

# “The rest of the story”



For more than a year, Paul Harvey, the voice of American radio, has been recommending United American's Medicare Supplement Insurance. We've been excited and optimistic that this association would prove beneficial. And, beneficial it has been. The response has been enormous – and it's only getting better as more and more Seniors search for an alternative to Medicare HMOs.

In July, Mr. Harvey's scripts began focusing on Seniors who will be involuntarily dropped by their Medicare HMOs. In the first two days after Mr. Harvey's message to those unfortunate Americans, the lead counts generated by that spot

**DOUBLED!**

United American is proud to be associated with America's most trusted and recognized voice.

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 and over 400 American Armed Forces radio stations. Endorsements of United American are aired weekly. A schedule of when the spots will air through December is to the right.

## Paul Harvey Fourth Quarter Radio Schedule\*\*

Date	Day	Slot	Time
Oct.6	Friday	MD	12:08 p.m.
Oct.14	Saturday	AM	8:30 a.m.
Oct.20	Friday	PM	3:06 p.m.
Oct.23	Monday	MD	12:08 p.m.
Oct.31	Tuesday	MD	12:08 p.m.
Nov.8	Wednesday	MD	12:08 p.m.
Nov.17	Friday	AM	8:30 a.m.
Nov. 25	Saturday	AM	8:30 a.m.
Nov. 28	Tuesday	PM	3:06 p.m.
Dec.7	Thursday	MD	12:08 p.m.
Dec.11	Monday	PM	3:06 p.m.
Dec.19	Tuesday	MD	12:08 p.m.
Dec.25	Monday	PM	3:06 p.m.

\*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.