

The advertisers generally feel that the underlying philosophy of selling of the AMA is outmoded: that advertisers no longer consider that the AMA is doing them a favor by allowing them to buy space in the pages of its publications. They feel, moreover, that the AMA, to get their business, must present evidence of the value of its publications as advertising media, that the advertising representatives should make a positive effort to convince them of the value of advertising in AMA publications, and that the representatives should also give a level of service comparable to that given by the representatives of the competitive publications.

Translating this into action, it means that the survey findings reveal the need for four areas of increased activity on the part of the business office:

1. Do considerably more, and better, direct mail promotion.
2. Train service representatives better on knowledge of the AMA, the Councils, and their basic policies and methods of operating.
3. Give service representatives more and better presentation materials, so they will have an opportunity to help the advertiser solve his problems, and can show him why Council Acceptance and the AMA publications will help him more than ME and MM, and other publications.
4. Exercise more sales-management control over the activities of the service representatives, to make certain that the right firms are called on at regular intervals, and that the men in the field are given more and better support by the main office.

Sections I through X of the physician survey findings will lend themselves for use by the business office both in the preparation of personal presentations by the advertising representatives, and for mailing as service pieces to advertisers. Moreover, there is considerable information which will furnish ammunition to the advertising representatives when competing against representatives of other publications for the advertiser's business.

C. RECOMMENDATIONS TO THE JAMA EDITORS

The JAMA readers strongly approve of the editorial changes made in JAMA in the last three or four years. This fact should encourage the present editors to continue their program of JAMA improvement.

One suggestion offered for the consideration of the readers was strongly approved: that of organizing the original articles in the Journal into sections -- for example, pediatrics, surgery, etc. This is an editorial policy decision involving considerations of which the average reader is unaware and therefore the editors may be quite justified in not following the suggestion. If, however, there are no reasons militating against it, the adoption of this change would be approved by two-thirds of the readers.