

ADVERTISING EVALUATION

Dr. ANNIS (reading).

Earlier in this statement, I mentioned the 997 books and pamphlets produced by the AMA for distribution to physicians and the public. None of those contain advertising. At that time, I did not include the regular publications of the association, saving them for my discussion of the criteria used by the AMA to determine the acceptability of advertising. This is the second of my major subjects.

The AMA publishes the "Journal of the American Medical Association"—known as JAMA and recognized to be the outstanding medical journal in the country.

In addition, the association regularly publishes 10 specialty journals. They are the "American Journal of Diseases of Children," "Archives of Environmental Health," "Archives of General Psychiatry," "Archives of Internal Medicine," "Archives of Otolaryngology," "Archives of Ophthalmology," "Archives of Dermatology," "Archives of Pathology," "Archives of Surgery," and "Archives of Neurology."

Besides the scientific journals, the AMA publishes "Today's Health," a monthly consumer magazine of articles on family health and safety; "The AMA News," a weekly newspaper containing items of general interest to physicians; and a large number of special publications.

JAMA, the specialty journals, "Today's Health" and "The AMA News" all contain advertising. The scientific publications restrict their advertising to products that are germane to, effective and useful in the practice of medicine. The advertising of certain products, such as tobacco and alcoholic beverages, is specifically excluded.

The AMA has a department of advertising evaluation which reports directly to Dr. Hugh H. Hussey, director of the AMA Division of Scientific Activities. Dr. Hussey is a former dean of Georgetown University School of Medicine.

It is important to note that administratively, the department of advertising evaluation is not answerable to the advertising department. It is a separate function, responsible only to the member of the AMA staff charged with directing the association's activities in scientific areas.

The wording and illustrations of advertising, to be acceptable in JAMA or the specialty journals, must meet standards established by the "Principles Governing Advertising in the AMA Scientific Publications." Advertising for "Today's Health" or "The AMA News" must meet written principles and policies governing their acceptance for those publications.

The principles I have referred to are attached to this statement as exhibits C, D, and E. I ask that they be inserted in the record at this point.

Senator NELSON. They will be printed in the record.

Dr. ANNIS. Thank you.

(The exhibits referred to follow:)