

9. AAOO

The American Academy Of Ophthalmology And Otolaryngology established in 1971 a continuing education series in videocassette form. We act as the Academy's video publisher. Production monies have been provided by the Academy. Program subjects and presenters are selected by the Academy, and the majority of programs are produced by the presenter, often with university television facilities. The programs are sold to ophthalmologists and otolaryngologists. About 200 subscriptions have been sold to each group. The cost to duplicate, market and distribute these programs is borne by VIS. The service will require a very substantial increase in sales to be self-sustaining. As with AVENS, we are pleased to be associated with the project because, in the long-run, it should enhance our position as a publisher of good medical education in television form. As with AVENS, however, it raises the question, can such education exist, at present, and in these forms, without subsidization?

10. PRN

Physicians Radio Network, or PRN, is a 24-hour a day, 7-day a week medical news, information and education service for physicians. It is transmitted over special FM frequencies. It requires a special receiver provided by us without charge to the doctor. Research on the technical feasibility of PRN was begun by us in 1965. Over a period of several years I tried unsuccessfully to interest both the federal health establishment and major medical associations either in supporting this project, or in joining me in a common search for support. In April, 1974 broadcasting was started in two cities to test whether physicians would listen and whether they might pay for the