

Roche Laboratories, Smith Kline & French Laboratories and S.K. & F. Co. We hope to have more sponsors in time.

There are eight 1-minute advertising messages in each hour. These fall in a strict rotation planned weeks ahead, clearly with no knowledge of the news items they will eventually be adjacent to. The service now broadcasts in 23 cities to about 21,000 physicians. By yearend we should be on-the-air in 30 cities, reaching 75,000 physicians. Our longer-term goal is about 150,000 physicians, half the Nation's doctor population but far more than half of those active in patient care.

At present, PRN programing is a single hour, repeated 24 times and changed each day. In each city, local medical news is also broadcast every hour, generally with the cooperation of the local medical society. This summer we expect to begin updating the programing twice each day and we can broadcast an important bulletin any time. Although PRN has been primarily a news service, we are now beginning a continuing education series as well. This is a program, 15 minutes or so long, and repeated 20 to 30 times in the week. It is accompanied by printed self-assessment forms mailed to the physician. If our audience finds this programing useful, we think it should be a regular part of the radio service.

Senator NELSON. May I interrupt there? Two or three sentences above you say, "At present, PRN programing is a single hour, repeated 24 times and changed each day." And you say that you are "beginning a continuing education series," which would be 15 minutes or so long and repeated 20 to 30 times in the week.

What is the 1-hour program that you have now that is repeated 24 times a day?

Mr. RAEBEN. It is essentially news, 1- 2- or 3-minute long segments. If there was a medical meeting going on someplace this week, reporters might have interviewed a physician at the meeting to get a statement from him. If there was something that happened in Washington that might affect the practice of medicine, that sort of thing.

Senator NELSON. So it is a 1-hour program each day run 24 times?

Mr. RAEBEN. Yes. It is just run continuously.

Senator NELSON. And that is just news on medical events of some kind or another. Is that it?

Mr. RAEBEN. Yes, that is correct.

Senator NELSON. And now you have started an education program of 15 minutes?

Mr. RAEBEN. We are going to try to take portions of this great amount of time, this 24 hours in the day, and see if we cannot provide materials that can have additional benefits to the audience. So a sort of an obvious thing is to take longer periods rather than the 2 or 3 minutes devoted to news and try to teach something.

Senator NELSON. What is the current cost of putting on these programs and what is the project cost when you initiate it? How large an audience do you expect to have—around 175,000?

Mr. RAEBEN. Perhaps 150,000 physicians if we are successful.

Senator NELSON. What is the current cost now to the drug companies for sponsoring these programs?