

## APPENDIX VIII

REPORT ON A STUDY OF ADVERTISING AND THE AMERICAN  
PHYSICIAN

## PART I. THE ADVERTISERS' VIEWPOINT

AN OPINION SURVEY MADE FOR THE AMERICAN MEDICAL ASSOCIATION

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## FOREWORD

This report covers "The Advertisers' Viewpoint", the first part of the *Study of Advertising and the American Physician*, made by Ben Gaffin and Associates for the American Medical Association. The second part, "The Physicians' Viewpoint", will be submitted in April, 1953.

In our proposal to Mr. Thomas Gardiner dated September 3, 1952, we defined the objectives of the study: "To uncover fundamental thinking of advertisers and physicians regarding basic advertising problems in general, and the peculiar problems of medical advertising in particular. This information will enable the American Medical Association, through its publication advertising, to better serve its readers and advertisers and by so doing, to increase its advertising revenue".

This first report on "The Advertisers' Viewpoint" is based upon extensive informal personal interviews with 92 executives of 78 representative companies. These companies, all interested in medical advertising, range from ethical drug manufacturers, medical equipment manufacturers, and their advertising agencies, to large consumer product manufacturers with only slight interest in medical fields, and large consumer-account advertising agencies. The firms represented are located in New York and Chicago, and the areas in between. A list of the companies and the individuals interviewed is contained in the appendix. These interviews were conducted between October 20th and December 12th, 1952.

We would like to include in this foreword what is probably an unnecessary word of caution. In reading over this report one will find a number of unflattering comments regarding the AMA, the Councils and the AMA space-selling methods. In context, these critical comments were aimed at AMA policies and practices as interpreted or misinterpreted by the advertisers, and not at any individuals in the AMA administration.

A number of the advertisers, as a matter of fact, stated specifically that the present AMA administrative, editorial, and advertising department personnel were the most cooperative and the most efficient that they had ever dealt with at the AMA. Almost universally, too, the fact that they were being invited to express their opinions and make suggestions in the survey was taken by the advertisers as an indication of the progressiveness and desire for improvement of advertiser relations of the current AMA personnel.

This report is divided into three parts: recommendations based on what the advertisers told us, the advertisers' attitudes toward their own problems, and the advertisers' views of how the AMA can sell more space in its publications.

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