

later this May, it will discuss steps NCME must take to meet the accreditation requirements of various accrediting bodies; another group, the Medical Advisory Committee, is made up of physicians, also listed in the appendix, who meet regularly to select specific program subjects and often to suggest participants for them. The participant himself then determines the specific content of his program, although NCME staff guide him on ways to make programs more visual. The staff also sometimes recommends for or against programs based on their suitability for television. The sponsor does not ask us and we do not volunteer to produce particular programs or to treat programs in any particular way. As with any publisher or broadcaster, our goal is to provide subjects likely to be of interest and value to large audiences, because if they are not, doctors will not watch, hospitals will not subscribe and our sponsor will cease his own support. If one were to view these programs - and they are the silent witnesses here - he would find that large numbers of them do not deal with drugs and that when they do, it may be as much against as for their greater use.

7. Product Messages appear preceding each program on the reel. The schedule of product messages is prepared months in advance by the sponsor without knowledge of the programs they are to accompany. However, when the reel is assembled, our staff takes care to avoid even the accidental juxtaposing of product messages with programs dealing with the same clinical subject. No study has ever been done to determine the extent to which product messages on NCME affect drug prescribing