

# “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.

After Mr. Harvey's message to those unfortunate Americans aired, the lead counts generated by that spot **DOUBLED!**

**Due to this tremendous response, we have expanded our Paul Harvey radio spots for the fourth quarter.** UA is mentioned on Paul Harvey's live broadcast 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
Nov. 8	Wednesday	MD	12:08 p.m.
Nov. 11	Saturday	AM	8:30 a.m.
Nov. 15	Wednesday	MD	12:08 p.m.
Nov. 17	Friday	AM	8:30 a.m.
Nov. 21	Tuesday	MD	12:08 p.m.
Nov. 25	Saturday	AM	8:30 a.m.
Nov. 28	Tuesday	AM	8:30 a.m.
Nov. 28	Tuesday	PM	3:06 p.m.
Dec. 4	Monday	PM	3:06 p.m.
Dec. 7	Thursday	MD	12:08 p.m.
Dec. 11	Monday	PM	3:06 p.m.
Dec. 15	Friday	MD	12:08 p.m.
Dec. 19	Tuesday	MD	12:08 p.m.
Dec. 23	Saturday	AM	8:30 a.m.
Dec. 25	Monday	PM	3:06 p.m.
Dec. 26	Tuesday	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.