

An eastern medical ad agency head stated:

"The salesman from JAMA comes in only about once a year. Though this is December, there has been no one here yet this year. JAMA puts out little promotional work, and that is poor compared to what we get from the others. They are mostly just circulated letters from Tom Gardiner. The pitch on the Student Journal isn't too bad, though.

"The JAMA salesmen should be better equipped."

A small ethical drug manufacturer made this comment:

"I have never had a salesman from the AMA call on me. As far as I can recall, I have never received any promotional literature. The AMA leaves you with the impression that it is always doing you a favor. Today, advertising of medical products doesn't have to be in JAMA and most of it is going elsewhere. A lot of this is done to the hidebound conservations of JAMA and the Councils which won't come up to date."

Along with these comments on lack of promotion is the frequent statement that the AMA has a really valuable piece of merchandise to sell, and that it is a shame it is not being promoted as it could be. Witness this ethical drug manufacturer's comments:

"The AMA doesn't seem to realize what a valuable piece of merchandise they have.

"There are constant personnel changes in medical advertisers. You have to keep selling the new people. I don't think the AMA has ever participated in specialty journal advertising promotion. They aren't promoting them at all. It isn't enough to send out a rate card.

"The AMA has never made any real effort to sell the advertisers. The Journal has been my bible. But you have to know your way around. They haven't sold either the advertiser nor the profession. I am sure everybody doesn't realize what you can get out of the Journal.

"While I find *Modern Medicine's* 'Topics' on market research very valuable, I think that some of the non-AMA publications go too far and bother you too much.

"But the AMA has never gone far enough. This is especially true of the AMA special journals. They are good, but nobody is told about it.

"It is not enough to say, 'Only Council Accepted products are carried in our Journal'. There have been too many successes without Council Acceptance.

"The AMA attitude is that they are giving you a favor. This attitude is not conducive to selling. Henry, who was previously here in New York, just never came around—only about once a year."

An executive at one of the small drug firms pointed up the fact that personnel changes make continuous promotion necessary:

"I have been here only a year, and I have never seen an AMA representative nor any promotional literature of any kind. In my opinion, their salesmen should be out selling the book, and the AMA shouldn't behave as though it were doing us advertisers a favor letting us into the book. The throw-aways don't do this."

One of the larger ethical drug manufacturers stated:

"What do I think about the AMA space-selling and promotion techniques? There is damn little of the first, and none of the other.

"It doesn't really matter a damn bit to me, because I don't want to see them, since I already have more than enough to do, and it is more pleasant this way.

"For their own sake, however, they should get out and do some selling or one of these days they are going to find they haven't any new customers."

A midwestern medical supply firm put it this way:

"The AMA space salesman should definitely make more calls. Even though JAMA now gets the largest percentage of our media advertising, if their salesmen made more calls on me and had a decent story to tell, it is more than likely that we would increase our space in JAMA.

"The AMA doesn't make any effort to sell anything or help anyone with any problems. It's there if you want to use it, and it's perfectly okay with the AMA if you don't.

"Although this policy is okay with me, I suggest that a little more planning in a sales campaign would certainly be productive of excellent results for them."

A specialty food manufacturer made a similar statement:

"I don't think I have seen a space salesman from the AMA in the last ten years. I see Mr. Lyon at meetings, but can't remember when I had a call from one of their salesmen.