

# Foundation for Health Coverage Education

## Q1'2008 Media Impressions

Prepared by: Haese Wood

Feature Magazines/Newspapers	Title	Location	Date	Impressions
SHAPE		Florida	January	2,350,000
MGMA Connexion	Uninsured doesn't need to mean uninformed	Colorado	January	104,000
ESPECIALITO	5 Questions quiz	New York	January	88,000
EL ESPECIAL	5 Questions quiz	Florida	January	48,000
Daily Republican	5 Questions quiz	Illinois	January	304,000
Daily Republican	5 Questions quiz	Illinois	January	100,000
GLAMOUR	5 Questions quiz	Alabama	January	20,000
BAJO EL SOL	5 Questions quiz	Arizona	January	5,000
San Francisco Business Times	Health-care crusader	California	February	884,600
Employee Benefit Plan Review	Addressing the Myths of the Uninsured and the Impact on American Business	New York	February	84,000
BOTTOM LINE - IN LIBRARY	5 Questions quiz	California	March	50,088
TOLEDO JOURNAL	5 Questions quiz	Ohio	March	300,000
NORTH COUNTY TIMES	Web site might show you have health coverage after all	California	March	347,408
The Voice Congregati	5 Questions quiz	Florida	March	87,000
TOLEDO JOURNAL	5 Questions quiz	Ohio	March	80,000
<b>Total</b>				<b>4,852,096</b>

Radio/TV	Title	Location	Date	Impressions
98.5	Radio PSA	TX	January	1,626,500
92.3	Radio PSA	CA	January	1,465,400
1600	Radio PSA	CA	January	734,600
100.9	Radio PSA	CA	January	1,805,200
96.7	Radio PSA	CA	January	427,800
101.9	Radio PSA	NC	January	1,886,100
102.9	Radio PSA	CA	January	584,100
100.9	Radio PSA	CA	January	734,600
107.3	Radio PSA	CA	January	561,400
98.9	Radio PSA	CA	January	829,,200
102.9	Radio PSA	CA	January	584,100
101.9	Radio PSA	SC	January	845,100
91.1	Radio PSA	MS	January	394,300
98.9	Radio PSA	CA	January	427,800
LA PRECIOUSA	Radio PSA	CA	January	561,400
PIOLIN	Radio PSA	CA	January	734,600
LA PRECIOSA	Radio PSA	CA	January	427,800
LOBO	Radio PSA	CA	January	584,100
SPANISH PROGRAM	Radio PSA	CA	January	427,800

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SPANISH STATION	Radio PSA	CA	January	427,800
PIOLIN	Radio PSA	CA	January	734,600
SPANISH STATION	Radio PSA	CA	January	217,900
LA PRECIOSA	Radio PSA	CA	January	584,100
LA PRECIOSA	Radio PSA	CA	January	427,800
LA PRECIOSA	Radio PSA	CA	January	561,400
LA PRECIOSA	Radio PSA	CA	January	561,400
LOBO	Radio PSA	CA	January	561,400
LA PRECIOSA	Radio PSA	CA	January	1,465,400
LA PRECIOSA	Radio PSA	CA	January	734,600
LA PRECIOSA	Radio PSA	CA	January	561,400
LA PRECIOSA	Radio PSA	CA	January	561,400
LA PRECIOSA	Radio PSA	CA	January	427,800
LA PRECIOSA	Radio PSA	CA	January	561,400
RADIO LOBO	Radio PSA	CA	January	584,100
LA BUENA	Radio PSA	CA	January	734,600
LA PRECIOSA	Radio PSA	CA	January	734,600
WVNO	Radio PSA	OH	January	350,000
LA PRECIOSA	Radio PSA	CA	January	427,800
LA PRECIOSA	Radio PSA	CA	January	427,800
LA PRECIOSA	Radio PSA	CA	January	427,800
LA PRECIOSA	Radio PSA	CA	January	427,800
STATION 280AM	Radio PSA	CA	January	561,400
STATION 92.5	Radio PSA	TN	January	1,182,900
LA PRECIOSA	Radio PSA	CA	January	427,800
LA PRECIOSA	Radio PSA	CA	January	561,400
E PIOLIN	Radio PSA	CA	January	734,600
LA CAMPESINA	Radio PSA	CA	January	734,600
LA PRECIOSA	Radio PSA	CA	January	734,600
LA PRECIOSA	Radio PSA	CA	January	561,400
LA PRECIOSA	Radio PSA	CA	January	561,400
RADIO LOBO	Radio PSA	CA	January	584,100
SPANISH PROGRAM	Radio PSA	CA	January	1,829,200
LA PRECIOSA	Radio PSA	CA	January	734,600
LA PRECIOSA	Radio PSA	CA	January	427,800
LA PRECIOSA	Radio PSA	CA	January	561,400
LA PRECIOSA	Radio PSA	CA	January	584,100
LA PRECIOSA	Radio PSA	CA	January	427,800
LA PRECIOSA	Radio PSA	CA	January	561,400
LA PRECIOSA	Radio PSA	CA	January	217,900
THE WIZ	Radio PSA	OH	January	1,751,400
LA PRECIOSA	Radio PSA	CA	January	561,400

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LA PRECIOSA	Radio PSA	CA	January	561,400
LA PRECIOSA	Radio PSA	CA	January	734,600
KWEE	Radio PSA	CA	January	427,800
LA PRECIOSA	Radio PSA	CA	January	734,600
LA PRECIOSA	Radio PSA	CA	January	561,400
BEAT	Radio PSA	NC	January	1,886,100
WFDU	Radio PSA	NY	January	781,600
LA PRECIOSA	Radio PSA	CA	January	561,400
LA PRECIOSA	Radio PSA	CA	January	734,600
PUBLIC RADIO	Radio PSA	CA	January	10,902,400
WFDU	Radio PSA	NJ	January	418,600
LA PRECIOSA	Radio PSA	CA	January	427,800
LA PRECIOSA	Radio PSA	CA	January	217,900
LA PRECIOSA	Radio PSA	CA	January	561,400
LA PRECIOSA	Radio PSA	CA	January	561,400
LA PRECIOSA	Radio PSA	CA	January	427,800
LA PODEROSA	Radio PSA	CA	January	217,900
499.6	Radio PSA	CA	February	734,600
97.6	Radio PSA	CA	February	561,400
101.9	Radio PSA	NC	February	1,886,100
107.9	Radio PSA	CA	February	427,800
105	Radio PSA	CT	February	1,048,200
93.1	Radio PSA	NJ	February	418,600
SPANISH PROGRAM	Radio PSA	CA	February	734,600
LA PRECIOSA	Radio PSA	CA	February	561,400
LA PRECIOSA	Radio PSA	CA	February	734,600
LA PRECIOSA	Radio PSA	CA	February	734,600
LA PRECIOSA	Radio PSA	CA	February	561,400
LA PRECIOSA	Radio PSA	CA	February	427,800
SPANISH PROGRAM	Radio PSA	CA	February	427,800
LA PRECIOSA	Radio PSA	CA	February	584,100
WCXI	Radio PSA	MI	February	297,800
LA PRECIOSA	Radio PSA	CA	February	561,400
LA PRECIOSA	Radio PSA	CA	February	427,800
KP-00	Radio PSA	CA	March	561,400
DISNEY	Radio PSA	CA	March	1,805,200
LA PRECIOSA	Radio PSA	CA	March	561,400
100.5	Radio PSA	CT	March	990,500
LA PRECIOSA	Radio PSA	CA	March	561,400
LA PRECIOSA	Radio PSA	CA	March	584,100
SPANISH PROGRAM	Radio PSA	CA	March	427,800
97.5	Radio PSA	CA	March	427,800

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LA PRECIOSA	Radio PSA	CA	March	427,800
LA PRECIOSA	Radio PSA	CA	March	561,400
LA PRECIOSA	Radio PSA	CA	March	561,400
LA PRECIOSA	Radio PSA	CA	March	561,400
LA PRECIOSA	Radio PSA	CA	March	561,400
K WAVE	Radio PSA	CA	March	1,829,200
21	Pickens PSA	SC	January	167,600
47	Pickens PSA	MD	January	306,200
13	Pickens PSA	TX	January	4,639,000
CHANNEL 13/ABC	Pickens PSA	NC	January	344,900
CHANNEL 13-ABC	Pickens PSA	TX	January	4,639,000
CHANNEL 8	Pickens PSA	SC	January	268,500
CHANNEL FOX	Pickens PSA	MN	January	66,300
DIRECT TV	Pickens PSA	NC	January	344,900
CHANNEL 3/ABC	Pickens PSA	KY	January	942,300
CHANNEL 4	Pickens PSA	MO	January	2,308,400
CHANNEL 01	Pickens PSA	SC	January	167,600
CHANNEL 3	Pickens PSA	WI	January	156,600
ABC	Pickens PSA	SC	January	167,600
CHANNEL 13/ABC	Pickens PSA	TX	January	4,639,000
CHANNEL 13	Pickens PSA	SC	January	845,100
FOX	Pickens PSA	CA	January	231,300
CHANNEL ABC	Pickens PSA	AL	February	198,500
CHANNEL 11	Pickens PSA	TX	February	4,639,000
CHANNEL MI-4	Pickens PSA	AL	February	784,600
CHANNEL 13	Pickens PSA	TX	February	137,300
SPANISH CHANNEL	Pickens PSA	CA	February	217,900
CHANNEL WTVY	Pickens PSA	AL	February	198,500
CHANNEL	Pickens PSA	CT	February	1,048,200
CHANNEL 4	Pickens PSA	AL	February	198,500
CHANNEL 13	Pickens PSA	TX	February	4,639,000
CHANNEL 5	Pickens PSA	AL	February	784,600
CHANNEL 39	Pickens PSA	TX	March	4,639,000
CABLE STATION	Pickens PSA	TX	March	4,639,000
4 CBS	Pickens PSA	AL	March	784,600
CHANNEL 19	Pickens PSA	NJ	March	418,600
CHANNEL 5	Pickens PSA	TX	March	4,639,000
WMAC AM Radio	Cover The Uninsured Week	GA	March	280,700
The Roger Hedgecock Show	Medicaid Shortfall	CA	March	347,408
KTYM-AM 1460	Conversatino With The Community	CA	March	92,000
<b>Total</b>				<b>132,808,408</b>

## Foundation for Health Coverage Education

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Internet Coverage	Title	Location	Date	Impressions
Arizona Republic	Internet comes to the rescue release	National	January	53,000
Los Angeles Times	Internet comes to the rescue release	National	January	53,000
MedicalDevices.org	Internet comes to the rescue release	National	January	53,000
PR Newswire	Internet comes to the rescue release	National	January	53,000
Ventura County Star	Internet comes to the rescue release	National	January	53,000
WFAA-Dallas Fort Worth TV 8	Internet comes to the rescue release	National	January	53,000
Dallas/Fort Worth TV 8	Internet comes to the rescue release	National	January	53,000
Ventura County Star Hispanic	Internet comes to the rescue release	National	January	54,000
Bizjournals.com	Internet comes to the rescue release	National	January	111,000
Sacramento Business Journal	Internet comes to the rescue release	National	January	111,000
San Jose Business Journals	Internet comes to the rescue release	National	January	111,000
Houston Chronicle	Internet comes to the rescue release	National	January	111,000
MarketWatch	Internet comes to the rescue release	National	January	111,000
Silicon Valley/ S Jose Business Journal	Internet comes to the rescue release	National	January	111,000
East Bay Business	Internet comes to the rescue release	National	January	112,000
San Francisco Business Times	Internet comes to the rescue release	National	January	112,000
KRON - San Francisco TV	Internet comes to the rescue release	National	January	115,000
AOL Money News	Internet comes to the rescue release	National	January	15,635,000
<b>Total</b>				<b>17,065,000</b>

**Q1'08 Total Estimated Impressions**

**154,725,504**

**Total to Date Q1'08**

**497,479,829**

People who have heard our message by way of television and radio Public Service Announcements, magazine and newspaper articles since the launch of the "Coverage For All" campaign in January 2005.

# Foundation for Health Coverage Education

## Q2'2008 Media Impressions

Prepared by: Haese Wood

Feature Magazines/Newspapers	Title	Location	Date	Impressions
BLACK MEN	Help for the uninsured	NJ	April 8, 2008	94,958
PARENTS MAGAZINE	Need free or low-cost health insurance?	MS	April 12th 2008	37,000
PARENTS MAGAZINE	Need free or low-cost health insurance?	CA	April 16th 2008	1,829,200
WEEKLY PRESS	Three steps to find out if you're eligible	LA	April 18th 2008	557,300
PARENTS MAGAZINE	Three steps to find out if you're eligible	NC	April 1st 2008	187,700
MONEY WISE	Need free or low-cost health insurance?	NY	April 21st 2008	255,200
ANZA VALLEY OUTLOOK	Need free or low-cost health insurance?	CA	April 18, 2008	2,400
ADVOCATE	Need free or low-cost health insurance?	KY	April 22nd 2008	445,700
NORTH COUNTY TIMES	Need free or low-cost health insurance?	CA	April 23rd 2008	347,408
ANZA OUTLOOK	Need free or low-cost health insurance?	CA	April 24th 2008	8,600
TELL AND SELL	Need free or low-cost health insurance?	OR	April 25th 2008	174,300
LINCOLN COUNTY JOURNAL	Need free or low-cost health insurance?	MO	April 25th 2008	127,500
RECORD DELTA	Three steps to find out if you're eligible	WV	April 25th 2008	3,638
BUCKHANNON	Need free or low-cost health insurance?	WV	April 28th 2008	225,800
SYCRUSE NEWS	Need free or low-cost health insurance?	OH	April 29th 2008	402,200
CONTINENTAL NEWS	Coverage For All campaign	OH	April 30, 2008	2,000
PARENTS MAGAZINE	Need free or low-cost health insurance?	FL	April 6th 2008	1,116,400
PARENTS MAGAZINE	Need free or low-cost health insurance?	AL	April 8th 2008	427,300
PARADE	Need free or low-cost health insurance?	CA	April 9th 2008	2,515,100
HEALTH CITY SUN	Three steps to find out if you're eligible	NM	April 11, 2008	8,000
THE COUNTYLINE	Steps to find out if you're insurable	OH	April 20, 2008	22,350
MOUNDSVILLE DAILY	Coverage For All campaign	WV	April 28th 2008	4,000
AMERICAN MEDICAL NEWS	Eligibility increasing for public health care programs	national	April 1, 2008	351,280
CALIFORNIA BROKER	COBRA primer helps unemployed Californias	CA	May 1, 2008	25,000
DALLAS NEW ERA	Coverage For All campaign	GA	May 1, 2008	8,000
LA VOZ NEWS	Coverage For All campaign	CA	May 1, 2008	20,000
RABBIT CREEK JOURNAL	Coverage For All campaign	CA	May 1, 2008	2,600
SOUTH SHORE GAZETTE	Coverage For All campaign	SD	May 1, 2008	2,000
CRESCO SHOPPER	Coverage For All campaign	IA	May 7, 2008	14,000
LOS ANGELES TIMES	23 and uninsured	CA	May 18 2008	773,884
THE ADELANTO BULLETING	Three steps to find out if you're eligible	CA	May 15, 2008	5,000
GREENUP PRESS	Coverage For All campaign	IL	May 15, 2008	2,580
PARENTS MAGAZINE	Coverage For All campaign	CA	May 13th 2008	47,000
PARENTS MAGAZINE	Coverage For All campaign	WV	May 16th 2008	212,100
APPLE VALLEY NEWS	Three steps to find out if you're eligible	CA	May 16, 2008	22,000
SOUTH DADE NEWS	Three steps to find out if you're eligible	FL	May 16, 2008	16,100
CASSEY NEWS	Coverage For All campaign	KY	May 19th 2008	175,000
GOOD HOUSE KEEPING	Coverage For All campaign	TX	May 21st 2008	1,626,500
PARENTS MAGAZINE	Coverage For All campaign	FL	May 22nd 2008	1,116,400

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TIMES	Coverage For All campaign	VA	May 2nd 2008	296,400
HEARLD	Coverage For All campaign	VA	May 2nd 2008	296,400
POST STANDARD	Coverage For All campaign	NY	May 2nd 2008	110,061
VALLEY TIMES	Coverage For All campaign	CT	May 6th 2008	417,100
RN	Three steps to find out if you're eligible	RI	May 7th 2008	260,310
PADUCAH POST	Coverage For All campaign	TX	May 13, 2008	2,899
CLARA CITY HERALD	Coverage For All campaign	MN	May 07, 2008	2,500
HESPERIA RESORTER	Need free or low-cost health insurance?	CA	May 15, 2008	7,450
CINCINNATI COMMUNICATOR	Three steps to find out if you're eligible	OH	May 29, 2008	104,000
OVER THE HUMP SAVER	Three steps to find out if you're eligible	NV	June 1, 2008	9,000
COLUMBUS COMMUNICATOR	Three steps to find out if you're eligible	OH	June 11th 2008	140,127
PARENTS MAGAZINE	Three steps to find out if you're eligible	MT	June 18th 2008	118,00
SILICON VALLEY BUSINESS JOURNAL	Enthoven joins FHCE	CA	June 16, 2008	556,900
SUMMER SHOPPER	Three steps to find out if you're eligible	FL	June 18th 2008	485,800
PARENTS MAGAZINE	Three steps to find out if you're eligible	MI	June 18th 2008	147,200
STARKVILLE DAILY	Three steps to find out if you're eligible	MS	June 19th 2008	11,953
DAKOTA LIFE	Three steps to find out if you're eligible	SC	June 22nd 2008	167,600
GOLDEN LIFE	Three steps to find out if you're eligible	SC	June 4th 2008	167,600
SHOPPING NEWS	Three steps to find out if you're eligible	SD	June 5th 2008	99,900
MODERN HEALTHCARE	Educating the uninsured	national	June 16, 2008	286,000
EDWARDSVILLE JOURNAL	Coverage For All campaign	IL	June 11, 2008	13,006
TRI-COUNTY BULLETIN	Coverage For All campaign	FL	June 11, 2008	23,000
SOUTH DADE NEWS	Coverage For All campaign	FL	June 6, 2008	16,100
COLLINSVILLE HERALD JOURNAL	Healthy Ideas	IL	June 11, 2008	19,353
EAST VALLEY	Coverage For All campaign	AZ	June 15, 2008	200,000
PROGRESS NEWS	Coverage For All campaign	LA	June 10, 2008	9,333
<b>Total</b>				<b>17,063,490</b>

Radio/TV	Title	Location	Date	Impressions
KTMS	In the public interest	CA	April 22nd 2008	406,600
LA PRECIOSA	Radio PSA	Victor Valley, CA	April 18th 2008	394,600
RADIO 100.5	Public Affairs show	CT	April 1st 2008	190,000
WVON-AM 1450	Al Sharpton show	IL	April 1st 2008	7,784,400
WILD-AM 1090	Public Affairs show	MA	April 1st 2008	3,874,600
WOL-AM 1450	Al Sharpton show	DC	April 1st 2008	4,210,000
WAMJ-FM 102.5	Al Sharpton show	GA	April 1st 2008	4,267,500
WCHB-AM 1200	Public Affairs show	MI	April 1st 2008	3,866,500
KZIZ-AM 1560	Public Affairs show	WA	April 1, 2008	3,328,100
WERE-AM 1300	Al Sharpton show	OH	April 2, 2008	1,782,400
WPUL-AM 1590	Public Affairs show	FL	April 3, 2008	529,300
KBMS-AM 1480	Public Affairs show	OR	April 4, 2008	2,049,600



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WAUG-AM 750	Public Affairs show	NC	April 5, 2008	1,230,300
WGIV-AM 1370	Al Sharpton show	NC	April 6, 2008	1,886,100
WDBZ-AM 1230	Public Affairs show	OH	April 7, 2008	1,751,400
WROU-AM 1240	Public Affairs show	VA	April 8, 2008	924,700
WGCV-AM 620	Al Sharpton show	SC	April 9, 2008	507,500
WJLG-AM 900	Public Affairs show	GA	April 10, 2008	272,200
WAAW-FM 94.7	Al Sharpton show	GA	April 11, 2008	423,600
WAPZ-AM 1250	Public Affairs show	AL	April 12, 2008	296,200
WAGF-AM 1320	Public Affairs show	AL	April 13, 2008	198,500
WARH	Radio PSA	MO	April 14, 2008	2,308,400
KGON	Metroscope show	OR	April 14, 2008	2,049,600
WMVN	Radio PSA	MO	April 15, 2008	315,900
iCHANNEL	Radio PSA	MO	April 16, 2008	1,592,800
LA PRECIOSA	Radio PSA	CA	April 9th 2008	394,600
CNN	Public Affairs show	CA	April 21st 2008	4,500,000
LA PRECIOSA	Radio PSA	Merced, CA	April 21st 2008	217,900
CNN	PSA	TX	April 22nd 2008	3,900,000
CHANNEL 2	James Pickens TV PSA	ID	April 22nd 2008	458,600
CNN	PSA	FL	April 22nd 2008	1,500,000
CHRISTIAN PROGRAM	Radio PSA	CA	April 24th 2008	1,465,400
RADIO LOBO	Radio PSA	CA	April 24th 2008	556,900
PUBLIC RADIO	Radio PSA	CA	April 25th 2008	405,700
WYKZ	Al Sharpton show	GA	April 28, 2009	272,200
WOBL	Radio PSA	MD	April 29th 2008	2,255,100
LA PRECIOSA	Radio PSA	CA	April 29th 2008	561,400
RADIO 102.5	Radio PSA	GA	April 29th 2008	4,267,500
LA PRECIOSA	Radio PSA	CA	April 29th 2008	1,805,200
KIQI AM	Windows to the community	CA	April 30 2009	5,969,400
CHANNEL 76 TSN	James Pickens TV PSA	AL	April 7th 2008	123,900
LA PRECIOSA	Radio PSA	CA	April 7th 2008	561,400
KATD AM	Windows to the community	CA	April 30 2009	1,465,400
LA PRECIOSA	Radio PSA	Victor Valley, CA	April 8th 2008	394,600
LA PRECIOSA	Radio PSA	Stockton, CA	April 9th 2008	561,400
RADIO 92.3	Radio PSA	Riverside,CA	April 9th 2008	1,805,200
KRSX 1590 AM	Public Affairs show	CA	May 9, 2008	584,100
KSDT 1320 AM	Public Affairs show	CA	May 9, 2008	584,100
WAOK	Al Sharpton show	GA	May 28, 2008	450,000
KLEW-TV	James Pickens TV PSA	ID	May 10, 2008	145,700
KMVT-TV Ch 11	James Pickens TV PSA	ID	May 11, 2008	458,600
KPVI-TV	James Pickens TV PSA	ID	May 12, 2008	458,600
KTRV-TV	James Pickens TV PSA	ID	May 13, 2008	458,600
KTVB-TV	James Pickens TV PSA	ID	May 14, 2008	145,700
WSFA-TV	James Pickens TV PSA	AL	May 10, 2008	427,300



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WTVY-TV	James Pickens TV PSA	AL	May 11, 2008	296,200
Alabama Public Television	James Pickens TV PSA	AL	May 12, 2008	884,600
WBCF-TV	James Pickens TV PSA	AL	May 13, 2008	427,300
KFRN FM 91.1	Focus on Issues	CA	May 9, 2008	584,100
RADIO 98.9	Radio PSA	CT	May 10th 2008	417,100
SPANISH PROGRAM	Radio PSA	CA	May 14th 2008	556,900
LA PRECIOSA	Radio PSA	CA	May 15th 2008	217,900
LA PRECIOSA	Radio PSA	Monterrey, CA	May 15th 2008	556,900
LA PRECIOSA	Radio PSA	Visalia-TulareCA	May 1st 2008	463,900
LA PRECIOSA	Radio PSA	San Jose, CA	May 20th 2008	1,464,400
LA PRECIOSA	Radio PSA	Bakersfield, CA	May 21st 2008	584,100
LA PRECIOSA	Radio PSA	Fresno, CA	May 29th 2008	734,600
RADIO 102.5	Radio PSA	GA	May 29th 2008	4,267,500
LA PRECIOSA	Radio PSA	Fresno, CA	May 23 2008	734,600
KPLC-TV	James Pickens TV PSA	LA	May 27 2008	337,800
WAFB-TV	James Pickens TV PSA	LA	May 21 2008	929,200
LA PRECIOSA	Radio PSA	Stockton, CA	May 2nd 2008	561,400
RADIO WCCQ	Radio PSA	IL	May 30th 2008	297,200
FOX TV	James Pickens TV PSA	TX	May 5th 2008	4,639,000
LA GRANDE	Radio PSA	Modesto, CA	May 6th 2008	427,800
LA PRECIOSA	Radio PSA	Victor Valley, CA	May 7th 2008	394,600
WHAS-TV	James Pickens TV PSA	KY	May 8 2008	942,300
WKAG-TV	James Pickens TV PSA	KY	May 9 2008	175,100
LA PRECIOSA	Radio PSA	Salinas, CA	May 7th 2008	556,900
LA PRECIOSA	Radio PSA	San Jose, CA	May 7th 2008	1,464,400
LA PRECIOSA	Radio PSA	Stockton, CA	May 7th 2008	561,400
AL SHAPIRO SHOW	Public Affairs show	GA	May 8th 2008	210,300
LA PRECIOSA	Radio PSA	Victor Valley, CA	May 8th 2008	394,600
WJTV-TV	James Pickens TV PSA	MS	May 12, 2008	394,300
WLOV-TV	James Pickens TV PSA	MS	May 13, 2008	201,600
KCFW-TV	James Pickens TV PSA	MT	May 14, 2008	118,100
KYUS-TV	James Pickens TV PSA	MT	May 15, 2008	119,900
KPAX-TV	James Pickens TV PSA	MT	May 16, 2008	119,900
KKLA	Radio PSA	CA	May 8th 2008	734,600
KXMB-TV	James Pickens TV PSA	ND	June 9, 2008	163,300
COMMERCIAL	Radio PSA	TX	May 9th 2008	4,639,000
LA PRECIOSA	Radio PSA	Bakersfield, CA	May 9th 2008	584,100
LA PRECIOSA	Radio PSA	Victor Valley, CA	May 9th 2008	394,600

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RADIO LOBO	Radio PSA	CA	June 17th 2008	556,900
RADIO 1290 AM	Radio PSA	CA	June 17th 2008	1,465,400
POWER 98	Radio PSA	NC	June 18th 2008	510,300
RADIO 101.9	Radio PSA	NC	June 25th 2008	344,900
POWER 105.1	Radio PSA	NJ	June 25th 2008	161,300
NBC TV	James Pickens TV PSA	FL	June 26th 2008	1,106,400
RADIO 105.1	Radio PSA	NY	June 26th 2008	781,600
RADIO 105.1	Radio PSA	NY	June 26th 2008	2,359,300
RADIO 97.9	Radio PSA	SC	June 28th 2008	268,500
LA PRECIOSA	Radio PSA	Monterrey, CA	June 2nd 2008	556,900
LA PRECIOSA	Radio PSA	Merced, CA	June 2nd 2008	217,900
LA PRECIOSA	Radio PSA	Salinas, Santa Cru	June 30th 2008	556,900
LA PRECIOSA	Radio PSA	San Jose, CA	June 3rd 2008	1,464,400
LA PRECIOSA	Radio PSA	Palm Spring, CA	June 3rd 2008	427,800
RADIO 99.1	Radio PSA	CA	June 4th 2008	217,900
WWFM 89.1 FM	Radio PSA	New Jersey	June 1, 2008	48,000
WIII 99.9 FM	Radio PSA	New York	June 1, 2008	25,000
UPN Ch 21	James Pickens TV PSA	North Carolina	June 1, 2008	890,000
FOX Ch 21	James Pickens TV PSA	North Carolina	June 1, 2008	750,000
WUAT-TV	James Pickens TV PSA	AL	June 2, 2008	233,400
WHNT-TV	James Pickens TV PSA	AL	June 3, 2008	233,400
WKRG TV	James Pickens TV PSA	AL	June 4, 2008	487,600
WAKA-TV	James Pickens TV PSA	AL	June 5, 2008	147,300
WABM-TV	James Pickens TV PSA	AL	June 6, 2008	427,300
WAFF-TV	James Pickens TV PSA	AL	June 7, 2008	147,600
WBRC-TV	James Pickens TV PSA	AL	June 8, 2008	147,300
WJXS-TV	James Pickens TV PSA	AL	June 9, 2008	233,400
WPMI-TV	James Pickens TV PSA	AL	June 10, 2008	233,400
WVTM-TV	James Pickens TV PSA	AL	June 11, 2008	147,300
KNIN-TV	James Pickens TV PSA	ID	June 12, 2008	145,700
KBCI-TV	James Pickens TV PSA	ID	June 13, 2008	145,700
KIDK-TV	James Pickens TV PSA	ID	June 14, 2008	458,600
WBKI-TV	James Pickens TV PSA	KY	June 15, 2008	445,700
KMCT-TV	James Pickens TV PSA	LA	June 18th 2008	557,300
WGMB-TV	James Pickens TV PSA	LA	June 18th 2008	161,400
WWL-TV	James Pickens TV PSA	LA	June 28, 2008	449,500
KNOE-TV	James Pickens TV PSA	LA	June 18, 2008	449,500
KSLA-TV	James Pickens TV PSA	LA	June 28, 2008	557,300
KTAL-TV	James Pickens TV PSA	MS	June 1, 2008	201,600
WDBD-TV	James Pickens TV PSA	MS	June 2, 2008	293,400
WDAM-TV	James Pickens TV PSA	MS	June 3, 2008	101,700
KRTV-TV	James Pickens TV PSA	MT	June 4, 2008	119,900
KTVQ-TV	James Pickens TV PSA	MT	June 5, 2008	118,100

## Foundation for Health Coverage Education

### Q2'2008 Media Impressions

Prepared by: Haese Wood

KXLF-TV	James Pickens TV PSA	MT	June 6, 2008	119,900
KVLY-TV	James Pickens TV PSA	ND	June 7, 2008	83,600
KVRR-TV	James Pickens TV PSA	ND	June 8, 2008	83,600
WEGP-AM, 1390	It's your life show	ME	June 16, 2008	239,800
<b>Total</b>				<b>135,026,500</b>

Internet Coverage	Title	Location	Date	Impressions
HealthNewsDigest.com		National	April 15, 2008	112,000
WorldNews		National	April 15, 2008	112,000
Morningstar		National	April 15, 2008	111,000
Exite		National	April 15, 2008	112,000
Google		National	April 15, 2008	250,000
Yahoo		National	April 15, 2008	250,000
Marketwire		National	April 15, 2008	250,000
Healthcare Industry Today		National	April 15, 2008	87,000
Chron		National	April 15, 2008	111,000
Myway		National	April 15, 2008	111,000
Arizona Republic		National	April 15, 2008	53,000
PR Newswire		National	April 15, 2008	53,000
WFAA-Dallas Fort Worth TV 8		National	April 15, 2008	53,000
Los Angeles Times		National	April 15, 2008	53,000
PR Newswire		National	April 15, 2008	53,000
Ventura County Star		National	April 15, 2008	53,000
Ventura County Star Hispanic		National	April 15, 2008	53,000
Bizjournals.com		National	April 15, 2008	111,000
Sacramento Business Journal		National	April 15, 2008	111,000
San Jose Business Journals		National	April 15, 2008	111,000
San Francisco Business Times		National	April 15, 2008	112,000
East Bay Business		National	April 15, 2008	112,000
Journey to Wellness		National	April 15, 2008	250,000
<b>Total</b>				<b>2,684,000</b>

**Q2'08 Total Estimated Impressions**

**154,773,990**

**Total to Date Q2'08**

**652,253,819**

People who have heard our message by way of television and radio Public Service Announcements, magazine and newspaper articles since the launch of the "Coverage For All" campaign in January 2005.

## Foundation for Health Coverage Education

### Q3'2008 Media Impressions

Prepared by: Haese Wood

Feature Magazines/Newspapers	Title	Location	Date	Impressions
Welch News	PSA	WV	July 2, 2008	5,672
Welch Daily News	US Uninsured help line	WV	July 2, 2008	5,672
North Warren Town News	US Uninsured help line PSA	IA	July 3, 2008	1,600
VALLEY VOICE	Newspaper	PA	July 7, 2008	16,500
PARENTS	Magazine	MO	July 8, 2008	118,000
SOUTH BAY NEWS LEADER	Newspaper	FL	July 11, 2008	68,450
PARENT	Magazine	CO	July 17, 2008	187,700
Houston Chronicle	10 Best & 10 Worst States	TX	July 16, 2008	494,131
The Denver Post	10 Best & 10 Worst States	CO	July 16, 2008	456,890
Star Bulletin	10 Best & 10 Worst States	HI	July 16, 2008	250,000
Maine Business News	10 Best & 10 Worst States	ME	July 16, 2008	250,000
Honolulu Star Bulletin	Hawaii health care help ranks low	HI	July 17, 2008	65,167
The Press of Atlantic City	NJ in top 10 states for Medicaid coverage	NJ	July 18, 2008	69,193
The County Line	Steps to find out if you're insurable	OH	July 20, 2008	22,350
KERN COUNTY NEWS	Newspaper	CA	July 22, 2008	6,500
Pacific Coast Business Times	California gets less medicaid	CA	July 25, 2008	12,448
Granite City Press Record Journal	Healthy Ideas/US Uninsured Help Line	IL	July 25, 2008	19,752
Suburban News	5 question quiz	AL	July 25, 2008	5,700
Consumer Digest	How to reduce your medical bills	National	July/August 2008	1,250,264
BRIDAL GUIDE	Magazine	NJ	August 1, 2008	175,047
BOTTOM LINE	Magazine	WA	August 13, 2008	1,500,000
Clear Ridge Reporter	5 question quiz	IL	August 28, 2008	26,369
Boston Globe	Uninsured Helpline founder sees need to update sta	MA	September 10, 2008	360,695
Philadelphia Tribune	US Uninsured help line	PA	September 18, 2008	220,000
Orlando Sentinel	Affordable health care	FL	September 29, 2008	213,406
<b>Total</b>				<b>5,801,506</b>

Radio/TV	Title	Location	Date	Impressions
WSKY-AM	Radio PSA	NC	July 1 2008	510,300
NJ 105.1 FM	Radio PSA	NJ	July 1 2008	1,378,800
WBAV 101.9 FM	Radio PSA	NC	July 1 2008	1,886,100
WTVY-TV	Radio PSA	AL	July 10 2008	233,400
LA PRECIOSA	Radio PSA	Stockton, CA	July 10 2008	561,400
PUBLIC RADIO	Radio PSA	Long Beach, CA	July 11 2008	10,902,400
WXKL-AM	Radio PSA	NC	July 16 2008	344,900
NJ 105.1 FM	Radio PSA	NJ	July 16 2008	418,600

# Foundation for Health Coverage Education

## Q3'2008 Media Impressions

Prepared by: Haese Wood

KHKS 106.1 FM	Radio PSA	TX	July 16 2008	1,309,500
WCEO-AM	Radio PSA	SC	July 17 2008	845,100
LA PRECIOSA	Radio PSA	Sacramento, CA	July 17 2008	1,805,200
KHXS 102.7 FM	Radio PSA	TX	July 18 2008	4,973,000
ABC TV CH 6	Coverage for All Campaign	PA	July 18 2008	1,225,000
NBC CH 3	Coverage for All Campaign	TN	July 18 2008	1,072,800
CBS CH 19	Coverage for All Campaign	TX	July 18 2008	1,000,000
NJ 105.1 FM	Radio PSA	NJ	July 2 2008	313,500
LA PRECIOSA	Radio PSA	CA	July 2 2008	556,900
POWER 105.1 FM	Radio PSA	NY	July 2 2008	971,400
LA PRECIOSA	Radio PSA	CA	July 2 2008	1,400,350
LA PRECIOSA	Radio PSA	CA	July 2 2008	1,829,200
KCIT-TV	Radio PSA	TX	July 2 2008	4,639,000
STAR 101.9 FM	Radio PSA	SC	July 21 2008	510,300
WAFB CH 9	Radio PSA	LA	July 21 2008	557,300
LA PRECIOSA	Radio PSA	Fairfield, CA	July 21 2008	561,400
WNJB-TV	Radio PSA	NJ	July 23 2008	418,600
KXXV TV CH 25	Radio PSA	TX	July 23 2008	4,639,000
LA PRECIOSA	Radio PSA	S JOAQUIN, CA	July 24 2008	463,900
WRKS-98.7 FM	Radio PSA	NY	July 24 2008	995,000
LA PRECIOSA	Radio PSA	STOCKTON, CA	July 25 2008	463,900
WDHN	Radio PSA	AL	July 28 2008	198,500
WBAV 101.9 FM	Radio PSA	NC	July 28 2008	1,886,100
WBRZ NEWS 2	LA 45 in medicaid enrollee spending	LA	July 17 2008	923,300
LA PRECIOSA	Radio PSA	Monterrey, CA	July 3 2008	556,900
WQBU-FM	Radio PSA	NY	July 3 2008	15,345,000
LA PRECIOSA	Radio PSA	Monterre, CA	July 31 2008	556,900
WQOW-TV	Radio PSA	WI	July 4 2008	437,600
101.9	Radio PSA	NC	July 4 2008	1,886,100
WARH	Radio PSA	MO	July 4 2008	2,308,400
WMVN	Radio PSA	MO	July 9 2008	315,900
iCHANNEL	Radio PSA	MO	July 7 2008	1,592,800
WBZ 1030 AM	Radio PSA	MS	July 9 2008	293,400
WANS 1280 AM	Radio PSA	SC	July 9 2008	167,500
WAOR 95.3 FM	Radio PSA	MI	July 9 2008	366,800
WXML 104.7 FM	Radio PSA	CT	July 11 2008	224,900
KXXM 96.1 FM	Radio PSA	TX	July 11 2008	321,100
WPJF	Radio PSA	SC	July 12 2008	507,500
KCOR 95.1 FM	Radio PSA	TX	July 12 2008	275,400
WLKQ La Raza 102.3	Radio PSA	GA	July 12 2008	280,700
WBAV 101.9 FM	Radio PSA	NC	July 9 2008	1,886,100

# Foundation for Health Coverage Education

## Q3'2008 Media Impressions

Prepared by: Haese Wood

LA APRECIOSA	Radio PSA	CA	July 7 2008	427,800
WBAV 101.9 FM	Radio PSA	NC	July 7 2008	510,300
WEGP 1390 AM	Radio PSA	ME	July 8 2008	163,300
LA PRECIOSA	Radio PSA	Salinas, CA	July 18 2008	556,900
LA PRECIOSA	Radio PSA	Stockton, CA	July 12 2008	463,900
FOX TV Ch 17	Radio PSA	TN	July 8 2008	1,182,900
KSPE-FM	Radio PSA	CA	July 9 2008	406,600
WRVP-AM	Radio PSA	NJ	Aug 1 2008	313,500
WEST-AM	Radio PSA	PA	Aug 1 2008	4,350,000
WZTV-TV	Radio PSA	TN	Aug 11 2008	1,072,800
KISS 102.7	Radio PSA	CA	Aug 12 2008	10,902,400
KDFT-AM	Radio PSA	TX	Aug 13 2008	4,973,000
WHIO-TV	Radio PSA	OH	Aug 13 2008	514,900
KKVS-FM	Radio PSA	NM	Aug 18 2008	142,700
LA PRECIOSA	Radio PSA	Kings, CA	Aug 18 2008	394,000
96X The Rock of East TX	Radio PSA	TX	Aug 19 2008	1,309,500
WRKS-98.7 FM	Radio PSA	NY	Aug 19 2008	995,000
LA PRECIOSA	Radio PSA	Modesto, CA	Aug 20 2008	463,922
KYSS 1250	Radio PSA	KS	Aug 20 2008	473,000
WYTY 99.7 FM	Radio PSA	TX	Aug 20 2008	85,800
WBXX CH 20 TV	Coverage for All Campaign	TN	Aug 20 2008	1,072,800
ABC TV CH 6	Coverage for All Campaign	PA	Aug 20 2008	1,225,000
NBC CH 3	Coverage for All Campaign	TN	Aug 20 2008	1,072,800
CBS CH 19	Coverage for All Campaign	TX	Aug 20 2008	1,000,000
WMVN	Radio PSA	MO	Aug 22 2008	315,900
iCHANNEL	Radio PSA	MO	Aug 22 2008	1,592,800
WDAL-AM	Radio PSA	GA	Aug 21 2008	106,200
LA PRECIOSA	Radio PSA	Tracy, CA	Aug 22 2008	463,900
LA PRECIOSA	Radio PSA	Modesto, CA	Aug 29 2008	427,800
WPWA-AM	Radio PSA	PA	Aug 30 2008	698,700
WBAV 101.9 FM	Radio PSA	NC	Aug 30 2008	1,886,100
WFNW-AM	Radio PSA	CT	Aug 4 2008	301,300
102.1 FM THE EDGE	Radio PSA	TX	Aug 7 2008	85,800
KDCC-AM	Radio PSA	KS	Aug 7 2008	473,000
WBAV 101.9 FM	Radio PSA	NC	Aug 8 2008	1,886,100
WVVA-TV	Radio PSA	WV	Sept 10 2008	212,100
KDVE-FM	Radio PSA	TX	Sept 12 2008	205,500
KEGL 97.1 FM	Radio PSA	TX	Sept 5 2008	321,100
KEDA 1540 AM	Radio PSA	TX	Sept 8 2008	4,973,000
KXXV TV CH 25	Radio PSA	TX	Sept 12 2008	4,639,000
WBAV 101.9 FM	Radio PSA	NC	Sept 22 2008	1,886,100

# Foundation for Health Coverage Education

## Q3'2008 Media Impressions

Prepared by: Haese Wood

WARH	Radio PSA	MO	Sept 22 2008	2,308,400
WMVN	Radio PSA	MO	Sept 26 2008	315,900
iCHANNEL	Radio PSA	MO	Sept 22 2008	1,592,800
WRKS-98.7 FM	Radio PSA	NY	Sept 25 2008	995,000
KEGL 97.1 FM	Radio PSA	TX	Sept 18 2008	321,100
ESPN 1250 AM	Radio PSA	MO	Sept 8 2008	315,900
WGSF 1030 AM	Radio PSA	TN	Sept 8 2008	87,500
KNCN 101.3 FM	Radio PSA	TX	Sept 8 2008	317,900
Radio LOBO 98.7	Radio PSA	CA	Sept 8 2008	556,900
WRCH 100.5 FM	Radio PSA	CT	Sept 8 2008	392,500
Radio Ambiente Caliente	Radio PSA	TN	Sept 8 2008	650,600
KBSU 90.3	Radio PSA	ID	Sept 8 2008	458,300
WLAZ 89.1 FM	Radio PSA	FL	Sept 8 2008	810,800
WLNT 96.1 FM	Radio PSA	TN	Sept 8 2008	87,500
MIX 102.9	Radio PSA	TX	Sept 8 2008	317,900
WBZ 1030 AM	Radio PSA	MS	Sept 8 2008	293,400
WANS 1280 AM	Radio PSA	SC	Sept 8 2008	167,500
WAOR 95.3 FM	Radio PSA	MI	Sept 8 2008	366,800
WXML 104.7 FM	Radio PSA	CT	Sept 8 2008	224,900
KXXM 96.1 FM	Radio PSA	TX	Sept 9 2008	321,100
WPJF	Radio PSA	SC	Sept 8 2008	507,500
KCOR 95.1 FM	Radio PSA	TX	Sept 11 2008	275,400
WLKQ La Raza 102.3	Radio PSA	GA	Sept 8 2008	280,700
KCCR 1240 AM	Radio PSA	SD	Sept 13 2008	99,900
KQMR 99.3 FM	Radio PSA	NV	Sept 8 2008	387,200
La Caliente 93.9 FM	Radio PSA	TX	Sept 12 2008	193,900
WLLQ 1530 AM	Radio PSA	NC	Sept 8 2008	510,300
WWLD 102.3 FM	Radio PSA	GA	Sept 12 2008	280,700
KLSQ 870 AM	Radio PSA	NV	Sept 8 2008	387,200
KYSS 1250	Radio PSA	KS	Sept 8 2008	473,000
WYTY 99.7 FM	Radio PSA	TX	Sept 8 2008	1,626,500
WBXX CH 20 TV	Coverage for All Campaign	TN	Sept 18 2008	1,072,800
ABC TV CH 6	Coverage for All Campaign	PA	Sept 8 2008	1,225,000
NBC CH 3	Coverage for All Campaign	TN	Sept 11 2008	1,072,800
CBS CH 19	Coverage for All Campaign	TX	Sept 8 2008	1,000,000
KKSF 103.7	Radio PSA	CA	Sept 25 2008	5,969,400
WBAV 101.9 FM	The Front Page with Bea Thompson	NC	July 1 2008	510,300
WAER 88.3 FM	Chris Bolt/News	NY	July 9 2008	554,800
eHow	How to do just about everything	National	Sept 15 2008	1,500,000
Journey to Wellness	Coverage for All campaign	National	Aug 20 2008	500,000
WORC 1310 AM	Coverage for All campaign	MA	Aug 15 2008	528,500
WPJF 1260 AM	Coverage for All campaign	SC	Aug 20 2008	845,100
KVIB 95.1 FM	Coverage for All campaign	AZ	August 26, 2008	824,400



# Foundation for Health Coverage Education

## Q3'2008 Media Impressions

Prepared by: Haese Wood

<b>Total</b>				<b>163,192,472</b>
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Internet Coverage	Title	Location	Date	Impressions
MSNBC	10 Best & 10 Worst States	National	July 16, 2008	250,000
Silobreaker	10 Best & 10 Worst States	National	July 16, 2008	250,000
UPI.com	10 Best & 10 Worst States	National	July 16, 2008	250,000
Reuters	10 Best & 10 Worst States	National	July 16, 2008	250,000
Altavista	10 Best & 10 Worst States	National	July 16, 2008	250,000
Alltheweb	10 Best & 10 Worst States	National	July 16, 2008	250,000
News Blaze	10 Best & 10 Worst States	National	July 16, 2008	250,000
Monrningstar	10 Best & 10 Worst States	National	July 16, 2008	111,000
ColoHealth.com	10 Best & 10 Worst States	National	July 16, 2008	175,000
The Advocate.com	Louisiana ranked 45	National	July 17, 2008	923,300
PR Canada	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	250,000
Yahoo	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	250,000
Africa Tower	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	250,000
Excite	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	112,000
What is News	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	150,000
Calibre	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	112,000
Topix	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	112,000
AlltheWeb	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	250,000
Live Search	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	250,000
Yahoo UK	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	175,000
Yahoo Canada	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	175,000
Google News	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	275,000
News Cuts	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	111,000

## Foundation for Health Coverage Education

### Q3'2008 Media Impressions

Prepared by: Haese Wood

Altavista	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	250,000
Morningstar	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	111,000
Scottrade	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	112,000
Capitol Hill	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	175,000
Boca Raton	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	112,000
Agents Sale Journal	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	112,000
Yahoo Finance	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	275,000
Reuters	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	325,000
Streetinsider	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	175,000
Marketwire	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	325,000
TMC net	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	175,000
News Blaze	Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	175,000
Tulsa World	Oklahoma one of the least-funded state Medicaid	National	September 10, 2008	111,968
CNN	5 Misktakes that will land you in medical debt	National	September 10, 2008	4,500,000
District Chronicles	District leads nation in health insurance Assist	National	September 10, 2008	175,000
The Jerusalem Post	U.S. Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	325,000
Zion News	U.S. Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	325,000
International Business Times	U.S. Uninsured Helpline Founder Sees Need to Update States	National	September 10, 2008	325,000
<b>Total</b>				<b>13,515,268</b>

**Q3'08 Total Estimated Impressions**

**182,509,246**

**Total to Date Q3'08**

**834,763,065**

People who have heard our message by way of television and radio Public Service Announcements, magazine and newspaper articles since the launch of the "Coverage For All" campaign in January 2005.

Foundation for Health Coverage Education

Q3'2008 Media Impressions

Prepared by: Haese Wood

## Foundation for Health Coverage Education

### Q4'2008 Media Impressions

Prepared by: Haese Wood

Feature Magazines/Newspapers	Title	Date	Location	Impressions
BOULDER DAILY	Are you eligible for comprehensive government health coverage?	October 3 2008	CO	2,500
CLEAR RIDGE	Are you eligible for comprehensive government health coverage?	October 2 2008	IL	26,369
CLEAR RIDGE REPORTER	Are you eligible for comprehensive government health coverage?	November 5 2008	IL	26,369
SENTINEL	Affordable Health Care	October 9 2008	FL	183,562
WASH POST	Top web sites for financial help	November 23 2008	VA	622,714
PARENTING Special Needs	Got Insurance?	November 1 2008	FL	150,000
MOST WIRED MAG	A High-tech solutions to help the uninsured	October 13 2008	National	69,962
SAN FRANCISCO CHRONICLE	Health insurance options limited after job loss	December 21 2008	CA	339,430
VIRGINIA PILOT	Laid off in the sinking economy? Here's some help	December 8 2008	VA	175,000
WALL STREET JOURNAL	Facing a choice between home and health care	November 25 2008	NY	2,011,999
UNION COUNTY LEADER	Healty Ideas	December 10 2008	NM	2,600
San Diego Union Tribune	Rainy Day Plan COBRA	December 23 2008	CA	269,819
Kiplinger's Personal Finance	The best list 2008	December 1 2008	DC	831,306
South Florida Sun Sentinel	Keeping Your Health Insurance After A Job Loss	December 23 2008	FL	185,000
West Virginia Daily	Are you eligible for comprehensive government health coverage?	October 9 2008	WV	4,000
New Mexico Business Weekly	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1 2008	NM	5,042
Sacramento Business Journal	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1 2008	CA	13,995
Costco Magazine	The Health Insurance Dilemma	December 29 2008	National	7,333,081
Your Health Magazine	10 Best public health programs in the countrv - Interview	December 17 2008	National	350,000
<b>Total</b>				<b>12,602,748</b>

Radio/TV	Title	Date	Location	Impressions
PIOLIN 103.5 FM	Radio PSA	October 9 2008	NV	387,200
WGSF 1030 AMBIENTE	Radio PSA	October 9 2008	TN	87,500
KSSE 107.1	Radio PSA	October 9 2008	TN	429,500
FOX CH 13	Coverage for All Campaign	October 9 2008	TN	1,182,900

# Foundation for Health Coverage Education

## Q4'2008 Media Impressions

Prepared by: Haese Wood

UNIVISION PIOLIN	Radio PSA	October 8 2008	GA	423,600
WGVL 1440 AM	Radio PSA	October 8 2008	SC	507,500
KVIV 1340 AM	Radio PSA	October 8 2008	TX	463,900
WKDP 99.5 FM	Radio PSA	October 7 2008	KY	445,700
WPJM 800	Radio PSA	October 7 2008	SC	845,100
KWAM 990 AM	Radio PSA	October 7 2008	TN	87,500
NBC CH 3	Coverage for All Campaign	October 7 2008	TN	1,072,800
K-EARTH 101	Radio PSA	October 6 2008	CA	4,902,400
LA LEY 92.1 FM	Radio PSA	October 6 2008	FL	250,000
WLKQ 102.3 LA RAZA	Radio PSA	October 6 2008	GA	280,700
VIVA 105.7 FM	Radio PSA	October 6 2008	GA	423,600
KBLL 99.5 FM	Radio PSA	October 6 2008	MT	119,900
KLSQ 870 AM	Radio PSA	October 6 2008	NV	387,200
KQRT 105.1 FM	Radio PSA	October 6 2008	NV	387,200
WGSF 1030 AM	Radio PSA	October 6 2008	TN	429,500
NBC CH 3	Coverage for All Campaign	October 6 2008	TN	1,072,800
ABC CH 9	Coverage for All Campaign	October 6 2008	TN	1,525,300
WENK 1240 AM	Radio PSA	October 5 2008	TN	429,500
NBC CH 5	Coverage for All Campaign	October 5 2008	TN	1,072,800
KAID 990 AM	Radio PSA	October 31 2008	CA	584,100
KISS 99.5 FM	Radio PSA	October 31 2008	TX	172,100
WPBC 1310 AM	Radio PSA	October 30 2008	GA	210,300
WSTI 105.3 FM	Radio PSA	October 30 2008	GA	272,200
WGSF 1030 AMBIENTE	Radio PSA	October 3 2008	TN	87,500
WXTR 730 AM	Radio PSA	October 3 2008	VA	296,400
KKHK 1250 AM	Radio PSA	October 29 2008	KS	182,700
WKDP 99.5 FM	Radio PSA	October 29 2008	KY	445,700
KENO 1460 AM	Radio PSA	October 29 2008	NV	387,200
WGSF 1030 AMBIENTE	Radio PSA	October 29 2008	TN	87,500
KNCN 101.3 FM	Radio PSA	October 29 2008	TX	317,900
KMMZ 101.3 FM	Radio PSA	October 29 2008	TX	321,100
WPAX 1240 AM	Radio PSA	October 28 2008	GA	272,200
WLKQ 102.3 LA RAZA	Radio PSA	October 28 2008	GA	280,700
NBC CH 3	Coverage for All Campaign	October 28 2008	OH	1,751,400
ABC CH 2	Coverage for All Campaign	October 28 2008	TN	1,525,300
ABC CH 12	Coverage for All Campaign	October 28 2008	TX	3,725,200
NBC CH 40	Coverage for All Campaign	October 27 2008	NJ	315,700
NBC CH 3	Coverage for All Campaign	October 27 2008	TN	1,072,800
KTEX 106.1	Radio PSA	October 27 2008	TX	301,400
KHKS 106.1 FM	Radio PSA	October 27 2008	TX	1,309,500
KOYE 96.7 AMBIENTE	Radio PSA	October 24 2008	GA	423,600
KYYS SUPER X	Radio PSA	October 24 2008	KS	473,000
FOX CH 13	Coverage for All Campaign	October 23rd 2008	WA	1,725,300

# Foundation for Health Coverage Education

## Q4'2008 Media Impressions

Prepared by: Haese Wood

LA CALENTE 93.9	Radio PSA	October 23 2008	TX	301,400
KHKS 106.1 FM	Radio PSA	October 23 2008	TX	1,309,500
KFLP 106.1 FM	Radio PSA	October 23 2008	TX	1,309,500
KPOO 89.5 FM	Radio PSA	October 22 2008	CA	217,900
WAMR 107.5 FM	Radio PSA	October 22 2008	FL	250,000
WAMJ 102.5 FM	Radio PSA	October 22 2008	GA	270,700
KOYE 96.7 AMBIENTE	Radio PSA	October 22 2008	GA	423,600
ABC CH 13	Coverage for All Campaign	October 22 2008	MS	1,577,000
KISF 103.5 FM	Radio PSA	October 22 2008	NV	387,200
WNCO 101.3 FM	Radio PSA	October 22 2008	OH	514,900
WAYC 100.9 FM	Radio PSA	October 22 2008	PA	698,700
WQSE 1030 AM	Radio PSA	October 22 2008	TN	429,500
NBC CH 5	Coverage for All Campaign	October 22 2008	TN	1,072,800
ABC CH 13	Coverage for All Campaign	October 21 2008	MS	1,577,000
CHANNEL 06	Coverage for All Campaign	October 21 2008	MS	1,577,000
KRRN 92.7 FM	Radio PSA	October 21 2008	NV	387,200
WZPT 100.7 FM	Radio PSA	October 21 2008	PA	1,200,300
ABC CH 2	Coverage for All Campaign	October 21 2008	WI	1,437,900
KPOO 89.5 FM	Radio PSA	October 21 2008	CA	217,900
KZQD 105.1 FM	Radio PSA	October 20 2008	KS	135,900
ABC CH 16	Coverage for All Campaign	October 20 2008	MS	157,700
WGSF 1030 AMBIENTE	Radio PSA	October 20 2008	TN	87,500
KDMX 102.9 FM	Radio PSA	October 20 2008	TX	4,973,000
WLKQ 102.3 LA RAZA	Radio PSA	October 2 2008	GA	280,700
KWID 101.9 FM	Radio PSA	October 2 2008	NV	387,200
WGSF 1030 AMBIENTE	Radio PSA	October 2 2008	TN	87,500
106.1 KISS FM	Radio PSA	October 2 2008	TX	172,100
KELG 1440 AM CALIENTE	Radio PSA	October 2 2008	TX	321,100
WSYR 570	Radio PSA	October 19 2008	NY	995,000
98.7 FM LOBO	Radio PSA	October 17 2008	CA	556,900
WLKQ 102.3 LA RAZA	Radio PSA	October 16 2008	GA	280,700
FOX CH 34	Coverage for All Campaign	October 15 2008	AL	880,600
KOOL 105 FM	Radio PSA	October 15 2008	CO	480,500
WOAK FM	Radio PSA	October 15 2008	GA	280,700
WGSF 1030 AM	Radio PSA	October 15 2008	TN	429,500
WOOF 99.7 FM	Radio PSA	October 14 2008	AL	524,600
FOX CH 43	Coverage for All Campaign	October 14 2008	IL	7,784,400
WMGE 94.9 FM	Radio PSA	October 13 2008	FL	479,100
SUPER Q 1300 AM	Radio PSA	October 13 2008	FL	541,600
NBC CH 3	Coverage for All Campaign	October 13 2008	TN	1,072,800
KIOO 99.7 FM	Radio PSA	October 11 2008	CA	1,465,400
LA LEY 92.1 FM	Radio PSA	October 11 2008	FL	250,000
WGSF 1030 AMBIENTE	Radio PSA	October 11 2008	TN	87,500

# Foundation for Health Coverage Education

## Q4'2008 Media Impressions

Prepared by: Haese Wood

NBC CH 3	Coverage for All Campaign	October 11 2008	TN	1,072,800
ABC CH 4	Coverage for All Campaign	October 10 2008	AL	1,000,000
LA GRAND 98.7 FM	Radio PSA	October 10 2008	NC	510,300
KWID 101.9 FM	Radio PSA	October 10 2008	NV	387,200
WKGN 1340 AM	Radio PSA	October 10 2008	TN	463,900
KELG 1440 AM CALIENTE	Radio PSA	October 10 2008	TX	321,100
WKDA 1200 AM	Radio PSA	October 1 2008 08	TN	172,100
WGSF 1210 AMBIENTE	Radio PSA	October 1 2008	FL	810,800
KYYS SUPER X	Radio PSA	October 1 2008	KS	473,000
WGHB 1250 AM	Radio PSA	October 1 2008	MO	1,592,800
WYMY 96.9 FM	Radio PSA	October 1 2008	NC	1,886,100
WGSF 1030 AMBIENTE	Radio PSA	October 11 2008	TN	87,500
WGSF 1030 AMBIENTE	Radio PSA	October 1 2008	TN	87,500
KFXR 1190 AM	Radio PSA	October 1 2008	TX	1,309,500
KNEW 910	US Uninsured Help Line Radio PSA	October 11 2008	CA	824,000
NBC CH 3	Coverage for All Campaign	November 8 2008	TN	1,072,800
WMPS 1210 AMBIENTE	Radio PSA	November 7 2008	MS	394,300
WGSF 1030 AMBIENTE	Radio PSA	November 6 2008	TN	87,500
KOYE 96.7 AMBIENTE	Radio PSA	November 5 2008	GA	423,600
WTRC 1340 AM	Radio PSA	November 5 2008	IN	258,200
WGSF 1030 AMBIENTE	Radio PSA	November 5 2008	TN	87,500
CBS CH 5	Coverage for All Campaign	November 5 2008	TN	1,725,200
KTHT 97.1 FM	Radio PSA	November 4 2008	TX	856,100
KCEE 1030 AM	Radio PSA	November 30 2008	AZ	824,400
WLKQ 102.3 LA RAZA	Radio PSA	November 3 2008	GA	280,700
NBC CH 3	Coverage for All Campaign	November 3 2008	TN	1,072,800
KEGL 97.1 FM	Radio PSA	November 3 2008	TX	321,100
WKGN 1340 AM	Radio PSA	November 26 2008	TN	463,900
WPEZ 93.7 FM	Radio PSA	November 25 2008	GA	280,700
WAJQ 1400 AM	Radio PSA	November 25 2008	GA	280,700
WGSF 1030 AM MBIENTE	Radio PSA	November 25 2008	TN	429,500
WAOK 1380 AM	Radio PSA	November 24 2008	GA	280,700
KOOL MIX	Radio PSA	November 24 2008	TN	87,500
WKDF 103.3 FM	Radio PSA	November 24 2008	TN	87,500
WGSF 1030 AMBIENTE	Radio PSA	November 22 2008	TN	87,500
CBS CH 10	Coverage for All Campaign	November 22 2008	TX	3,725,200
NBC CH 23	Coverage for All Campaign	November 22 2008	TX	3,725,200
WAOK 1380 AM	Radio PSA	November 21 2008	GA	280,700
KKHK 1250 AM	Radio PSA	November 23 2008	KS	182,700
KKHK 1250 AM	Radio PSA	November 21 2008	KS	182,700
KRRN 92.7 FM	Radio PSA	November 21 2008	NV	387,200
KLSQ 870 AM RECUERDO	Radio PSA	November 21 2008	NV	387,200
WDIA 1070 AM	Radio PSA	November 21 2008	TN	87,500



# Foundation for Health Coverage Education

## Q4'2008 Media Impressions

Prepared by: Haese Wood

WCYK 99.7 FM	Radio PSA	November 20 2008	VA	296,400
ABC CH 7	Coverage for All Campaign	November 19 2008	NY	10,902,400
WDIA 1070 AM	Radio PSA	November 19 2008	TN	87,500
KNEW 910	US Uninsured Help Line Radio PSA	November 19 2008	CA	824,000
WGSF 1030 AMBIENTE	Radio PSA	November 19 2008	TN	87,500
WHTE 101.9 FM	Radio PSA	November 19 2008	VA	296,400
WFXX 107.7 FM	Radio PSA	November 18 2008	AL	487,600
KLSQ 870 AM	Radio PSA	November 18 2008	NV	387,200
WHEW 1380 AM	Radio PSA	November 18 2008	TN	87,500
WB CH 20	Coverage for All Campaign	November 18 2008	TN	1,072,800
KMBH 102.9	Radio PSA	November 18 2008	TX	275,400
LITE 103.7 FM	Radio PSA	November 18 2008	TX	301,400
WGCL TV Better Mornings	Radio PSA	November 17 2008	GA	1,200,100
WHIO-AM	Radio PSA	November 17 2008	NJ	315,700
KDKA-AM	Radio PSA	November 17 2008	PA	698,700
THE EAGLE ROCKS 97.1	Radio PSA	November 17 2008	TX	321,100
WZGN-FM	Radio PSA	November 17 2008	VA	296,400
WRCH 100.5 FM	Radio PSA	November 16 2008	CT	301,800
WGSF 1030 FM	Radio PSA	November 16 2008	TN	87,500
NBC CH 3	Coverage for All Campaign	November 16 2008	TN	1,072,800
KRRN 92.7 FM	Radio PSA	November 14 2008	NV	387,200
WMPS 1210 AMBIENTE	Radio PSA	November 13 2008	MS	394,300
WCXN 1170 AM	Radio PSA	November 13 2008	NC	510,300
WGSF 1030 AMBIENTE	Radio PSA	November 13 2008	TN	87,500
KVLV 99.3 FM	Radio PSA	November 12 2008	NV	387,200
KOXE 101.3 FM	Radio PSA	November 12 2008	TX	321,100
Rejoice 1540 AM	Radio PSA	November 12 2008	VA	296,400
WOOF 99.7 FM	Radio PSA	November 10 2008	AL	487,600
KLSQ 870 AM	Radio PSA	November 10 2008	NV	387,200
WGSF 1030 AMBIENTE	Radio PSA	November 10 2008	TN	87,500
100.5 FM DELILAH	Radio PSA	November 1 2008	CT	190,000
WLKQ 102.3 LA RAZA	Radio PSA	November 1 2008	GA	280,700
WOOF 560 AM	Radio PSA	December 9 2008	AL	487,600
KRLA 870 AM	Radio PSA	December 8 2008	CA	541,600
KISS 102.7 FM	Radio PSA	December 8 2008	CA	3,902,400
KATZ 100.3 FM	Radio PSA	December 8 2008	IL	458,600
WGSF 1030 AMBIENTE	Radio PSA	December 8 2008	TN	87,500
NBC CH 3	Coverage for All Campaign	December 8 2008	TN	1,072,800
KMMZ 101.3 FM	Radio PSA	December 8 2008	TX	321,100
CNN 1190	Radio PSA	December 8 2008	TX	1,309,500
790 KABC AM	Radio PSA	December 5 2008	CA	4,902,400
KPRR 102.1 FM	Radio PSA	December 5 2008	TX	301,400
790 KABC AM	Radio PSA	December 4 2008	CA	4,902,400

# Foundation for Health Coverage Education

## Q4'2008 Media Impressions

Prepared by: Haese Wood

FOX CH 29	Coverage for All Campaign	December 4 2008	TX	3,725,200
KCEE 1030 AM	Radio PSA	December 4 2008	AZ	824,400
KDMX 102.9 FM	Radio PSA	December 4 2008	TX	4,973,000
790 KABC AM	Radio PSA	December 3 2008	CA	4,902,400
WGSF 1030 AMBIENTE	Radio PSA	December 3 2008	TN	87,500
WENK 1240 AM	Radio PSA	December 3 2008	TN	87,500
KTEX 106.1	Radio PSA	December 3 2008	TX	1,309,500
KHKS 106.1 FM	Radio PSA	December 3 2008	TX	1,309,500
WRCH 100.5 FM	Radio PSA	December 29 2008	CT	392,500
WOCL 105.9 FM	Radio PSA	December 29 2008	FL	2,350,000
WNDV 92.9 FM	Radio PSA	December 28 2008	IN	432,700
KCEE 1030 AM	Radio PSA	December 24 2008	AZ	824,400
KQED PUBLIC RADIO	Radio PSA	December 27 2008	CA	1,325,700
ABC CH 24	Coverage for All Campaign	December 27 2008	TX	3,725,200
KCAL CH 9	Coverage for All Campaign	December 26 2008	CA	10,902,400
WANT 98.9 FM	Radio PSA	December 25 2008	TN	87,500
NBC CH 9	Coverage for All Campaign	December 24 2008	TX	3,725,200
KQED PUBLIC RADIO	Radio PSA	December 23 2008	CA	1,325,700
WILV 100.3 FM	Radio PSA	December 23 2008	IL	296,500
WHEW 1380 AM	Radio PSA	December 23 2008	TN	87,500
HOT 97	Radio PSA	December 22 2008	NY	1,378,800
LOVE 100.3 FM	Radio PSA	December 22 2008	IL	91,600
KIOO 99.7 FM	Radio PSA	December 22 2008	CA	1,465,400
790 KABC AM	Radio PSA	December 21 2008	CA	4,902,400
KTLA CH 5	Coverage for All Campaign	December 20 2008	CA	10,902,400
WOOF 99.7 FM	Radio PSA	December 2 2008	AL	487,600
KRLA 870 AM	Radio PSA	December 2 2008	CA	541,600
790 KABC AM	Radio PSA	December 2 2008	CA	4,902,400
KABC 790	Radio PSA	December 2 2008	CA	4,902,400
WVFM 105.7 FM	Radio PSA	December 2 2008	CT	224,900
KCEE 1030 AM	Radio PSA	December 8 2008	AZ	824,400
KDGE 94.5 FM	Radio PSA	December 2 2008	TX	301,400
KFLP 106.1 FM	Radio PSA	December 2 2008	TX	1,309,500
NBC CH 5	Coverage for All Campaign	December 2 2008	TX	3,725,200
KCAL CH 9	Coverage for All Campaign	December 19 2008	CA	10,902,400
CBS CH 11	Coverage for All Campaign	December 18 2008	TX	3,725,200
KONY 99.9 FM	Radio PSA	December 15 2008	NV	387,200
CBS CH 3	Coverage for All Campaign	December 15 2008	TN	1,725,200
KCAL CH 9	Coverage for All Campaign	December 14 2008	CA	10,902,400
HOT 97 FM	Radio PSA	December 14 2008	NJ	418,600
790 KABC AM	Radio PSA	December 13 2008	CA	10,902,400
KCAL CH 9	Coverage for All Campaign	December 13 2008	CA	10,902,400
790 KABC AM	Radio PSA	December 12 2008	CA	4,902,400

**Foundation for Health Coverage Education**  
**Q4'2008 Media Impressions**

Prepared by: Haese Wood

KCBS CH 2	Coverage for All Campaign	December 12 2008	CA	10,902,400
KCEE 1030 AM	Radio PSA	December 12 2008	AZ	824,400
KCAL CH 9	Coverage for All Campaign	December 12 2008	CA	10,902,400
KMAS 1030 AM	Radio PSA	December 12 2008	MS	293,400
KLSQ 870 AM	Radio PSA	December 11 208	NV	387,200
K-CAL MONEY 101	Radio PSA	December 11 2008	CA	4,902,400
CBS CH 2	Coverage for All Campaign	December 11 2008	CA	10,902,400
KCAL CH 9	Coverage for All Campaign	December 11 2008	CA	10,902,400
WMPS 1210 AMBIENTE	Radio PSA	December 11 2008	MS	394,300
WGSF 1030 AM	Radio PSA	December 11 2008	TN	87,500
KILT 100.3 FM	Radio PSA	December 11 2008	TX	301,400
KCAL CH 9	Coverage for All Campaign	December 10 2008	CA	10,902,400
KCEE 1030 AM	Radio PSA	December 29 2008	AZ	824,400
KNEW 910	US Uninsured Help Line Radio PSA	December 11 2008	CA	824,000
KIOO 99.7 FM	Radio PSA	December 30 2008	CA	1,465,400
NBC CH 5	Coverage for All Campaign	December 30 2008	TX	3,725,200
HOT 97 FM	Radio PSA	December 30 2008	NY	418,600
WOOF 99.7 FM	Radio PSA	December 29 2008	AL	487,600
WRCH 100.5 FM	Radio PSA	December 31 2008	CT	392,500
KVLV 99.3 FM	Radio PSA	December 31 2008	NV	387,200
KTYM-AM 1460	Conversation with the Community - Interview	October 30 2008	CA	556,900
KFBK-AM	The KFBK Afternoon news - Interview	November 24 2008	CA	556,900
KABC AM 790	Al Rantel Show - Interview	December 2 2008	CA	10,902,400
KNX	Money 101 - Interview	December 8 2008	CA	10,902,400
WEGP AM	"It's your life" - Interview	December 9 2008	ME	239,800
KGO 810 AM	With tough times, how to hold onto health coverage - Interview	December 3 2008	CA	5,969,400
KQED AM	Health coverage programs for Californians - Interview	December 23 2008	CA	556,900
<b>Total</b>				<b>375,825,300</b>

Internet Coverage	Title	Date	Location	Impressions
AARP	I'm Retired and Afraid My Former Employer Will Go Bankrupt	December 1, 2008	National	24,248,164
Marketwatch	Anthem Blue Cross Gives the Gift of Health to California	December 1, 2008	National	53,000
KIPLINGER.com	Keeping health coverage after a job loss	December 1, 2008	National	820,000

## Foundation for Health Coverage Education

### Q4'2008 Media Impressions

Prepared by: Haese Wood

Austin Business Journal	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
Marketwatch	Thousands of Newly Eligible People Qualify for Low Cost Government Sponsored Health Insurance, Reports BestHealthcareRates.com	December 1, 2008	National	53,000
AOL	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	15,635,000
MSNBC	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	250,000
Silobreaker	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	250,000
UPI.com	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	250,000
The Advocate.com	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	923,300
Reuters	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	250,000
Altavista	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	250,000
Alltheweb	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	250,000
News Blaze	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	250,000
Monrningstar	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
Dallas Business Journal	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
The Business Journal Serving the Greater Tr	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000

## Foundation for Health Coverage Education

### Q4'2008 Media Impressions

Prepared by: Haese Wood

Yahoo	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	250,000
Columbus Business First	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
Excite	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	112,000
The Business Journal Serving Greater Milwa	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
Charlotte Business Journal	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	112,000
Denver Business Journal	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
AlltheWeb	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	250,000
Jacksonville Business Journal	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
Los Angeles Business	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
Minneapolis Business Journal	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
Google News	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	275,000
Altavista	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	250,000
Morningstar	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
Pacific Business News	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000

## Foundation for Health Coverage Education

### Q4'2008 Media Impressions

Prepared by: Haese Wood

Pittsburgh Business Times	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
Agents Sale Journal	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	112,000
Yahoo Finance	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	275,000
Reuters	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	325,000
Streetinsider	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	175,000
Marketwire	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	325,000
Houston Chronicle	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	175,000
San Francisco Business Times	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	175,000
Tulsa World	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,968
CNN	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	4,500,000
District Chronicles	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	175,000
The Jerusalem Post	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	325,000
East Bay Business Times	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
South Florida Business Journal	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000

## Foundation for Health Coverage Education

### Q4'2008 Media Impressions

Prepared by: Haese Wood

Triangle Business Journal	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
Dallas/Fort Worth TV8	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	275,000
Marketwatch	Thousands of Newly Eligible People Qualify for Low Cost Government Sponsored Health Insurance, Reports BestHealthcareRates.com	December 1, 2008	National	53,000
aboutus.org	Helping the uninsured	December 1, 2008	National	112,000
HealthNewsDigest.com	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	7,000,000
Marketwatch	Thousands of Newly Eligible People Qualify for Low Cost Government Sponsored Health Insurance, Reports BestHealthcareRates.com	October 30 2008	National	53,000
EmaxHealth	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
AlphaTrade Finance	Holding On to Your Health Coverage: 5 Steps to Consider If You've Been Laid-Off	December 1, 2008	National	111,000
<b>Total</b>				<b>60,896,432</b>

**Q4'08 Total Estimated Impressions**

**449,324,480**

**Total to Date Q4'08**

**1,284,087,545**

People who have heard our message by way of television and radio Public Service Announcements, magazine and newspaper articles since the launch of the "Coverage For All" campaign in January 2005.