



***U.S. Food and Drug
Administration Announces
Approval of Ziprasidone for
the Treatment of Schizophrenia:
Final Television Coverage Report***

***Prepared for:
Pfizer***

SUMMARY

Total Number of Outlets That Aired Stories: 106

Total Number of Stories Aired: 148

Total Number of Local Markets Reached: 63

Total 18+ Audience Reached: 19,699,100

I. NATIONAL COVERAGE

NETWORK	PROGRAM	DATE	TIME	AUDIENCE**	
CNN	<i>"Ahead of the Curve"</i>	2/6	6:00 A.M.	327,200	
			7:00 A.M.	917,000	
	<i>"Headline News"</i>	2/6	2:00 P.M.	184,800	
			3:00 P.M.	407,000	
			3:30 P.M.	427,000	
			4:00 P.M.	658,000	
			5:00 P.M.	192,900	
	<i>"In the Money"</i>	2/6	11:00 A.M.	658,000	
	<i>"Live Market Coverage"</i>	2/6	3:00 P.M.	407,000	
			3:30 P.M.	437,000	
	<i>"Market Call"</i>	2/6	9:30 A.M.	924,000	
			10:00 A.M.	562,000	
10:30 A.M.			491,000		
CNBC	<i>"Market Watch"</i>	2/6	10:00 A.M.	447,600	
			11:00 A.M.	447,600	
	<i>"Today's Business"</i>	2/6	5:00 A.M.	79,600	
	<i>"Market Wrap"</i>	2/6	4:00 P.M.	494,600	
	<i>"Street Signs"</i>	2/6	2:00 P.M.	494,600	
			3:00 P.M.	494,600	
<i>"The Squawk Box"</i>	2/6	7:00 A.M.	234,400		
		8:00 A.M.	234,400		
PBS	<i>"Nightly Business Report"</i>	2/6	6:30 P.M.	1,800,000	
Bloomberg Information TV	<i>"Bloomberg News"</i>	2/6	8:30 A.M.	200,000	
			9:00 A.M.	200,000	
			9:30 A.M.	200,000	
			10:30 A.M.	200,000	
			1:00 P.M.	200,000	
			1:30 P.M.	200,000	
			2:00 P.M.	200,000	
			2:30 P.M.	200,000	
			2/15	2:00 P.M.	200,000
			2/15	2:30 P.M.	200,000
Fox News Edge (Affiliate Newsfeed)		2/6	Various		

II. LOCAL COVERAGE

MARKET	ADI	STATION	AFF	DATE	TIME	AUDIENCE**
New York	1	WCBS	CBS	2/6	12:00 P.M.	489,000
New York	1	WNBC	NBC	2/6	5:00 A.M.	318,900
New York	1	NEW JERSEY CABLE		2/6	5:00 P.M.	N/A
Los Angeles	2	KCAL	IND	2/6	12:00 P.M.	198,800
Los Angeles	2	KNBC	NBC	2/8	5:00 P.M.	542,500
Chicago	3	WLS	ABC	2/6	6:00 A.M.	156,400
Chicago	3	WMAQ	NBC	2/6	5:00 A.M.	5,000
Chicago	3	WGN	IND	2/6	12:00 P.M.	307,300
San Francisco	5	KGO	ABC	2/6	5:00 A.M.	37,500
San Francisco	5	KNTV	FOX	2/6	5:00 A.M. 5:00 P.M.	35,500 14,200
Boston	6	WHDH	NBC	2/6	4:00 P.M.	115,600
Dallas	7	KXAS	NBC	2/6 2/7	5:00 A.M. 12:00 P.M.	71,500 83,300
Dallas	7	KTVT	CBS	2/6	12:00 P.M.	85,200
Washington, D.C.	8	NewsChannel8	Cable	2/6	9:00 P.M.	5,000
Houston	11	KPRC	NBC	2/6	5:00 A.M. 4:00 P.M.	80,700 142,600
Houston	11	KHOU	CBS	2/6	12:00 P.M.	119,300
Tampa	14	WTVT	FOX	2/7	6:30 A.M.	85,700
Tampa	14	WFLA	NBC	2/6	5:00 A.M.	98,600
Cleveland	15	WKYC	NBC	2/7	6:00 A.M.	60,000
Phoenix	17	KNXV	ABC	2/6	12:00 P.M.	30,900

MARKET	ADI	STATION	AFF	DATE	TIME	AUDIENCE**
Denver	18	KUSA	NBC	2/6	6:00 A.M.	69,200
Sacramento	19	KMAX	UPN	2/6	6:00 A.M. 8:00 A.M.	37,200 40,500
Pittsburgh	20	WPXI	NBC	2/6	5:00 A.M. 6:00 A.M.	46,000 29,600
Orlando	21	WKMG	CBS	2/6	5:00 P.M.	71,500
Orlando	21	WESH	NBC	2/6	12:00 P.M.	59,700
Orlando	21	WFTV	ABC	2/6	5:00 A.M.	72,400
San Diego	25	XETV	FOX	2/7	6:00 A.M.	1,000
San Diego	25	KFMB	CBS	2/6	5:30 A.M.	14,000
Indianapolis	26	WRTV	ABC	2/6	11:30 A.M.	35,000
Indianapolis	26	WNDY	WB	2/6	10:00 P.M.	36,000
Indianapolis	26	WTHR	NBC	2/6	11:30 A.M. 11:00 P.M.	35,000 114,400
Indianapolis	26	WXIN	FOX	2/13	6:00 A.M.	19,500
Hartford	27	WTNH	ABC	2/6 2/7	12:00 P.M. 5:00 P.M. 5:00 P.M.	68,000 66,000 66,000
Hartford	27	WVIT	NBC	2/6	5:00 A.M.	42,500
Charlotte	28	WCNC	NBC	2/6 2/7	11:00 P.M. 6:00 A.M.	43,800 24,400
Charlotte	28	WFVT	WB	2/6	10:00 P.M.	46,600
Raleigh	29	WNCN	NBC	2/6	6:00 A.M.	14,600
Raleigh	29	WFVT	WB	2/6	10:00 P.M.	46,600
Nashville	30	WTVF	CBS	2/7	7:00 A.M.	60,600

MARKET	ADI	STATION	AFF	DATE	TIME	AUDIENCE**
Kansas City	31	KSHB	NBC	2/6	5:00 P.M.	22,700
				2/18	10:30 A.M.	14,000
Kansas City	31	WDAF	FOX	2/7	12:30 P.M.	42,500
Cincinnati	32	WKRC	CBS	2/6	5:00 P.M.	101,300
Columbus	34	WCMH	NBC	2/6	5:00 A.M.	39,000
Greenville	35	WSPA	CBS	2/6	5:00 P.M.	62,000
Greenville	35	WYFF	NBC	2/8	5:00 P.M.	87,300
Salt Lake City	36	KSL	NBC	2/6	5:30 A.M.	12,800
Grand Rapids	38	WZZM	ABC	2/6	12:00 P.M.	37,200
Grand Rapids	38	WOOD	NBC	2/6	12:00 P.M.	33,800
Birmingham	39	WBRC	FOX	2/7	5:30 A.M.	79,900
Birmingham	39	WVTM	NBC	2/6	5:00 A.M.	39,500
					5:30 A.M.	47,200
Memphis	40	WMC	NBC	2/6	5:00 A.M.	58,800
Norfolk	41	WAVY	NBC	2/7	12:00 P.M.	20,600
W. Palm Beach	43	WPEC	CBS	2/7	12:00 P.M.	58,600
W. Palm Beach	43	WPTV	NBC	2/7	5:30 A.M.	58,200
Harrisburg	46	WGAL	NBC	2/6	6:00 A.M.	51,000
					12:00 P.M.	51,000
Greensboro	47	WXII	NBC	2/6	5:30 P.M.	46,600
					11:00 P.M.	68,000
Greensboro	47	WGHP	FOX	2/6	12:00 P.M.	41,700
Providence	49	WLNE	ABC	2/6	6:00 A.M.	7,300
Providence	49	WJAR	NBC	2/6	11:00 P.M.	86,100

MARKET	ADI	STATION	AFF	DATE	TIME	AUDIENCE**
Albuquerque	50	KOB	NBC	2/6	5:00 A.M.	29,700
Las Vegas	51	KTNV	ABC	2/6	11:30 A.M.	15,600
Wilkes-Barre	52	WBRE	NBC	2/6	5:00 P.M.	39,000
Wilkes-Barre	52	WOLF	FOX	2/6	10:00 P.M.	44,100
Albany	56	WNYT	NBC	2/7	5:00 A.M.	5,000
Austin	58	KXAN	NBC	2/7	6:00 A.M.	14,300
Austin	58	KVUE	ABC	2/6	11:30 A.M.	8,900
Richmond	60	WRLH	FOX	2/6	10:00 P.M.	24,000
Richmond	60	WWBT	NBC	2/7	5:00 A.M.	53,300
Lexington	66	WLEX	NBC	2/6	11:00 P.M.	39,200
Flint	64	WEYI	NBC	2/6	6:30 A.M.	2,500
Paducah	73	WPSD	NBC	2/6	5:00 P.M.	75,000
Rochester	74	WHEC	NBC	2/6	5:30 A.M. 11:00 P.M.	17,200 49,500
Rochester	74	WROC	CBS	2/6	12:00 P.M.	23,300
Omaha	75	WOWT	NBC	2/6	5:30 A.M.	15,100
Omaha	75	KETV	ABC	2/6	5:30 A.M.	17,300
Colorado Springs	92	KOAA	NBC	2/6	6:00 A.M.	10,700
El Paso	98	KFOX	FOX	2/6 2/7	9:00 P.M. 6:30 A.M.	27,100 8,400
Youngstown	99	WFMJ	NBC	2/6 2/7	11:00 P.M. 5:00 A.M.	40,700 4,500

MARKET	ADI	STATION	AFF	DATE	TIME	AUDIENCE**
Charleston	103	WCBD	NBC	2/6	11:00 P.M.	27,100
				2/7	5:30 A.M.	6,000
					6:00 A.M.	14,500
					5:30 P.M.	22,300
Springfield	105	WWLP	NBC	2/6	5:00 A.M.	13,700
Reno	109	KRNV	NBC	2/6	5:00 P.M.	20,400
Eugene	122	KMTR	NBC	2/6	6:30 P.M.	13,000
Rockford	135	WREX	ABC	2/6	10:00 P.M.	32,300
Erie	142	WICU	NBC	2/6	11:00 P.M.	27,400
Lubbock	147	KCBD	NBC	2/6	10:00 P.M.	46,100
				2/7	1:00 A.M.	1,000
Beckley	149	WVVA	NBC	2/6	11:00 P.M.	32,500
Albany	150	WALB	NBC	2/6	5:00 P.M.	34,000
Quincy	163	WGEM	NBC	2/6	5:00 P.M.	20,800
Utica	168	WKTV	NBC	2/6	11:00 P.M.	22,300
				2/7	2:00 A.M.	2,500
Yuma	174	KYMA	NBC	2/6	6:00 P.M.	19,100
Charlottesville	193	WVIR	NBC	2/6	11:00 P.M.	20,500
				2/7	6:00 A.M.	14,600
Helena	207	KTVH	NBC	2/6	5:00 P.M.	1,800