

example, it will be possible for an educational station to give over-the-air class lessons for college credits by making per-program charges and limiting reception—as well as checking “class” attendance—of such programs to persons who pay the per-program charge.

We do not mean to imply that commercial television stations will not carry regular subscription programs of an educational or instructional type. However, it is likely that such programs will be in the form of very special in-depth programs produced at considerable cost, as contrasted to the much less expensive day-to-day type of classroom program often carried by educational stations.

Of particular significance has been the introduction of programming specially obtained for presentation to physicians in the Hartford area. By restricting the use of decoding information to any given group, the Zenith subscription television system makes it possible to broadcast programs of medical information to which only physicians can subscribe.

This type of programming was commenced in the early part of 1964 with a small number of physicians participating. Since that time, approximately 15 such programs, each shown three times, were broadcast. The entire project was supervised by a noted physician who is well known for his efforts in using the medium of television in connection with the study and practice of medicine.

Some of the programs in this series were specially produced in institutions such as the Mayo Clinic. As an auxiliary to this service, a particular program on the subject of “Smoking and Health” was produced which is scheduled to be presented, without charge, to all subscribers.

It is felt that subscription television, in this unique application, serves an important need. It allows physicians to learn of new advances in medicine in the privacy of their own homes or offices without inconvenience, loss of time, or significant cost. The above mentioned programs are offered to physicians at only a \$1.50 charge each.

This medical project, as a part of the over-all subscription television operation in Hartford, has enjoyed considerable professional support from officials connected with such organizations as the Connecticut Academy of General Practice; the American Academy of General Practice; the Hampden District Medical Society, etc. Formal accreditation of credits to doctor-subscribers who participate in subscribing to this series of programs further attests to the importance of this endeavor.