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## Direct Marketing Employment Holds Steady, New Hiring Still Slow

Direct marketers can expect little change in the employment outlook for the remainder of 2007, but a slowing trend in new hiring continues, according to the latest survey by **Bernhart Associates**, MarketingCharts [reports](#).

"The numbers are showing little change **compared with summer**," said Jerry Bernhart, president of Bernhart Associates Executive Search LLC. "At the same time, the new hire percentage continues to show a slow and steady decline, which began about a year and a half ago."

According to the most recent survey:

- 60 percent of companies responding said they plan to add to staff by the end of the year, down slightly from 61 percent during the summer quarter:
  - In April 2006, when the new hire percentage reached its recent peak, the new hire percentage stood at 72 percent.
  - The record high for the index occurred in the fall of 2005, when it reached 80 percent.
- 9 percent plan to reduce staff in the coming three months, up from 7 percent during the summer.
- 29 percent expect no change in hiring plans during the coming three months.
- 85 percent of those surveyed said they are having either a "very difficult" time or a "somewhat difficult" time finding qualified applicants for open positions.
- Only 15 percent said they are having little or no difficulty.

"While hiring is not at the heated pace it was a couple of years ago, the supply of qualified applicants remains tight," said Bernhart.

In some job categories, he said, it's apparently getting tighter:

- Topping the list of skill sets that will be in highest demand is analytics, resulting in demand for statisticians, database marketing analysts and circulation analysts.
- Account management, sales and creative were also listed as areas where needs will be greatest.

A total of 116 companies responded to the random survey, which was emailed the week of October 1.

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### Television Tuning at Record Levels, Digital Video Recorder Popularity Grows

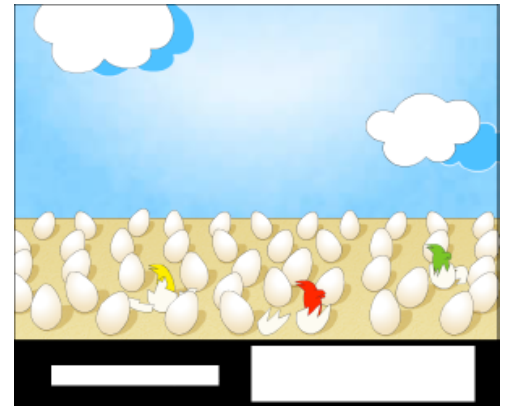
Television tuning during the 2006-2007 TV year (Sept. 18, 2006 to Sept. 23, 2007) remained at the record levels set the previous year, Nielsen reported: Viewing nearly reached the record levels of a year ago, and the number of homes with

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digital video recorders (DVRs) more than doubled (via MarketingCharts).

According to Nielsen:

The total average [...]

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service earlier this week, saying that, "It's particularly gratifying that they appear to be excited about the potential of PPM [...]"

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**PRINT** [READ MORE LIKE THIS »](#)**FCC Chair Martin Has New Media Ownership Rules in the Works**

FCC chairman Kevin Martin is proposing a plan, up for commission vote on Dec. 18, that could end ban on a single company owning both a newspaper and TV station in a single market.

The proposed plan will be watched closely by the Tribune Co., which is in the midst of a pending buyout led by [...]

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Because gays are barred from military service if they are open about their sexual orientation, visitors to GLEE.com (Gays, Lesbians & Everyone Else) may have been understandably confused by the fact that there were thousands of recruiting ads for the Army, Navy and Air Force on the site.

When informed earlier this week by USA Today [...]

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NTT Communications is launching a feasibility study of digital signage that emits an aroma in the hopes of strengthening the impact of the ads.

The signs, equipped with an aroma-emitting device, could become a highly effective marketing tool, the company believes.

In this first stage of the study, the company will operate a digital sign in front [...]

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The courtesy of sales staff is a key element in customers' satisfaction in department stores like Macy's and Kohl's, and it gets more important to customers the more upscale the store is.

That's according to a new study by consultancy J.D. Power & Associates, which also found that merchandise and price play a key role in [...]

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