

shaken out into a more coherent company with two principal branches, one in communications—printing, graphics, film processing of which we are a part, and another branch, steel specialties—not to be confused, however, with Republic Steel. It is a moderately sizeable company traded on the New York Stock Exchange. We are one of 24 divisions.

Senator NELSON. VIS is one of 24 divisions?

Mr. RAEBEN. Yes.

Senator NELSON. All right. Go ahead.

Mr. RAEBEN. Thank you.

Our medical activities are: Convention television, which we began in 1962; the Network for Continuing Medical Education [NCME], which we began in 1965; Audio Visual Education in Neurosurgery [AVENS], which we began in 1969; the American Academy of Ophthalmology and Otolaryngology Continuing Education on Television, which we began in 1971; and the Physicians Radio Network, or PRN, which we began in 1974.

Convention television began in 1962 at a meeting of the American Dental Association. The service, to which we attached the name Hotelevision, enabled dentists in their own hotel rooms to watch programs on dentistry prepared by the association. Since that date, Hotelevision and other forms of convention television have been supplied by us to about 70 association meetings, predominately for physicians. All programing is developed under the direction of the association and the service has been supported by perhaps a dozen pharmaceutical companies in all. When product messages accompany the telecast, they are always unrelated to the content of the program. To my knowledge, no studies have been done to measure the impact on physicians prescribing practices.

Senator NELSON. You say when products messages accompany the telecast, they are always unrelated to the content of that particular program. So if a program dealt with infectious diseases there would not be the promotion of any drug that was an anti-infective. Is that what you are saying?

Mr. RAEBEN. I would expect that that would be the case, yes, sir.

Senator NELSON. Does each one of these programs have some drug promotion in the program?

Mr. RAEBEN. Perhaps that is more easily understood if I explain it more fully. Most of these services were fairly lengthy, perhaps 35 to 40 hours of television programing over, let's say, a week-long convention; usually early morning from 7 to 9 before physicians would leave for regular meetings, and then beginning around 5 p.m. until perhaps around 11 or 12.

Senator NELSON. You mean these would be closed-circuit television programs delivered into the rooms?

Mr. RAEBEN. Yes, sir, into the individual sleeping rooms of the physicians, the thought being that through the service, the convention hours, which are normally 9 to 5, could be extended to make the convention day a little longer. And the programs are frequently taped either that day or the day before at the convention with, usually, physicians who are attending the meeting and who had been assembled by the association as having something that the association wished to receive wider dissemination.