

PAUL HARVEY Pavi

Last September Paul Harvey, the voice of American radio, began recommending United American's Medicare Supplement Insurance. We've been excited and optimistic that this association would prove to be beneficial. And, beneficial it has been.



The letters, comments, phone calls and emails have been overwhelming in regard to Paul Harvey's endorsement. The Agents in the field are selling with confidence because of his sponsorship and prospects are buying because they believe in his message.

Dear United

"Dear Mr. Harvey:

I'm a 71-year-old Medicare card carrying Agent for United American and a long time Paul Harvey listener. I couldn't have been more excited when I learned that you would be endorsing our Company and product.

I wanted you to know how much I appreciate having you on my team here at UA. The attached letter I received from one of my policyholders speaks for itself."

Sincerely,

Nick Zilson, Agent

"Dear Mr. Zilson:

This note is to commend you for your prompt follow-up to my call to United American.

I was not satisfied with the insurance carrier that I had. Listening to Paul Harvey extolling the 'United American Family' triggered my call. I believe this to be the first time I have reacted directly to radio advertising.

Thank you for your service and ability to prove to me that United American coverage is the path I should choose."

Yours Very Truly,

Dale E. Roberts, policyholder

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“Dear United American:

An Agent shared in our Monday meeting how he solidified a sale. He knew this lady wanted to buy so he stayed with her a little longer than normal. She agreed to try United American so the Agent began filling out the paper work. He shared with the lady that Mr. Harvey is now a spokesperson for us. Her reply, ‘Honey, you could have saved all your talking if you would have told me about Mr. Harvey at the very beginning.’

Another situation involved an Agent taking a Paul Harvey lead and contacting the prospect in person. Upon making the presentation and close, the husband asked his wife what she thought. She replied by putting the question back to him. He answered, ‘Well, honey, if Paul Harvey said we need it, we better do it.’”

Sincerely,

Fred DiVittorio, Agent

Paul Harvey only endorses products he believes in. He turns down a dozen or more prospective sponsors for every one he picks. In a letter to UA Mr Harvey said:

“I’m immensely proud of the opportunity to speak on behalf of UA and to tout the many benefits of owning this United American policy.”

Paul Harvey endorsements are broadcast live three times daily on ABC Radio’s 1,300 affiliates as well as over 400 American Armed Forces radio stations. Endorsements of United American are aired weekly. A schedule of when the spots will air through September is listed below.

Paul Harvey 2nd & 3rd Quarter Radio Schedule**

Week of	Show*	Day	Date	Time
5/28/00	MD	Tuesday	5/30/00	12:08 pm
6/5/00	MD	Wednesday	6/7/00	12:06 pm
6/12/00	AM	Thursday	6/15/00	8:30 am
6/19/00	MD	Saturday	6/24/00	11:10 am
6/26/00	MD	Wednesday	6/28/00	12:06 pm
7/3/00	MD	Thursday	7/6/00	12:06 pm
7/10/00	AM	Wednesday	7/12/00	8:30 am
7/17/00	MD	Saturday	7/22/00	11:10 am
7/24/00	PM	Wednesday	7/26/00	3:06 pm
7/31/00	MD	Tuesday	8/1/00	12:06 pm
8/7/00	MD	Monday	8/7/00	12:06 pm
8/14/00	MD	Tuesday	8/15/00	12:06 pm
8/21/00	AM	Thursday	8/24/00	8:30 am
8/28/00	MD	Saturday	9/2/00	11:10 am
9/4/00	PM	Thursday	9/7/00	3:06 pm
9/11/00	MD	Wednesday	9/13/00	12:06 pm
9/18/00	MD	Thursday	9/21/00	12:06 pm

*AM = morning; MD = midday; PM = afternoon.

**Check your Network Report to locate the nearest major city to you and the local radio station that airs Paul Harvey’s News and Commentary.

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the story ””