

particular tie-in plan because the Council Seal was not considered of any particular help with the physicians.

Two variations of tie-in are given in the following comments. The first by the head of an ad agency, the second by an ethical drug manufacturer:

"Our detail men make the fullest use of our JAMA ads on their visits to doctors. They do not use them with druggists, though they should. All our distribution points are kept informed of our JAMA advertising, and are sent copies of the ads. Our detail men who visit doctors must not only carry copies of our JAMA ads with them, but they are also supposed to *read* the Journal."

"Our main tie-in between detailing and journal advertising is in the matter of timing. We place our greatest weight of ads when our detailing is heaviest. On the other hand, we sometimes deliberately withhold our ads until after our detailing is completed, using the ads as a follow-up. It all depends on the product."

PART II. ADVERTISERS' VIEWS ON HOW THE AMA CAN SELL MORE SPACE

This survey of advertisers, and the one with physicians which is currently in the field, were undertaken to discover how the AMA could increase its advertising revenue.

It seems to us that while the possibility of increasing advertising revenue by several million dollars per year is a good motive for putting into effect the information gained from these two studies, there is an even more important reason for so doing.

By undertaking the betterment of advertiser relations, the AMA has an opportunity to assume leadership in improving some \$130 million worth of medical advertising per year.

Through its leadership, the AMA can show advertisers the way to make advertising a much more positive force for helping the practicing MD keep current on developments which have occurred after he has completed his formal medical training. By accomplishing this, the advertiser will get more value for his money spent, and will receive better reception for all his advertising efforts.

By failing to improve its relations with the medical manufacturers and advertising agencies, the AMA is going to find itself losing its present none-too-strong direct control.

This direct control is exercised by the AMA only through the Councils and through the limitations it puts upon the advertising space it sells. As we pointed out earlier, the AMA is not in a monopolist's position: the manufacturers and agencies have alternative choices. As the facts show, and the comments of the advertisers given herein re-state, the manufacturers can and are achieving excellent sales results with products which have never been submitted to the Councils. The advertisers can and are getting their advertising messages to the physicians without using AMA media.

The manufacturers, at least most of them, prefer that a spirit of mutual understanding and trust and cooperation exist between themselves and the AMA. They are willing to go at least half way to accomplish this. They feel that if the AMA would also go half way, then AMA-industry cooperation can be a reality.

In this part of the report, we are going to show how, in the opinion of the advertisers, a common ground can be found. This will mean not only the raising of standards for medical advertising, but it also can mean an increased advertising revenue to the AMA of several million dollars which are now being spent on advertising in other medical publications, in direct mail, and to some extent, possibly even in detailing.

The four main changes which will be indicated in this section are: the change needed in the attitude of the AMA toward advertisers; the modernizations and improvements needed in the Council rules and procedures; the need for the AMA actively to sell and promote the Journal and its other publications as advertising media; and the fact that the AMA should continue to improve the Journal so as to make it of increasingly greater value to its readers.

1. The AMA should change its attitude toward advertisers

Though we are repeating what has already been said, we feel it necessary to mention again the fact that the advertisers resent being treated as irresponsible or incompetent opportunists.