

Senator NELSON. I do not follow that.

You mean these programs were simply a closed-circuit television repeat of what had actually occurred live at the convention itself?

Mr. RAEBEN. I would say an extension rather than a repeat. Either, for example, a physician who was not going to be on the formal meeting program speaking during the day in one of the meeting rooms would be given time on the closed-circuit telecast. Or in some instances, a physician who had a paper of some importance, which, let us say, was allowed 30 minutes for presentation during the meeting day, would be given maybe an additional half-hour or an hour on television that evening or the next day to amplify on his comments, frequently questioned by his fellow physicians.

Senator NELSON. On page 2 you state "Since that date, Hotelvision and other forms of convention television have been supplied by us to about 70 association meetings, predominately for physicians." Do you mean to 70 different associations or to 70 different meetings, some of them being repeating?

Mr. RAEBEN. The latter.

Senator NELSON. Now, do any of these programs involve a prepared television program on some aspect?

Mr. RAEBEN. Yes. In a couple of instances I can think of, the American Medical Association was quite interested in developing materials which would be, oh, perhaps accreditable by the association itself. These programs were developed, unlike the bulk of those seen, well in advance of the meeting, weeks and sometimes a couple of months ahead. The association would pick physicians, and a topic, and normally we would videorecord them, although in some instances, the association made arrangements for that itself.

In another case—a couple of cases that I can recall—one association, Southern Medical Association, which was not able to fill all the hours of programing with materials that would be taped at the meeting, asked us to supply from our current library of programs developed for another project which I would be speaking about later, NCME, to supply some of those programs for exhibition on this closed-circuit Southern Medical Association network.

Senator NELSON. Back to the original question about advertising or mention or promotion of a drug on any of these programs, whether they are repeats or run live on closed-circuit television at the convention—do any of those contain any promotion of any drugs at all?

Mr. RAEBEN. Yes. The programs are accompanied by—that is to say—the advertising always appears between program subjects. There might be speakers on one subject for half an hour, and speakers on another for, say, 15 minutes, and there may well be a product message or occasionally an institutional message in between those two.

Senator NELSON. If you had a 6-hour program or something with 10, 12, 14 different subjects or presentations, would there always be an ad between each one? Is that what you are saying?

Mr. RAEBEN. Not necessarily between each one, but I would guess in each hour. I am trying to recall; the pattern has varied so. But there might well be three or four certainly in each hour.

Senator NELSON. And how is this financed? Your organization supplies this service. Is all or part of it paid for by the drug com-