

for their constituencies.

It seems to us surprising that until PRN, medicine had no medium to transmit important information quickly. If regional or national health crises threatened, there was no way, except in sometimes inappropriate public media, for medicine to communicate about it. Setting aside the matter of emergencies, if a scientific advance of any importance takes place, many months normally elapse from authorship to publication. Many more months elapse before confirmation or rebuttal by others. Our hope is that by accelerating this process, by telescoping into a few months, or even weeks, a dialogue that now may take years, PRN can have a genuine impact on medical progress not achievable in any other way.

PRN news is reported by medical correspondents throughout the United States and by a permanent office staff of experienced medical journalists. Decisions on which 25 or 30 stories make up the daily broadcast are made solely by the editorial staff. Advertisers play no part. We have made a considerable effort to determine how much physicians listen to PRN and I believe we have excellent information on this, better perhaps than that possessed by many other media used for medical communication or education. We assume also, that sponsors will ultimately try to employ advertising measurement techniques on PRN messages.

11. It is certainly important to protect education from undue bias. And, it is always reasonable to fear that he who pays the piper may call the tune. That, however, has not been our experience and I hope that my presentation bears this out.

Thank you.