

Senator NELSON. All right. We will get to that then. Go ahead.

Mr. RAEBEN. Thank you.

Mr. GORDON. Excuse me. May I ask one question at this point?

I am trying to get the rationale as to why, if you were having a program on infectious diseases, you would not have advertisements for antibiotics or other such products instead of, let us say, tranquilizers or other products unrelated to the program. What is the rationale behind that?

Mr. RAEBEN. You are speaking of the convention television service now?

Mr. GORDON. I am talking about what we were just talking about, the hotelevision.

Mr. RAEBEN. To begin with, I would say that the product messages which were provided by the pharmaceutical company in advance of the meeting in prerecorded form, given to our directors and technical staff for insertion between programs, were done at a time when the sponsor would have no idea of what the content of individual programs would be like.

Mr. GORDON. But do you know?

Mr. RAEBEN. Yes.

Mr. GORDON. Because you arrange it.

Mr. RAEBEN. Correct.

Mr. GORDON. And this sounds like a policy of yours.

Mr. RAEBEN. Yes.

Mr. GORDON. What is the rationale behind that policy?

Mr. RAEBEN. We have ourselves felt sensitive to possible implication of, for example, implied endorsement of a product. If the physicians were speaking about a clinical entity, and then there were to be a product advertised just before or just after that program which dealt with that clinical entity, a casual viewer might think that there was an implied endorsement by the doctors in the program of the advertising message. We would not like that confusion to occur.

Mr. GORDON. It does not appear that you would have any casual viewers. People would be planning on seeing it. You would have experts. You would have physicians. This is what bothers me. I would like to know why you have this policy.

Mr. RAEBEN. Well I think when you consider the environment in which people would watch these particular programs—in their hotel rooms perhaps while dressing to go to the meeting, or at the end of the day while changing their shirts before going out to dinner or something of that sort—they might see a telecast, and they might see a product message, and they might have even looked away from the screen and had just been looking for a few minutes. It would not be difficult for some kind of connection erroneously to be drawn. I do not think the listening is all that careful. I think any of us could testify to that from our own television viewing experience. So it is to prevent just such a confusion, we felt that it was wisest to make a clear separation where this was possible. It was not always possible, I might add. Sometimes in a program intended to be, maybe, on a socioeconomics subject somebody might have introduced at the last moment, let us say, on a live telecast—although