interspersed with textual material. The unmistakable impression given is that the presence of heart disease, rather than the presence of anxiety, calls for tranquilizers, despite a fine print disclaimer, "the editorial content of this series is not intended to suggest the use of any specific drug or treatment program.".

Pharmaceutical Industry Benefits from Educational Materials

Our experiences with several organizations which planned to produce a large number of educational materials provide some interesting insights. As an example, two years ago, Synapse, a subsidiary of the J. Walter Thompson Company, proposed to produce a series of forty-eight disease oriented video tapes to be sold to physicians under the auspices of the American Academy of Family Physicians. The cost of producing each tape was to be paid by a pharmaceutical manufacturer. The first tape was on urinary tract infections and was to contain commercials for Eli Lilly's cephalosporin antibiotics. The advertising agency expressed considerable dismay when FDA ruled that if the products advertised were intended to treat the disease discussed by the tape, then the entire tape would be considered drug labeling. This meant that the content could not deviate significantly from the labeling in the package insert. Synapse's contention was that no company would sponsor such an educational undertaking unless it could be related to one or more of that company's drugs, and, indeed, the series did not go forward. This contention has been repeated over and over again by media suppliers in discussions with the Agency.