



international
trachoma
initiative

International Trachoma Initiative

**'REMARKABLE RESULTS' MADE IN EFFORT TO ELIMINATE
BLINDING TRACHOMA IN THE DEVELOPING WORLD**
Pfizer commits to increase treatments from current eight
million to 135 million over next five years, a 15-fold expansion

MEDIA USAGE REPORT

December 2003

	MEDIA	REACH
News Wire Services	Associated Press	Worldwide
	Reuters (US & UK)	Worldwide
	AFP - Agence France Presse (English & French)	Worldwide
	DPA - Deutsche Presse Agentur (German, English & Spanish)	Worldwide
	EFE – Spanish News Agency	Worldwide
	ANSA – Italian News Agency	Worldwide
	Washington Post/Los Angeles Times News Service	Worldwide
	PR Newswire	Worldwide
	Maghreb Arabe Presse	North Africa
	Interpress News Service	Developing World
	Europa Press – <i>News Information Service</i>	Europe
	Swiss Info – <i>News Information Service</i>	Switzerland
	Asia Pulse Newswire – <i>2 stories</i>	Asia
	PANA – PanAfrican News Agency	Africa/Asia
	Xinhua – Chinese News Agency	China
	Viet Nam News Agency	Viet Nam
	Scripps Howard News Service	United States
	Knight Ridder News Service	United States
	Canada News Wire	Canada
	Canadian Press	Canada
Notimex	Mexico	
International Television	CNN International (<i>future story</i>)	Worldwide
	British Satellite News	Worldwide
	CNN Asia	Hong Kong
	SMG – News Channel	China
	Dragon TV	China
	CTTNet	China
	YTN	Korea
	Tzu Chi TV	Taiwan
	Ho Chi Minh TV	Vietnam
	Mediacorp/Channel News Asia	Singapore
	SPH Mediaworks	Singapore
	RTM	Malaysia
	AITV – Agence Internationale d'Images Televises	Africa & Middle East
	Indusvision	Pakistan

MEDIA**REACH****International
Television
- continued**

Impress TV	Bangladesh
NTV	Bangladesh
Indosiar	Indonesia
Trans TV	Indonesia
Sahara TV	India
TV Today	India
TeleMadrid TV	Spain
The Citizen Television	Kenya
KTV - Kenya Television Network	Kenya
TV 3	New Zealand

**International
Radio**

Voice of America	Worldwide
BBC World Service Radio – “The World Today”	Worldwide
RFI - Radio France International	Worldwide
BBC World Service Radio – <i>Latin American Service</i>	Latin America
BBC World Service Radio – <i>Network Africa</i>	Africa
BBC World Service Radio – <i>French Africa Service</i>	Africa
BBC World Service Radio - <i>Swahili Service</i>	Africa
BBC Radio Five Live - “Up All Night”	United Kingdom
Radio Orient	France
France Info Radio (<i>future story</i>)	France
KISS 100FM	Kenya
The Citizen RADIO FM	Kenya

**North American
Television****NETWORKS - United States & Canada**

FOX News Channel – National Cable	United States
CNBC – National Cable – 2 times	United States
PBS Network	United States
CTV – Canadian Television Network	Canada

LOCAL STATIONS

WMBC-TV (IND)	New York, NY
KCAL-TV (IND)	Los Angeles, CA
WFMY-TV (CBS)	Greenboro/Winston-Salem/High Point, NC
WGHP-TV (FOX)	Greenboro/Winston-Salem/High Point, NC
WFXR-TV (FOX)	Roanoke/Lynchburg, VA
WINK-TV (CBS)	Fort Myers/Naples, FL
KCRG-TV (ABC)	Cedar Rapids, IA
WCYB-TV (NBC) – 2 times	Bristol/Kingsport/Johnson City, TN
WANE-TV (CBS) – 3 times	Ft. Wayne, IN
KFSN-TV (ABC)	Fresno, CA
WWAY-TV (ABC)	Wilmington, DE

MEDIA**REACH****North American
Television****LOCAL STATIONS – continued**

KHQA-TV (CBS) – 2 times	Quincy, MA
KUSI-TV (IND)	San Diego, CA
WDHN-TV (ABC)	Dothan, AL

**North American
Radio****United States & Canada**

National Public Radio	U.S. National
KTAR-AM	Phoenix, AZ

Newspapers**UNITED STATES**

USA Today (National)	2,230,899
The Wall Street Journal (National)	1,800,607
Los Angeles Times (Los Angeles, CA)	979,549
The Washington Post (Washington, DC)	746,724
San Francisco Chronicle (San Francisco, CA)	600,000
Dallas News (Dallas, TX)	586,886
Newsday (Long Island, NY)	578,809
The Boston Globe (Boston, MA)	467,745
Atlanta Journal-Constitution (Atlanta, GA)	460,672
Minneapolis Star Tribune (Minneapolis, MN)	415,497
Miami Herald (Miami, FL)	315,340
Baltimore Sun (Baltimore, MD)	300,410
The Kansas City Star (Kansas City, MO)	269,188
Orlando Sentinel (Orlando, FL)	256,520
Hartford Courant (Hartford, CT)	240,046
Investor's Business Daily (Los Angeles, CA)	233,000
Akron Beacon Journal (Akron, OH)	172,761
Florida Times-Union (Jacksonville, FL)	168,558
State (Columbia, SC)	118,747
Sarasota Herald-Tribune (Sarasota, FL)	106,594
Wichita Eagle (Wichita, KS)	96,033
Macon Telegraph (Macon, GA)	68,410
Gazette (Kalamazoo, MI)	56,482
Wilmington Daily Star (Wilmington, NC)	53,909
Belleville News-Democrat (Belleville, IL)	53,838
Biloxi Sun Herald (Biloxi, MS)	47,346
Duluth News Tribune (Duluth, MN)	46,871
Bradenton Herald (Bradenton, FL)	45,563
New London Day (New London, CT)	40,745
Tuscon Citizen (Tuscon, AZ)	35,640
Tuscaloosa News (Tuscaloosa, AL)	34,613
Grand Forks Herald (Grand Forks, ND)	32,283
Gazette (Texarkana, TX)	31,354
Times Daily (Lauderdale and Colbert Counties, AL)	30,805

**Newspapers
- continued****UNITED STATES – continued**

Centre Daily Times (State College, PA)	27,333
Sun Chronicle (Attleboro, MA)	24,000
Gadsden Times (Gadsden, AL)	22,808
Holland Sentinel (Holland, MI)	18,984
Daily Hampshire Gazette (Northampton, MA)	18,445
Meridian Star (Meridian, MS)	17,701
Jefferson City News Tribune (Jefferson City, MO)	17,377
Aberdeen American News (Aberdeen, SD)	16,234
Herald (Brownsville, TX)	15,871
Leader (Orange, TX)	7,702
The Ledger (Pittsburgh Metro Area, PA)	5,262
Los Angeles Globe (Los Angeles, CA)	N/A
Wilkes Barre Weekender (Wilkes Barre, PA)	N/A
Time Picayune (Los Angeles, CA)	N/A
Fort Wayne Journal Gazette (Fort Wayne, TX)	N/A
Northampton Gazette (Northampton, MA)	N/A

CANADA

The Globe and Mail (Toronto, ON)	350,000
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EUROPE

The Daily Telegraph (London, UK)	1,200,000
L'Économiste (Paris, France)	730,000
Le Figaro (Paris, France)	360,185
International Herald Tribune (Paris, France)	227,945
The Scotsman (Scotland, UK)	82,268
Le Quotidien du Medecin (France)	72,602
L'Agefi (France)	11,500
El Diario del Consumidor (Spain)	N/A

LATIN AMERICA

Diario Digital Juarez (Mexico)	48,551
El Diario (Mexico)	39,000
Diario de Mallorca	21,867
Diari de Girona	7621
Voz da Terra (Assis, Brazil)	6,500
Ultimo Segundo (Brazil)	N/A
IG Economia (Brazil)	N/A

AUSTRALIA

The Sydney Morning Herald (Sydney)	231,508
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MEDIA**REACH****Newspapers
- continued****ASIA & MIDDLE EAST**

Asahi Shimbun/International Herald Tribune (Tokyo)	8,321,138
Straits Times (Singapore)	392,611
Taipei Times (Taiwan)	148,000
The Times of India (India)	50,774
Arabic News (Middle East Countries)	N/A
Nikkan Yakugyo (Tokyo)	

AFRICA

The Nation (Kenya)	170,000
The Standard (Kenya)	70,000
Star Tribune (Nigeria)	N/A
Cape Argus (Africa)	N/A

**Magazines,
Weekly & Industry
Publications**

New Scientist Magazine (UK) – 2 stories	138,000
The Lancet	85,000
Science and Environnement (France)	18,000
The East African (Tanzania)	N/A
Highmark Funds (United States)	N/A
Science et Vie (France)	N/A
Science et Avenie (France)	N/A
Consumer (United States)	N/A
Wall Street Journal (United States)	N/A

Online

Yahoo!News	Worldwide
HealthScout.com	Worldwide
Consumer.es	Spain
ScotsmanOnline	United Kingdom
Forbes.com	United States
ABCnews.com	United States
BostonGlobe.com	United States
The New York Times.com	United States
LATimes.com	United States
FDA News	United States
American Health Line	United States
Survivreausida.net	United States
New Jersey Online	United States
IWon	United States
WorldScientist.com	United States
Kiplinger.com - 4 stories	United States
Menara	France
AllAfrica.com	Africa
IndependentOnline	South Africa
StarTribune.com	Nigeria
SolidaridadDigit@1	Spain