

the copy and determines whether claims or emphasis are in keeping not only with the FDA required information but in addition conform to good medical practice. If one member of the committee votes against an ad, it is reconsidered by the committee and the ad agency is notified and requested to make changes. Usually the required changes are made and the ad is approved. If changes are not made, the ad is declined. And we will supply you with the number that we have declined in the past 2 years.

The decisions are based upon adherence to the code which is furnished to all advertisers—copies are herewith included.¹

The college has resisted all efforts by the advertisers to incorporate ads within the editorial pages of the journal. As a matter of fact, we separate the editorial pages from the ads even more by having the executive director be in charge of the advertising and publishing of the journal and by restricting the two physician editors' responsibilities to the editorial pages.

The income we derive from journal advertising is considerable and one of the principal sources of income. However, it can in no way be considered of such importance that the college would change any of its policies in order to maintain this income. Furthermore, the percentage of advertising income related to total journal income (subscriptions plus advertising) is probable smaller than comparable figures from newspapers, nonmedical magazines, and medical journals published by commercial publishers. The controlled circulation journals such as *Modern Medicine*, *MD* and *Medical Economics* depend entirely on journal advertising revenue.

Our percentage of advertising income related to the total income of the college for the past 5 years is attached, labeled exhibit B.¹

Inasmuch as this income is used completely in the total continuing education program for physicians, we feel it offers a way in which physicians may participate in our programs at a lower cost. If the physician has to assume the entire cost of his educational activities, the costs would be passed on to the public in higher fees. In any case, the public benefits by this arrangement through the education of physicians.

The college sponsors an exhibit at its annual session. The same rules apply to screening the exhibits to be sure they are of high quality and have relevance to our specialty. Last fall, we surveyed physician attitude about our annual session. Of interest to you should be the fact that 86.4 percent of the respondents voluntarily visited the exhibits regularly and 86.7 percent of these found them to be informative and useful. The total physician registration at the Boston annual session was 5,232. The net income incidentally from this activity falls far short of paying the entire cost of the annual session.

We do have a few other activities sponsored jointly with drug companies. You should be interested in the general policy of our college regarding good will support of an activity by a drug company. It is as follows:

The college does not solicit drug companies for financial support of any of its activities but will consider accepting any grants offered on an individual basis.

¹ See pp. 4730-4733.