

Blood Pressure Education Program of the National Heart and Lung Institute, the Council for High Blood Pressure Research of the American Heart Association, and the National Kidney Foundation, under an educational grant from Smith Kline & French Laboratories. This program is produced according to the criteria previously discussed.

Doctor Crout then went on to describe a program we produced under a grant from Marion Laboratories which he said was an example of education that was promotional. In this case it should be pointed out that the program produced met the criteria for drug labeling. It contained the package insert on the films and in the monographs and was edited by the Marion Laboratories' Medical and Legal Departments in accordance with labeling requirements. It is exactly for this reason that we feel labeling should not be a part of an educational program, assuming the other criteria have been met. I would like to point out for the record that it was incorrectly stated at these hearings that Health Learning Systems was the producer of a closed-circuit television symposium on diabetes under contract to Pfizer Laboratories. We were not the producer, nor did we participate in any way in this program.

The question has been raised regarding the extent of industry-sponsored educational material. We contend at this stage that it is quite small in relationship to their total marketing expenditures. Specifically, from industry-supported sources, the percentage expended for audiovisual presentations was 0.8% in 1972, 1.7% in 1973, and 2.1% in 1974. The expenditure for conventions and exhibits was 1.4% in 1972, 1.7% in 1973, and 1.7% in 1974. This is against a base in 1974 of \$909,534,000.