



*Final  
Television Coverage Report  
for the  
“Food, Nutrition and the  
Prevention of Cancer”  
Report*

*Prepared for:  
the American Institute for  
Cancer Research*

**SUMMARY**

*Total Number of Outlets That Aired Stories: 113*

*Total Number of Stories Aired: 206*

*Total Audience Reached: 22,549,100*

**I. VIDEO NEWS RELEASE COVERAGE**

<b>MARKET</b>	<b>ADI</b>	<b>STATION</b>	<b>AFF</b>	<b>DATE</b>	<b>TIME</b>	<b>AUDIENCE**</b>
<b>New York</b>						
Teaser	1	<b>WABC</b>	ABC	10/9	11:00 A.M.	169,300
Part 1 and 2					12:00 P.M.	344,600
<b>Los Angeles</b>						
Part 1 and 2	2	<b>KNBC</b>	NBC	10/3	4:00 P.M.	414,600
Part 1	<b>KCAL</b>	IND	10/8	9:00 P.M.		219,700
<b>San Francisco</b>						
Part 1 and 2	5	<b>KGO</b>	ABC	10/8	5:00 P.M.	231,200
Part 1 and 2	<b>KRON</b>	NBC	10/8	4:00 P.M.	93,800	
Part 2					5:00 P.M.	214,100
Teaser					5:30 P.M.	242,200
Part 1 and 2					6:30 P.M.	207,800
Teaser				10/11	6:00 A.M.	107,900
Part 1 and 2					8:00 A.M.	116,600
<b>Boston</b>						
Part 1 and 2	6	<b>WCVB</b>	ABC	10/8	12:00 P.M.	172,800
Part 2					5:00 P.M.	292,200
Part 1 and 2					6:00 P.M.	338,600
Teaser					9:00 P.M.	397,900
Part 1 and 2					11:00 P.M.	253,700
Part 1 and 2				10/9	1:00 A.M.	15,800
Part 1 and 2					5:00 A.M.	52,000
Part 1				10/12	12:00 P.M.	159,100
Part 2		<b>WBZ</b>	CBS	10/8	6:00 P.M.	208,500
Part 2				10/9	5:00 A.M.	50,000
Teaser					11:30 A.M.	135,000
Part 2					12:00 P.M.	116,000
Teaser					12:30 P.M.	77,300
Teaser					1:30 P.M.	37,900
Teaser					2:15 P.M.	70,400
Teaser					3:00 P.M.	106,200
Teaser					3:30 P.M.	101,100
Teaser					4:00 P.M.	77,800

<b>MARKET</b>	<b>ADI</b>	<b>STATION</b>	<b>AFF</b>	<b>DATE</b>	<b>TIME</b>	<b>AUDIENCE**</b>
<b>Washington, D.C.</b>						
Part 1 and 2	7	<b>WJLA</b>	ABC	10/9	5:30 A.M.	70,500
<b>Detroit</b>						
Part 1 and 2	9	<b>WXYZ</b>	ABC	10/9	6:00 A.M.	131,500
Part 1 and 2					5:00 P.M.	282,500
<b>Atlanta</b>						
Part 1	10	<b>WGNX</b>	CBS	10/3	12:00 P.M.	51,600
Part 1					6:00 P.M.	45,300
Part 1 and 2		<b>WSB</b>	ABC	10/9	5:30 A.M.	46,000
Part 1 and 2					6:00 A.M.	194,000
<b>Houston</b>						
Part 1	11	<b>KHOU</b>	CBS	10/8	5:00 P.M.	218,200
Part 1 and 2	<b>KTRK</b>	ABC		10/9	5:00 P.M.	190,800
<b>Seattle</b>						
Part 1 and 2	12	<b>KOMO</b>	ABC	10/9	5:00 A.M.	23,000
<b>Minneapolis</b>						
Part 1 and 2	14	<b>KARE</b>	NBC	10/8	10:00 P.M.	341,300
Part 1 and 2				10/9	1:30 A.M.	22,800
Part 1 and 2					5:00 A.M.	75,000
Part 1 and 2		<b>KSTP</b>	ABC	10/13	5:30 A.M.	92,000
Part 1 and 2					6:30 A.M.	101,700
<b>Phoenix</b>						
Part 1 and 2	17	<b>KNXV</b>	ABC	10/9	5:00 P.M.	69,600
Part 1 and 2				10/10	6:30 A.M.	26,600
<b>Denver</b>						
Part 1 and 2	18	<b>KMGH</b>	ABC	10/9	5:00 A.M.	25,000
Part 1 and 2					6:30 A.M.	37,200

<b>MARKET</b>	<b>ADI</b>	<b>STATION</b>	<b>AFF</b>	<b>DATE</b>	<b>TIME</b>	<b>AUDIENCE**</b>
<b>Pittsburgh</b>						
Part 1 and 2	19	<b>WPXI</b>	NBC	10/10	5:00 P.M.	177,400
Part 1 and 2	19	<b>WTAE</b>	ABC	10/9	5:00 A.M.	38,400
Part 1 and 2					6:00 A.M.	75,500
Part 2				10/10	12:00 P.M.	96,100
Part 2					5:30 P.M.	197,300
Part 2				10/11	8:00 A.M.	70,600
<b>Sacramento</b>						
Part 1 and 2	20	<b>KXTV</b>	ABC	10/9	6:00 A.M.	29,600
Part 1 and 2					12:00 P.M.	42,900
Part 1 and 2					5:00 P.M.	110,500
<b>St. Louis</b>						
Part 1 and 2	21	<b>KPLR</b>	WB	10/6	8:00 P.M.	82,500
<b>Indianapolis</b>						
Part 2	25	<b>WRTV</b>	ABC	10/9	5:00 A.M.	46,000
Part 1 and 2					5:30 A.M.	27,000
Part 1 and 2					6:00 A.M.	47,700
Part 1 and 2					11:00 A.M.	27,400
<b>Charlotte</b>						
Part 2	28	<b>WSOC</b>	ABC	10/3	12:00 P.M.	79,500
Part 1				10/10	5:30 A.M.	101,600
Teaser					7:00 A.M.	58,700
Teaser					9:00 A.M.	47,800
Teaser					11:00 A.M.	56,200
Part 2					5:00 P.M.	171,400
<b>Cincinnati</b>						
Part 2	30	<b>WCPO</b>	ABC	10/9	5:30 A.M.	34,000
<b>Kansas City</b>						
Part 1 and 2	31	<b>KMBC</b>	ABC	10/9	6:00 P.M.	137,600
Part 1 and 2				10/10	5:30 A.M.	52,500
Part 1 and 2		<b>KSHB</b>	NBC	10/6	6:30 P.M.	62,500

<b>MARKET</b>	<b>ADI</b>	<b>STATION</b>	<b>AFF</b>	<b>DATE</b>	<b>TIME</b>	<b>AUDIENCE**</b>
<b>Milwaukee</b>						
Part 1 and 2	32	<b>WISN</b>	ABC	10/9	6:00 A.M.	42,100
Part 1 and 2					12:00 P.M.	27,900
<b>Nashville</b>						
Part 1 and 2	33	<b>WTVF</b>	CBS	10/9	6:00 A.M.	83,900
<b>Columbus</b>						
Part 1	34	<b>WCMH</b>	NBC	10/9	5:30 A.M.	63,100
Part 1 and 2					12:00 P.M.	48,900
<b>Greenville</b>						
Part 1 and 2	35	<b>WLOS</b>	ABC	10/9	6:00 A.M.	46,200
<b>Grand Rapids</b>						
Part 1 and 2	37	<b>WZZM</b>	ABC	10/9	6:00 A.M.	30,000
Teaser					7:30 P.M.	33,600
Teaser					8:30 P.M.	55,300
Teaser					9:00 P.M.	97,800
Part 1 and 2					11:00 P.M.	74,300
Part 2					1:30 A.M.	3,600
<b>San Antonio</b>						
Part 1 and 2	38	<b>KSAT</b>	ABC	10/10	12:00 P.M.	55,200
<b>Norfolk</b>						
Part 1 and 2	39	<b>WTKR</b>	CBS	10/9	5:00 P.M.	66,000
<b>New Orleans</b>						
Part 2	40	<b>WGNO</b>	ABC	10/9	5:00 P.M.	13,700
<b>Oklahoma City</b>						
Part 1 and 2	44	<b>KOCO</b>	ABC	10/13	12:00 P.M.	23,300
<b>Greensboro</b>						
Part 1 and 2	46	<b>WXLV</b>	ABC	10/9	11:00 P.M.	20,900

<b>MARKET</b>	<b>ADI</b>	<b>STATION</b>	<b>AFF</b>	<b>DATE</b>	<b>TIME</b>	<b>AUDIENCE**</b>
<b>Austin</b>						
Part 1 and 2	60	<b>KVUE</b>	ABC	10/9	5:30 A.M.	39,900
<b>Las Vegas</b>						
Part 1 and 2	61	<b>KTNV</b>	ABC	10/9	6:00 A.M.	16,800
Part 1 and 2					5:00 P.M.	51,500
<b>Flint</b>						
Part 1 and 2	63	<b>WJRT</b>	ABC	10/9	5:00 P.M.	47,900
<b>Knoxville</b>						
Part 1 and 2	64	<b>WATE</b>	ABC	10/9	12:00 P.M.	16,800
Part 1 and 2					5:30 P.M.	30,000
<b>Toledo</b>						
Teaser	66	<b>WTVG</b>	ABC	10/9	3:00 P.M.	21,600
Part 1 and 2					5:00 P.M.	36,800
<b>Paducah</b>						
Part 1 and 2	79	<b>WSIL</b>	ABC	10/13	6:00 A.M.	6,100
<b>Madison</b>						
Part 1 and 2	84	<b>WISC</b>	CBS	10/13	7:00 A.M.	16,500
<b>Cedar Rapids</b>						
Part 1	87	<b>KXFB</b>	FOX	10/6	5:00 P.M.	4,000
Part 1 and 2		<b>KCRG</b>	ABC	10/11	6:00 A.M.	13,200
<b>Ft. Wayne</b>						
Part 1 and 2	102	<b>WPTA</b>	ABC	10/9	5:00 P.M.	30,600
<b>Springfield, MA</b>						
Part 1 and 2	103	<b>WGGB</b>	ABC	10/9	6:00 A.M.	15,700

<b>MARKET</b>	<b>ADI</b>	<b>STATION</b>	<b>AFF</b>	<b>DATE</b>	<b>TIME</b>	<b>AUDIENCE**</b>
<b>Ft. Smith</b>						
Part 1 and 2	116	<b>KHBS</b>	ABC	10/9	5:00 P.M.	40,200
Part 1 and 2				10/13	6:00 A.M.	20,100
Part 1 and 2		<b>KHOG</b>	ABC	10/9	5:00 P.M.	1,500
<b>Boise</b>						
Teaser	125	<b>KIVI</b>	ABC	10/9	4:00 P.M.	6,500
Part 1 and 2					5:30 P.M.	13,500
<b>Rockford</b>						
Part 1 and 2	135	<b>WTVO</b>	NBC	10/13	5:30 A.M.	5,800
<b>Beaumont</b>						
Part 1 and 2	137	<b>KBMT</b>	ABC	10/9	6:00 A.M.	10,500
<b>Medford</b>						
Teaser	142	<b>KDRV</b>	ABC	10/8	9:00 P.M.	20,700
Part 1 and 2					11:00 P.M.	13,300
<b>Lubbock</b>						
Part 1 and 2	147	<b>KAMC</b>	ABC	10/10	6:30 A.M.	8,300
<b>Beckley, WV</b>						
Part 1	149	<b>WVVA</b>	NBC	10/2	6:00 P.M.	68,900
<b>Odessa</b>						
Part 1 and 2	150	<b>KMID</b>	ABC	10/11	10:00 P.M.	14,400
<b>Wilmington</b>						
Part 1 and 2	152	<b>WWAY</b>	ABC	10/9	5:00 P.M.	7,700
<b>Palm Springs</b>						
Part 1 and 2	159	<b>KESQ</b>	ABC	10/8	11:00 P.M.	6,400
Part 1				10/9	6:30 A.M.	4,600

<b>MARKET</b>	<b>ADI</b>	<b>STATION</b>	<b>AFF</b>	<b>DATE</b>	<b>TIME</b>	<b>AUDIENCE**</b>
<b>Idaho Falls</b>						
Part 1 and 2	168	<b>KIFI</b>	NBC	10/8	10:00 P.M.	27,000
Part 1 and 2				10/9	5:00 P.M.	15,800
<b>Watertown</b>						
Part 1 and 2	174	<b>WWTI</b>	ABC	10/9	11:00 P.M.	2,700
<b>Harrisonburg</b>						
Part 1 and 2	177	<b>WHSV</b>	ABC	10/9	6:00 A.M.	9,500
<b>Jonesboro</b>						
Part 1 and 2	181	<b>KAIT</b>	ABC	10/12	5:30 P.M.	21,800
<b>Bowling Green</b>						
Part 1 and 2	182	<b>WBKO</b>	ABC	10/9	5:00 P.M.	35,100
<b>Jackson</b>						
Part 1 and 2	185	<b>WBBJ</b>	ABC	10/9	5:00 P.M.	16,300
<b>Sarasota</b>						
Teaser		<b>WWSB</b>	ABC	10/9	4:00 P.M.	13,800
Part 1 and 2					5:00 P.M.	28,900

***Total Number of Outlets That Have Aired Teasers/Stories: 66***  
***Total Number of Teasers/Stories Aired: 127***  
***Total Video News Release Audience: 10,485,900***

**II. ADDITIONAL TELEVISION COVERAGE****CABLE NEWS NETWORK**

<b>CNN Morning News</b>				10/2	9:00 A.M.	275,800
<b>World News</b>				10/2	12:00 A.M.	250,000
<b>Headline News</b>				10/2	7:30 A.M.	245,000
				10/6	8:30 A.M.	855,000
<b>New York</b>	1	<b>WNBC</b>	NBC	10/9	5:00 P.M.	652,300
					11:00 P.M.	984,000
		<b>WNYW</b>	FOX	10/2	6:00 A.M.	220,000
				10/6	6:00 A.M.	220,000
<b>New York</b>	1	<b>WNBC</b>	NBC	10/9	5:00 P.M.	652,300
		<b>WWOR</b>	IND	10/2	10:00 P.M.	501,000
<b>Los Angeles</b>	2	<b>KCAL</b>	IND	10/2	12:00 P.M.	161,000
<b>Chicago</b>	3	<b>WFLD</b>	FOX	10/1	9:00 P.M.	279,000
				10/2	6:00 A.M.	57,000
					8:00 A.M.	107,000
		<b>WGN</b>	IND	10/2	12:00 P.M.	318,000
		<b>WLS</b>	ABC	10/1	4:00 P.M.	428,000
				10/2	5:30 A.M.	237,000
				10/5	8:00 A.M.	144,000
		<b>WMAQ</b>	NBC	10/1	4:30 P.M.	186,000
				10/2	6:00 A.M.	152,000
<b>San Francisco</b>	5	<b>BAY-TV</b>	Cable	10/8	9:00 P.M.	31,000
		<b>NECN</b>	Cable	10/2	6:00 P.M.	5,000
<b>Washington</b>	7	<b>WJLA</b>	ABC	10/2	5:00 P.M.	158,000
				10/3	6:00 A.M.	82,000
		<b>WRC</b>	NBC	10/1	5:30 A.M.	60,000
					4:00 P.M.	94,000
					6:00 P.M.	184,000
				10/2	9:00 A.M.	66,000
				10/9	5:00 P.M.	133,000
		<b>WUSA</b>	CBS	10/2	5:00 P.M.	141,000
				10/3	5:30 A.M.	64,000

<b>MARKET</b>	<b>ADI</b>	<b>STATION</b>	<b>AFF</b>	<b>DATE</b>	<b>TIME</b>	<b>AUDIENCE**</b>
<b>Dallas</b>	8	<b>WFAA</b>	ABC	10/1	10:00 P.M.	440,000
<b>Detroit</b>	9	<b>WKBD</b>	UPN	10/2	10:00 P.M.	218,500
<b>Atlanta</b>	10	<b>WAGA</b>	FOX	10/2	5:00 P.M.	121,000
		<b>WXIA</b>	NBC	10/3	5:00 A.M.	82,000
					6:00 A.M.	82,000
<b>Cleveland</b>	13	<b>WJW</b>	FOX	10/2	12:00 P.M.	82,000
		<b>WKYC</b>	NBC	10/3	6:00 A.M.	40,000
<b>Cleveland</b>	13	<b>WOIO</b>	CBS	10/2	6:00 P.M.	42,000
		<b>WUAB</b>	IND	10/2	10:00 P.M.	109,000
<b>Minneapolis</b>	14	<b>KMSP</b>	IND	10/1	10:00 P.M.	47,200
		<b>KSTP</b>	ABC	10/1	5:00 P.M.	139,000
		<b>WCCO</b>	CBS	10/2	12:00 P.M.	187,000
<b>Tampa</b>	15	<b>WFLA</b>	NBC	10/2	12:00 P.M.	56,000
		<b>WFTS</b>	ABC	10/9	5:30 A.M.	33,000
		<b>WTOG</b>	IND	10/5	10:00 P.M.	75,000
		<b>WTVT</b>	FOX	10/2	5:00 P.M.	101,000
<b>Miami</b>	16	<b>WFOR</b>	CBS	10/2	12:00 P.M.	80,000
<b>Phoenix</b>	17	<b>KNXV</b>	ABC	10/6	6:00 A.M.	13,000
		<b>KPHO</b>	CBS	10/2	12:00 P.M.	76,000
		<b>KPNX</b>	NBC	10/2	12:00 P.M.	63,000
					4:00 P.M.	69,000
		<b>KTVK</b>	IND	10/2	5:00 P.M.	120,000
<b>Denver</b>	18	<b>KCNC</b>	CBS	10/1	4:00 P.M.	103,000
		<b>KUSA</b>	NBC	10/3	4:00 P.M.	58,000

<b>MARKET</b>	<b>ADI</b>	<b>STATION</b>	<b>AFF</b>	<b>DATE</b>	<b>TIME</b>	<b>AUDIENCE**</b>
<b>Pittsburgh</b>	19	<b>WTAE</b>	ABC	10/2	5:00 P.M.	123,500
				10/9	12:00 P.M.	38,000
					5:00 P.M.	123,500
				10/10	11:00 P.M.	182,000
<b>Sacramento</b>	20	<b>KCRA</b>	NBC	10/2	12:00 P.M.	97,000
<b>St. Louis</b>	21	<b>KTVI</b>	FOX	10/2	5:00 P.M.	67,000
				10/3	7:30 A.M.	28,000
<b>Orlando</b>	22	<b>WESH</b>	NBC	10/9	4:30 P.M.	89,600
<b>Baltimore</b>	23	<b>WBAL</b>	NBC	10/2	12:00 P.M.	42,000
<b>San Diego</b>	26	<b>KGTV</b>	ABC	10/9	5:00 P.M.	107,000
		<b>KNSD</b>	NBC	10/9	5:30 A.M.	21,000
<b>Cincinnati</b>	30	<b>WCPO</b>	ABC	10/1	5:00 P.M.	109,000
				10/2	5:30 A.M.	31,000
		<b>WKRC</b>	CBS	10/1	4:00 P.M.	89,000
		<b>WLWT</b>	NBC	10/2	5:00 P.M.	62,000
<b>Kansas City</b>	31	<b>WDAF</b>	FOX	10/2	6:00 P.M.	61,000
<b>Milwaukee</b>	32	<b>WITI</b>	FOX	10/2	7:00 A.M.	46,500
<b>San Antonio</b>	38	<b>KSAT</b>	ABC	10/2	12:00 P.M.	61,000
<b>W. Palm Beach</b>	43	<b>WPTV</b>	NBC	10/1	5:00 P.M.	89,000
<b>Providence</b>	49	<b>WJAR</b>	NBC	10/1	5:30 P.M.	103,000
<b>Austin</b>	60	<b>KTBC</b>	FOX	10/13	5:00 P.M.	24,000
<b>Champaign</b>	81	<b>WAND</b>	ABC	10/2	11:30 A.M.	14,000
					5:00 P.M.	35,000
					10:00 P.M.	41,000

***Total Number of Outlets That Aired Additional Stories: 54***

***Total Number of Additional Stories Aired: 79***

***Total Additional Audience: 12,063,200***

\*\* Audience figures are based on the actual newscast on which the teaser and/or story aired for all adults 18 years of age or older as provided by Nielsen.