

the medical field. I will discuss with you today the financial impact of throwaway journals, not only upon the medical profession, but the entire scientific research community as well.

Before I begin, however, I would like to tell you a little about what our firm does so that you will have a better understanding of how we fit into the picture.

Scherago Associates has for the last 20 years served as a publisher's representative for scientific and medical societies. In essence, this involves the solicitation of advertising for placement in peer review, or scientific journals.

As a scientist, I have long recognized that scientific societies need revenue other than membership dues in order to publish their journals. Most scientific societies do not have their own sales staff because they prefer not to be involved in the commercial aspects of publishing. Because of this, they leave such details to us. In the marketplace we compete with the advertising sales staffs of the throwaway magazines published by profitmaking organizations.

Because of our involvement with the sale or loss of advertising in society journals, we are in an advantageous position to evaluate the impact of throwaways on association publishing programs.

Before proceeding further with my discussion, however, I think it is necessary to define the meaning of peer review, as it applies to magazines.

From the beginning of scientific research, the accepted method of recording results has been through peer review scientific journals. Each area of scientific specialty has its own journal and serves as a means of communication with other scientists in the field. These scientists of like interest often band together into groups, which ultimately grow into scientific societies. Such societies range in size from a few members to the 140,000 constituency of the American Association for the Advancement of Science.

Early in the history of organized science it became apparent that a system of assuring the authenticity of the scientific work appearing in society journals was essential, for the scientific community was not without some charlatans.

Since each piece of research in a given area served as a basis for further work in the same scientific field, an erroneous piece of information could cause untold damage to the whole field.

Mr. GORDON. Do you know of any examples to illustrate that?

Mr. SCHERAGO. There was a recent case at Sloane-Kettering.

Mr. GORDON. Would you please speak a little louder?

Mr. SCHERAGO. There was a recent case at Sloane-Kettering, I believe, but I do not know all of the details on it.

Senator NELSON. Go ahead.

Mr. SCHERAGO. In its simplest form, this doctrine says that no piece of scientific research can be considered valid unless it has been reviewed by at least two recognized authorities in the field of science involved. Furthermore, these reviewers can have no financial or academic involvement in the work reviewed and in most cases are to remain unknown to the performer of the work.

Senator NELSON. Are you talking about every article on any scientific matter that goes into any scientific journal? Is it peer reviewed in this fashion?