

Mr. RAEBEN. No; we lease what I refer to as SCA's or sidebands of FM stations in different cities and transmit from our offices by wire the same way that, let us say CBS or NBC transmits really, to the transmitter of the individual station which is the FCC licensee which holds those frequencies.

Senator NELSON. The Physicians Radio Network does not have any stations of its own.

Mr. RAEBEN. That is correct.

Senator NELSON. You lease a band from an established licensed radio station. Is that it?

Mr. RAEBEN. Yes. That is correct.

Senator NELSON. And then you broadcast your programs through the station from which you had leased a band and they run it. Is that correct?

Mr. RAEBEN. No.

Senator NELSON. Well, how does it work?

Mr. RAEBEN. We broadcast from our offices to the individual cities where the stations are. The signal then goes out into the air just as a radio signal normally does.

Senator NELSON. That is what I thought I was saying.

Mr. RAEBEN. Oh, I am sorry.

Senator NELSON. You send it to this station from which you leased a band on FM, do you not?

Mr. RAEBEN. Yes.

Senator NELSON. And then they broadcast it on that band. Is that correct?

Mr. RAEBEN. Yes.

Senator NELSON. They are transmitted from your headquarters or office. Is that correct?

Mr. RAEBEN. Exactly, yes.

Senator NELSON. Then it goes to this special receiver which the physicians will have.

Mr. RAEBEN. That is correct.

Senator NELSON. I see.

Mr. RAEBEN. I am sorry. When you used the word "company," for a moment I thought you were referring to pharmaceutical companies. I was confused.

Senator NELSON. No, I did not intend that.

Go ahead.

Mr. RAEBEN. We began research on the technical feasibility of PRN in 1965.

Over a period of several years I tried unsuccessfully to interest both the Federal health establishment and major medical associations either in supporting this project, or in joining me in a common search for support.

In April 1974, broadcasting was started in two cities to test whether physicians would listen and whether they might pay for the service. We learned that a physician-subscription approach was impractical. However, listenership was quite high and it encouraged us to go to industry for support. We offered PRN both as a new advertising medium and one with high prospective social utility. Today, five companies advertise on PRN. They are: CIBA Pharmaceutical Co., Merck Sharp & Dohme, Pfizer Laboratories Division,