physician Assistant World	WellPoint foundation awards grant to pioneering		August 23, 2009	125,000
PR News	WellPoint foundation awards grant to pioneering		August 23, 2009	125,000
Caring 4 Arthritis Magazine	How readers can learn about their public and private options		September 2, 2009	125,000
Florida Health Insurance	Florida health insurance resources		September 13, 2009	125,000
DMN News wire	Health insurance advice for women		September 15, 2009	111,000
MSNBC	Health insurance advice for women		September 15, 2009	325,000
Alltheweb	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	53,000
Altavista	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	250,000
CA Newslines	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	325,000
Chron	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	125,000
Dallas Morning News	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	325,000
Earthtimes	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	325,000
Google	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	325,000
HR News	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	125,000
Human Rights Dream	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	125,000
Interest!Alert	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	125,000
King5	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	111,000
Marketwire	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	325,000
PR Inside	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	125,000
Reuters	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	325,000
RGNoticias.com	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	125,000
The Press-Enterprise	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	275,000
The Press-Enterprise	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	275,000
Yahoo Finance	FHCE Clarifies Issue of Coverage for Undocumented Immigrants		September 16, 2009	325,000
Business Insanity	Discussion of reform proposal to create insurance exchanges		September 18, 2009	125,000
Africa Tower	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	111,000
Alltheweb	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	53,000
Altavista	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	250,000
Ask Jeeves news	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	325,000

Foundation for Health Coverage Education

**Q3 2009 Media Impressions**

Prepared by Haese Wood

Blogger	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	111,000
Earthtimes	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	325,000
Excite	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
Health insurance blog	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
Health News Digest.com	What if Congress passes public health insurance and no one signs up?		September 30, 2009	275,000
Houston Chronicle	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
HR News	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
Individual.com	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
Insurance News Net	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
King5	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	111,000
Mainstreet.com	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
Marketwire	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	325,000
MSNBC	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	325,000
News Blaze	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
NNCN	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
Noticanarias	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
Ontheparth.com	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
PR Canada.net	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
Press Enterprise	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	275,000
PR-USA.net	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
Reuters	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	325,000
RGNoticias.com	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
ScrippsNews	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
SOA World Magazine	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	125,000
The Press-Enterprise	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	275,000
WorldNews	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	250,000
Yahoo	COBRA Subsidy Program Ending in 60 Days		September 30, 2009	325,000
Besthealthcarerates blog	Besthealthcarerates helps consumer		July, 2009	111,000
Orange County Shanti	Foundation for health coverage education: our services		July, 2009	111,000
Delaware online	The up-front work can be daunting but plenty of help is available		September 21, 2009	125,000
Isnare.com	How Will Obama's Healthcare Plan Affect Black Men?		September, 2009	111,000
Isureguru's.blog	Is COBRA right for me?		September, 2009	111,000
Kiplinger.com	How to be your own boss		September, 2009	325,000
Mogul Capital Inc	Five Health Insurance Tips for the Micro Business		September, 2009	111,000
<b>Total Internet Impressions</b>				<b>12,591,000</b>

Radio/TV Coverage	Title	Date	Location	Impressions
100.5 FM DELILAH	Radio PSA	CT	August 1, 2009	190,000
780 AM WBBM	Radio PSA	CA	September 12, 2009	1,699,900
780 WBBM	Radio PSA	CA	September 17, 2009	1,699,900
92.5 Lone Star	Radio PSA	AL	September 16, 2009	880,600

Foundation for Health Coverage Education

**Q3 2009 Media Impressions**

Prepared by Haese Wood

99.9 FM WKXB	Radio PSA	AL	September 27, 2009	487,600
99.9 FM WKXB	Radio PSA	CA	August 1, 2009	824,000
ABC 7 News	View from the Bay	CA	September 17, 2009	1,002,500
ABC 7 News	Uninsured not a crisis	DE	August 12, 2009	778,300
ABC Ch 6	Coverage for All Campaign	PA	July 14, 2009	778,300
CNN	Dr. Gupta	National	August 1, 2009	1,242,000
KAID 990 AM	Radio PSA	CA	July 31 2009	584,100
KCBS Radio	Healthcare cooperatives	CA	August 18, 2009	824,000
KFBK-AM	How will health reform impact CA?	CA	July 20, 2009	824,000
KFUW.90.5	Radio PSA	CA	September 9, 2009	514,900
KISS 102.7 FM	Radio PSA	CA	September 8 2009	3,902,400
KKHK 1250 AM	Radio PSA	KS	July 29, 2009	182,700
KNX 1070 - Money 101	Money 101 - Bob McCormick	CA	August 4, 2009	4,902,400
KNX 1070 - Money 101	Money 101 - Bob McCormick	CA	August 11, 2009	4,902,400
KNX 1070 - Money 101	Money 101 - Bob McCormick	CA	August 18, 2009	4,902,400
KNX 1070 - Money 101	Money 101 - Bob McCormick	CA	August 25, 2009	4,902,400
KOOL 105 FM	Radio PSA	CO	July 15, 2009	480,500
KPOO 89.5 FM	Radio PSA	CA	July 22, 2009	217,900
KRLA 870 AM	Radio PSA	CA	September 8, 2009	541,600
KRLA 870 AM	Radio PSA	CA	September 2, 2009	541,600
KRMB 90.1 FM	Radio PSA	AZ	September 11, 2009	1,475,300
KWBW 1450 AM	Radio PSA	KS	August 28, 2009	689,100
KZQD 105.1 FM	Radio PSA	KS	July 20, 2009	135,900
KZST 100.1 AM	Health coverage programs for Californians	CA	September 19, 2009	541,600
LOVE 100.3 FM	Radio PSA	IL	September 22 2009	91,600
VIVA 105.7 FM	Radio PSA	GA	July 6, 2009	423,600
WAJQ 1400 AM	Radio PSA	GA	August 25, 2009	280,700
WAMJ 102.5 FM	Radio PSA	GA	July 22, 2009	270,700
WAMR 107.5 FM	Radio PSA	FL	July 22, 2009	250,000
WAOK 1380	Radio PSA	GA	August 6, 2009	325,400
WBBW 1240 AM	Radio PSA	OH	July 17, 2009	514,900
WEFG Radio	Radio PSA	CA	July 15, 2009	14,699,900
WFIE CH 14	Insuring your health before medicare kicks in	IN	August 6, 2009	280,700
WFTV Ch 9	Coverage for All Campaign	FL	August 17, 2009	546,200
WJHG TV Ch 7	Coverage for All Campaign	FL	August 17, 2009	546,200
WKDP 99.5 FM	Radio PSA	KY	July 7, 2009	445,700
WKRC 550 AM	Radio PSA	OH	July 9, 2009	514,900
WLCS Radio	Radio PSA	CA	August 12, 2009	1,699,900
WMGE 94.9 FM	Radio PSA	FL	July 13, 2009	479,100
WOAK FM	Radio PSA	GA	July 15, 2009	280,700
WOOL 100,1 FM	Radio PSA	AL	July 28, 2009	487,600

Foundation for Health Coverage Education

**Q3 2009 Media Impressions**

Prepared by Haese Wood

WPAX 1240 AM	Radio PSA	GA	July 28, 2009	272,200
WPBC 1310 AM	Radio PSA	GA	July 30, 2009	210,300
WPEZ 93.7 FM	Radio PSA	GA	August 25, 2009	280,700
WRCH 100.5 FM	Radio PSA	CA	August 4, 2009	556,900
WRGA 1470 AM	Radio PSA	GA	July 6, 2009	426,600
WSTI 105.3 FM	Radio PSA	GA	July 30, 2009	272,200
WSYR 570	Radio PSA	NY	July 19, 2009	995,000
WTBY - TV 27	Coverage for All Campaign	NY	September 7, 2009	1,699,900
WTRC 1340 AM	Radio PSA	IN	August 5, 2009	258,200
WVFM 105.7 FM	Radio PSA	CT	September 2, 2009	224,900
WWKI 100.5 FM	Radio PSA	IN	September 9, 2009	280,700
<b>Total Radio/TV Impressions</b>				<b>68,263,700</b>

Impressions	Q3 Impressions
<b>Print</b>	35,182,700
<b>Internet</b>	12,591,000
<b>Radio/TV</b>	68,263,700
<b>Total Impressions Q3 2009</b>	<b>116,037,400</b>

Foundation for Health Coverage Education

Q4 2009 Media Impressions

Prepared by Haese Wood

Feature Magazines/Newspapers	Title	Location	Date	Impressions
Delaware News Journal	Coverage after COBRA	DE	October 7, 2009	112,584
Chicago Tribune	Coverage after COBRA	IL	October 23, 2009	465,892
Wall Street Journal	COBRA subsidy expiration and small business concerns	National	October 27, 2009	2,024,269
Peoria Times	Coverage after COBRA	IL	November 1, 2009	17,024
Washington Post	How to be your own boss	National	November 1, 2009	582,844
Wall Street Journal	Coverage after COBRA	National	November 2, 2009	2,024,269
Winston Salem Journal	You have health insurance options when COBRA runs out	NC	November 2, 2009	67,169
Austin American News	You have health insurance options when COBRA runs out	TX	November 3, 2009	140,602
Cape Cod Times	You have health insurance options when COBRA runs out	MA	November 3, 2009	45,353
LA Parent	What you need to know about your insurance:	CA	November 5, 2009	102,815
CNN Money	Losing you 65% COBRA subsidy	National	November 9, 2009	1,142,000
USA Today	You have health insurance options when COBRA runs out	National	November 10, 2009	2,300,000
The Valley News	Facts don't support health-care legislation	CA	November 14, 2009	35,000
Kiplinger	You have health insurance options when COBRA runs out	DC	November 16, 2009	817,124
Arizona Republic	You have health insurance options when COBRA runs out	AZ	November 18, 2009	316,874
Indianapolis Star	COBRA running out? There are ways to trim back insurance costs	IN	November 22, 2009	201,823
San Francisco Chronicle	Congress considers expanding Cobra subsidy	CA	November 23, 2009	251,782
Austin American Statesman	Coverage after COBRA	TX	November 24, 2009	140,602
USA Today	COBRA subsidy for laid-off workers	National	November 24, 2009	2,300,000
The McClatchy Newspapers	The impact of the deadline for the COBRA subsidy coming up	National	November 25, 2009	3,525,000
Virginia Pilot	The beginning of the end of the COBRA subsidy	National	November 25, 2009	164,454
Lansing State Journal	Clock ticking on COBRA subsidy	MI	November 27, 2009	46,677
Star Telegram	COBRA health insurance subsidy expiring	TX	November 27, 2009	167,364
Gazette News	Coverage after COBRA	FL	November 28, 2009	32,704
Modesto Bee	COBRA health care subsidy expires Monday	CA	November 28, 2009	65,605
Star Ledger	Coverage after COBRA	NJ	November 28, 2009	246,006
The Virginia Pilot	Health insurance subsidy for jobless to phase out	VA	November 28, 2009	164,454
Yakima News	Coverage after COBRA	WA	November 28, 2009	32,635
Lexington Herald	Coverage after COBRA	KY	November 29, 2009	99,707
Arizona Republic	Coverage after COBRA	AZ	November 30, 2009	316,874
Chicago Sun Times	What can people do when COBRA subsidy runs out?	National	November 30, 2009	312,000
Chicago Tribune	Health insurance subsidy set to end	IL	November 30, 2009	465,892
Daily News	Coverage after COBRA	OH	November 30, 2009	104,138
Daytona Beach Journal	Coverage after COBRA	FL	November 30, 2009	15,000
Delaware State News	The beginning of the end of the COBRA subsidy	National	November 30, 2009	17,250
Fremont Argus	Coverage after COBRA	CA	November 30, 2009	26,749
Herald	Coverage after COBRA	WA	November 30, 2009	36,642
Kansas City Star	Coverage after COBRA	MO	November 30, 2009	216,226
Las Vegas News	Coverage after COBRA	NV	November 30, 2009	34,978
Ledger Inquire	Coverage after COBRA	GA	November 30, 2009	42,830
Ohio News	Coverage after COBRA	OH	November 30, 2009	6,200
Philadelphia Inquirer	The beginning of the end of the COBRA subsidy	National	November 30, 2009	361,480
Pioneer Press	Coverage after COBRA	MN	November 30, 2009	185,220
Sun	Coverage after COBRA	AZ	November 30, 2009	7,847
Union City News	Coverage after COBRA	CA	November 30, 2009	8,000
Arizona Daily Star	COBRA subsidy is ending for many	AZ	December 1, 2009	93,770

Foundation for Health Coverage Education

Q4 2009 Media Impressions

Prepared by Haese Wood

Detroit Free Press	What you need to know to buy health insurance	MI	December 1, 2009	269,729
Kiplinger Personal Finance	Best Insurance Sites	DC	December 1, 2009	817,124
Philadelphia Inquirer	Health-insurance subsidies for jobless ending	PA	December 1, 2009	361,480
The Seattle Times	COBRA subsidy is ending for many	WA	December 1, 2009	263,588
Arizona Republic	COBRA subsidy is ending for many	AZ	December 3, 2009	316,874
Chicago Sun Times	COBRA subsidy is ending for many	IL	December 4, 2009	312,000
St Paul Pioneer Press	COBRA subsidy is ending for many	MN	December 7, 2009	185,220
Star Ledger	COBRA subsidy is ending for many	NJ	December 7, 2009	246,006
Chicago Sun Times	COBRA subsidy is ending for many	IL	December 8, 2009	312,000
Kansas City Star	COBRA subsidy is ending for many	KY	December 9, 2009	216,226
Vida Nueva	COBRA subsidy is ending for many	CA	December 10, 2009	62,630
Chicago Sun Times	What can people do when COBRA subsidy runs out?	IL	December 11, 2009	312,000
Wall Street Journal	More on Cobra Subsidy	National	December 13, 2009	2,024,269
Tucson Weekly	COBRA subsidy is ending for many	AZ	December 14, 2009	49,000
Daily News	COBRA subsidy is ending for many	OH	December 19, 2009	49,000
Winston Salem Journal	COBRA subsidy is ending for many	NC	December 20, 2009	67,169
Duluth News Tribune	COBRA subsidy is ending for many	WI	December 22, 2009	40,933
The Times	COBRA subsidy is ending for many	IN	December 29, 2009	83,680
<b>Total Print Impressions</b>				<b>25,872,656</b>

Internet Coverage	Title	Location	Date	Impressions
Alltheweb	COBRA Subsidy Extension: eHealthInsurance answers the what if	Online	November 10, 2009	7,783
Altavista	COBRA Subsidy Extension: eHealthInsurance answers the what if	Online	November 10, 2009	35,297
Ask Jeeves news	COBRA Subsidy Extension: eHealthInsurance answers the what if	Online	November 10, 2009	1,159,172
CNN Money	COBRA Subsidy Extension: eHealthInsurance	Online	November 10, 2009	1,142,000
Excite	COBRA Subsidy Extension: eHealthInsurance answers the what if	Online	November 10, 2009	64,000
Google News	COBRA Subsidy Extension: eHealthInsurance answers the what if	Online	November 10, 2009	4,690,473
Lycos	COBRA Subsidy Extension: eHealthInsurance answers the what if	Online	November 10, 2009	64,655
Microsoft Bing	COBRA Subsidy Extension: eHealthInsurance answers the what if	Online	November 10, 2009	20,511
News Blaze	COBRA Subsidy Extension: eHealthInsurance answers the what if	Online	November 10, 2009	11,000
TMC	COBRA Subsidy Extension: eHealthInsurance	Online	November 10, 2009	11,000
Topix Search	COBRA Subsidy Extension: eHealthInsurance answers the what if	Online	November 10, 2009	140,613
Yahoo Canada	COBRA Subsidy Extension: eHealthInsurance answers the what if	Online	November 10, 2009	4,367,929
Yahoo News	COBRA Subsidy Extension: eHealthInsurance answers the what if	Online	November 10, 2009	4,367,929
The Faster Times	How to cover yourself ater COBRA	Online	November 16, 2009	14,000
CNN Money	Loosing your 65% COBRA subsidy	Online	November 19, 2009	1,142,000
Star Gazette	You have health insurance options when COBRA runs out	Online	November 19, 2009	9,800
SLTODAY.COM	Expiring health insurance subsidy imperils laid-off Americans	Online	November 27, 2009	7,800
The McClatchy Company	Expiring insurance subsidy imperils laid-off Americans	Online	November 27, 2009	2,325,800
The State	Expiring health insurance subsidy imperils laid-off Americans	Online	November 27, 2009	83,923
CNN Money	COBRA Subsidy Expiration: National Data Shows	Online	December 7, 2009	1,142,000
ABC 11 NC	Holding on to Your Health Coverage	Online	December 29, 2009	160,000
ABC 30 HD	Holding on to Your Health Coverage	Online	December 29, 2009	160,000
ABC 6 Philadelphia	Holding on to Your Health Coverage	Online	December 29, 2009	22,902
ABC 7	Holding on to Your Health Coverage	Online	December 29, 2009	1,351
Alltheweb	Holding on to Your Health Coverage	Online	December 29, 2009	7,783
Altavista	Holding on to Your Health Coverage	Online	December 29, 2009	35,297

Foundation for Health Coverage Education

Q4 2009 Media Impressions

Prepared by Haese Wood

Ask Jeeves news	Holding on to Your Health Coverage	Online	December 29, 2009	1,159,172
Business Rockford.com	Holding on to Your Health Coverage	Online	December 29, 2009	6,158
Calibre	Holding on to Your Health Coverage	Online	December 29, 2009	827
CBS 11 Dallas	Holding on to Your Health Coverage	Online	December 29, 2009	575,000
CBS 13 Sacramento	Holding on to Your Health Coverage	Online	December 29, 2009	325,000
CBS 2 Chicago	Holding on to Your Health Coverage	Online	December 29, 2009	443,527
CBS 2 Pittsburgh	Holding on to Your Health Coverage	Online	December 29, 2009	78,000
CBS 3 Philadelphia	Holding on to Your Health Coverage	Online	December 29, 2009	10,516
CBS 4 Denver	Holding on to Your Health Coverage	Online	December 29, 2009	6,461
Cincinnati. Com	Holding on to Your Health Coverage	Online	December 29, 2009	503,854
Contra Costa Times	Holding on to Your Health Coverage	Online	December 29, 2009	174,852
Crescent News	Holding on to Your Health Coverage	Online	December 29, 2009	17,364
Daily Jeff - Cambridge	Holding on to Your Health Coverage	Online	December 29, 2009	15,200
Daily News	Holding on to Your Health Coverage	Online	December 29, 2009	16,200
El Paso Times.com	Holding on to Your Health Coverage	Online	December 29, 2009	97,782
Excite	Holding on to Your Health Coverage	Online	December 29, 2009	64,000
Finanzas Mundial	Holding on to Your Health Coverage	Online	December 29, 2009	10,795
Google	Holding on to Your Health Coverage	Online	December 29, 2009	4,690,473
Google News	Holding on to Your Health Coverage	Online	December 29, 2009	4,690,473
Houston Chronicle	Holding on to Your Health Coverage	Online	December 29, 2009	55,794
HR News	Holding on to Your Health Coverage	Online	December 29, 2009	10,795
Idaho Statesman	Holding on to Your Health Coverage	Online	December 29, 2009	183,097
Inland Valley Daily Bulletin	Holding on to Your Health Coverage	Online	December 29, 2009	48,014
Kansas City.com	Holding on to Your Health Coverage	Online	December 29, 2009	216,226
KCAL 9	Holding on to Your Health Coverage	Online	December 29, 2009	540,154
Kentucky News	Holding on to Your Health Coverage	Online	December 29, 2009	373,082
King5.com	Holding on to Your Health Coverage	Online	December 29, 2009	10,795
Lycos	Holding on to Your Health Coverage	Online	December 29, 2009	64,655
Marketwire	Holding on to Your Health Coverage	Online	December 29, 2009	10,795
Mercury News	Holding on to Your Health Coverage	Online	December 29, 2009	1,354,767
Microsoft Bing	Holding on to Your Health Coverage	Online	December 29, 2009	20,511
Northwest Cable News	Holding on to Your Health Coverage	Online	December 29, 2009	10,795
Oakland Tribune	Holding on to Your Health Coverage	Online	December 29, 2009	92,794
Press Telegram	Holding on to Your Health Coverage	Online	December 29, 2009	71,411
SFGate.com	Holding on to Your Health Coverage	Online	December 29, 2009	3,592,140
Silver City Sun News	Holding on to Your Health Coverage	Online	December 29, 2009	4,200
Star Telegram	Holding on to Your Health Coverage	Online	December 29, 2009	17,364
Star Tribune	Holding on to Your Health Coverage	Online	December 29, 2009	1,240,559
TCPalm	Holding on to Your Health Coverage	Online	December 29, 2009	23,000
The News & Observer	Holding on to Your Health Coverage	Online	December 29, 2009	562,223
The Olympian	Holding on to Your Health Coverage	Online	December 29, 2009	96,024
The Press Enterprise	Holding on to Your Health Coverage	Online	December 29, 2009	10,795
The Salt Lake Tribune	Holding on to Your Health Coverage	Online	December 29, 2009	13,306
The Sun	Holding on to Your Health Coverage	Online	December 29, 2009	137,250
The Sun News	Holding on to Your Health Coverage	Online	December 29, 2009	5,200
Topix Search	Holding on to Your Health Coverage	Online	December 29, 2009	140,613
Union Tribune San Diego	Holding on to Your Health Coverage	Online	December 29, 2009	777,374

Foundation for Health Coverage Education

Q4 2009 Media Impressions

Prepared by Haese Wood

WBZTV.com	Holding on to Your Health Coverage	Online	December 29, 2009	10,840
We are Austin	Holding on to Your Health Coverage	Online	December 29, 2009	75,000
Wichita Eagle	Holding on to Your Health Coverage	Online	December 29, 2009	67,171
WorldNews Network search	Holding on to Your Health Coverage	Online	December 29, 2009	9,685
Yahoo Canada	Holding on to Your Health Coverage	Online	December 29, 2009	4,367,929
Yahoo News	Holding on to Your Health Coverage	Online	December 29, 2009	4,367,929
Yahoo search	Holding on to Your Health Coverage	Online	December 29, 2009	4,367,929
CNN Health	Top Empowered Patient tips for 2010	Online	December 31, 2009	4,500,000
<b>Total Internet Impressions</b>				<b>61,530,888</b>

Radio/TV Broadcast Outlets	Title	Location	Date	Impressions
WWKI 100.5 FM	Radio PSA	IN	September 21, 2009	258,200
101.3FM	Radio PSA	OH	September 23, 2009	1,961,300
WZZA 1410 AM	Radio PSA	AL	September 28, 2009	487,600
KNX 1070	Money 101	CA	October 6, 2009	4,902,400
KNX 1070	Money 101	CA	October 7, 2009	4,902,400
KNX 1070	Money 101	CA	October 8, 2009	4,902,400
WAOK 1380 AM	Radio PSA	GA	October 8, 2009	272,200
KNX 1070	Money 101	CA	October 9, 2009	4,902,400
WTBY - TV 27	Coverage for All Campaign	NY	October 9, 2009	1,699,900
CNBC Suze Orman Show	Coverage for All Campaign	NY	October 13, 2009	1,699,900
WTRC 1340 AM	Radio PSA	IN	October 13, 2009	258,200
WJYS CH 62	Radio PSA	IL	October 25, 2009	280,700
KNX 1070	Money 101	CA	October 26, 2009	4,902,400
KOZT 95.3 FM	Radio PSA	CA	November 2, 2009	2,300,500
WWDE FM 101.3	Radio PSA	VA	November 10, 2009	172,070
KNX 1070 AM	Radio PSA	CA	November 13, 2009	4,902,400
K206BP	Linea Abierta	TX	December 7, 2009	850,200
K248AM	Linea Abierta	TX	December 7, 2009	750,000
KAWC	Linea Abierta	AZ	December 7, 2009	325,700
KBBF	Linea Abierta	CA	December 7, 2009	514,900
KBNO	Linea Abierta	OR	December 7, 2009	275,093
KBSK	Linea Abierta	ID	December 7, 2009	625,300
KBSU-AM	Linea Abierta	ID	December 7, 2009	430,500
KCBI	Linea Abierta	TX	December 7, 2009	778,600
KDNA	Linea Abierta	WA	December 7, 2009	750,000
KERU	Linea Abierta	CA	December 7, 2009	584,100
KEZJ	Linea Abierta	ID	December 7, 2009	625,300
KHDC	Linea Abierta	CA	December 7, 2009	417,600
KHID	Linea Abierta	TX	December 7, 2009	325,400
KMBH	Linea Abierta	TX	December 7, 2009	750,000
KMPO	Linea Abierta	CA	December 7, 2009	725,900
KMXO	Linea Abierta	TX	December 7, 2009	325,400
KOCA-LP	Linea Abierta	WY	December 7, 2009	162,070
KOEZ	Linea Abierta	UT	December 7, 2009	325,000
KOJI	Linea Abierta	IA	December 7, 2009	91,600
KPCC-HD2	Linea Abierta	CA	December 7, 2009	217,300

Foundation for Health Coverage Education

Q4 2009 Media Impressions

Prepared by Haese Wood

KPCN-LP	Linea Abierta	OR	December 7, 2009	275,093
KPVL	Linea Abierta	IA	December 7, 2009	91,600
KRMB	Linea Abierta	AZ	December 7, 2009	140,215
KRMC	Linea Abierta	AZ	December 7, 2009	82,500
KRPS-DOS	Linea Abierta	KS	December 7, 2009	689,100
KRUC	Linea Abierta	NM	December 7, 2009	750,000
KSJD	Linea Abierta	CO	December 7, 2009	325,750
KSJD2	Linea Abierta	CO	December 7, 2009	480,500
KSJD3	Linea Abierta	CO	December 7, 2009	480,500
KSJV	Linea Abierta	CA	December 7, 2009	325,700
KSVR	Linea Abierta	WA	December 7, 2009	525,400
KTQX	Linea Abierta	CA	December 7, 2009	325,700
KUAR-HD2	Linea Abierta	AR	December 7, 2009	1,475,300
KUAZ-HD2	Linea Abierta	AZ	December 7, 2009	82,500
KUBO	Linea Abierta	CA	December 7, 2009	325,200
KVUH	Linea Abierta	CA	December 7, 2009	585,720
KWIT	Linea Abierta	IA	December 7, 2009	125,000
KZQD	Linea Abierta	KS	December 7, 2009	135,900
La Casa Cultural Latina	Linea Abierta	IL	December 7, 2009	280,700
RADIO HISPANA	Linea Abierta	TX	December 7, 2009	1,325,200
Radio KUVA	Linea Abierta	FL	December 7, 2009	479,100
W207BF	Linea Abierta	IN	December 7, 2009	258,200
W210BF	Linea Abierta	IN	December 7, 2009	258,200
WAFT	Linea Abierta	GA	December 7, 2009	423,600
WBCL	Linea Abierta	IN	December 7, 2009	258,200
WBYN	Linea Abierta	PA	December 7, 2009	325,200
WCIW	Linea Abierta	FL	December 7, 2009	546,200
WCOM-LP	Linea Abierta	NC	December 7, 2009	62,725
WDAC	Linea Abierta	PA	December 7, 2009	778,300
WDAL	Linea Abierta	GA	December 7, 2009	280,700
WHWS-LP	Linea Abierta	NY	December 7, 2009	1,699,900
WLCH	Linea Abierta	PA	December 7, 2009	778,300
WMIT	Linea Abierta	NC	December 7, 2009	38,400
WNCO 101.3 FM	Radio PSA	OH	December 7, 2009	514,900
WNEB	Linea Abierta	MA	December 7, 2009	893,960
WRFU	Linea Abierta	IL	December 7, 2009	91,600
WRTE	Linea Abierta	IL	December 7, 2009	80,700
WVUB-HD 3	Linea Abierta	IN	December 7, 2009	280,700
WZZA 1410 AM	Radio PSA	AL	December 7, 2009	487,600
98.3 FM WLCS	Radio PSA	MI	December 8, 2009	750,000
100.1 FM WVIB	Radio PSA	MI	December 9, 2009	750,000
WLAW 92.5 FM	Radio PSA	MI	December 10, 2009	750,000
97.5 FM WCFG	Radio PSA	MI	December 11, 2009	750,000
WCCT AM 1330	Radio PSA	KY	December 11, 2009	445,700
98.3 FM WLCS	Radio PSA	MI	December 12, 2009	750,000
KCNL 104.9 FM	Radio PSA	CA	December 15, 2009	1,699,900
La Preciosa 1440 AM	Radio PSA	CA	December 18, 2009	725,000

Foundation for Health Coverage Education

**Q4 2009 Media Impressions**

Prepared by Haese Wood

NBC 4	Coverage for All Campaign	WA	December 29, 2009	1,200,000
WHWK 98.1 FM	Radio PSA	NY	December 31, 2009	1,699,900
WWKI 100.5 FM	Radio PSA	IN	November 9 2009	280,700
WVFM 105.7 FM	Radio PSA	CT	October 2 2009	224,900
NBC 40	Coverage for All Campaign	NJ	October 21 2009	775,000
NBC 4	Coverage for All Campaign	OH	October 23 2010	725,300
MYPHL 17 News	Coverage for All Campaign	PA	October 5 2010	825,000
<b>Total Radio/TV Impressions</b>				<b>78,370,396</b>

Impressions	Q4 Impressions
<b>Print</b>	25,872,656
<b>Internet</b>	61,530,888
<b>Radio/TV</b>	78,370,396
<b>Total Impressions Q4 2009</b>	<b>165,773,940</b>

**Foundation for Health Coverage Education**  
**Media Impressions for 2009**

<b>Impressions</b>	<b>Quarter 1</b>	<b>Quarter 2</b>	<b>Quarter 3</b>	<b>Quarter 4</b>	<b>2010 Impressions</b>
<b>Print</b>	18,020,671	32,765,896	35,182,700	25,872,656	111,841,923
<b>Internet</b>	5,098,300	16,064,000	12,591,000	61,530,888	95,284,188
<b>Radio/TV</b>	311,105,251	247,497,980	68,263,700	78,370,396	705,237,327
<b>Total Impressions 2009</b>	<b>334,224,222</b>	<b>296,327,876</b>	<b>116,037,400</b>	<b>165,773,940</b>	<b>912,363,438</b>