

A contraceptive manufacturer stated it this way:

"The principal drawback to Council Acceptance is that most physicians are not aware of the meaning of Council Acceptance. They should be made more conscious of the Council purposes and their methods. NNR should be more widely distributed, and the value of it should be stressed. Druggists don't care one way or another about Council Acceptance. The AMA should not have given up publishing NNR. It would be better if they published it, rather than Lip-pincott."

A medical and agency head said:

"The AMA should develop material showing the purposes and methods of the Councils, and should re-emphasize the value of Council Acceptance. They should educate MD's as to the real meaning of Council Acceptance."

"They should also speed up processing of drugs which have been submitted, and loosen up their policy on trade names."

Another medical ad agency man, himself a physician, offered the following:

"Its value could be increased if the laity knew more about it, and if the Seal could be put on the package. The doctors, too, should be better educated about what the Seal is and means. Many of them seem to think you can *buy* it. Druggists are even more ignorant and cynical about it."

A manufacturer of commercial chemicals expressed the same thought somewhat differently:

"The value of the Seal could be greatly increased if the AMA would take steps to explain its real meaning to doctors. Most of them don't appreciate its importance, especially in the case of new drugs. And there are lots of things they don't realize, such as the fact that if a firm has some Council Accepted products, it can't advertise its full line in direct mail, but has to keep its Seal products separate."

One of the large ethical drug manufacturers, motivated by self-interest, made this unusual comment:

"From the standpoint of the AMA, the AMA should promote the Seal with the druggists. Such promotion would do no good with the doctors. In fact, promoting the Seal would bring the smaller companies with Council accepted products to a par with the larger, established companies—that would be the trend."

3. *The AMA should sell the Journal as a medium*

One of the commonest reactions to our interviews with the advertisers was surprise that the AMA was interested in the opinions of the advertisers. More than one of the interviewees, when we explained the purpose of the survey, expressed amazement and said something like, "Do you mean the AMA is *really* interested in what *I* think?—I never thought they cared."

The general reaction, expressed or implied, was a feeling of hope that the present AMA administration was going to initiate some long-needed steps toward improving relations between the AMA and the advertisers.

In general, a number of the advertisers spontaneously stated that the present AMA operating organization, in its various departments, was the most cooperative and progressive that the AMA has had.

The typical advertiser reaction to AMA space-selling methods ran along the lines: "I never thought the AMA was at all interested in selling space. I thought they looked on advertising more or less as a favor to the advertisers and a source of some extra income which they don't especially need."

About three-quarters of the people we talked to said that they were perfectly satisfied, from their own viewpoint, with the low-pressure, non-promotional methods employed by the AMA.

When the question was put to them in terms of "How can the AMA get you to buy more space?", however, the answer was invariably, "They are going to have to *sell* me by showing me why I should buy more space in AMA publications, and to do this they are going to have to cultivate me considerably more and give me considerably more services than I have been getting."

The other quarter of the advertisers stated right off, "The AMA needs more promotion if it is going to be competitive to the throw-aways in selling space."

Only a handful of the largest and most important advertisers stated that they had frequent contact with JAMA space salesmen.

The large majority stated they seldom saw JAMA representatives, they received practically no promotional materials, and that in comparison to the materials with which they are bombarded by the throw-aways, the AMA matter was not very well done.