

The first example is a video tape on depression, sponsored by the American Psychiatric Association and financed by Pfizer Pharmaceuticals. The program is made available to groups of physicians by Pfizer detailmen. Some segments of the program will demonstrate that the tape, while probably reflecting the participants' views fairly, strongly encourages use of antidepressants generally and to some degree Pfizer's product Sinequan specifically.

As you will see, the tape begins by mentioning that there are 4 to 8 million people with depression, and that the tape is sponsored by the American Psychiatric Association and financed by Pfizer.

A series of scenes then suggests that depression is far more pervasive than one might have suspected. First an estimate of 20 million people per year is proposed as a more probable alternative to the 4 to 8 million figure. Depression is broadly defined as "the absence of joy, anhedonia" and various examples illustrate its ravages: the housewife, the underachiever, people with psychosomatic complaints, insomnia, or sexual dysfunction. The increase in recent years of the use of tricyclic antidepressants is noted and is accounted praiseworthy. Finally, the last speaker of the symposium suggests that tricyclic antidepressants are particularly good drugs and indicates certain advantages that Sinequan, Pfizer's tricyclic, has.