Electronically Filed
Docket: 16-CRB-0009-CD (2014-17)
Filing Date: 04/03/2023 04:56:32 PM EDT

To: 'Tharesearch@aol.com'[Tharesearch@aol.com]
From: Jim Trautman[trautman@bortz.com]
Sent: Tue 7/19/2011 11:50:42 AM (UTC-06:00)
Subject: RE: Cable Operator Update

Sandi:

I think this sounds like a good plan – with the caveat that I think getting at least the 5-7 more that you mention below is really important. Anything above that would be "gravy." Let's do see if you can do anything with the Verizon/ATT group as you suggest. Finally, I definitely agree that its best to leave a gap between this survey and starting the next one.

Thanks,

Jim

From: Tharesearch@aol.com [mailto:Tharesearch@aol.com]
Sent: Tuesday, July 19, 2011 10:58 AM
To: trautman@bortz.com
Subject: Re: Cable Operator Update

Hi Jim:

I hope you had a good weekend.

I wanted to give you a more updated report on the Cable Ops study.

We have really been pushing hard to get more completed and now have an additional 20 in total completed which brings us to 146.

We do have a few scheduled callbacks for this week.

At this point it is just I and one other person working on the project because of the small sample size and the fact that we have pretty much exhausted our budget for the study.

Regarding the Verizon and ATT surveys. We have called the initial 11 Brian sent and we just got more a day or two ago. To be honest, I am not very hopeful on most of them. Listed below is the results of the calls from the first 11. For ATT - when you do get an administrative line - there is a recording which says that they do not participate in outside surveys.

For Verizon - the majority are billing centers or stores. We do have a couple of messages in with a couple of systems but have not heard back yet. The exact breakdown of the first 11 is below.

Verizon - Hempsted, NY - Non Working # at Verizon
Verizon - Allendale, NJ - Customer Service
Verizon - Herndon, VA - Voicemail System of Verizon
Verizon - Beaumont, CA - Office no longer there
Verizon - Temple Terrace - FL - Left message
Verizon - Ambler Boro - FL - Left Message

ATT - Indianapolis - Store
ATT - Kansas City, KS - Disconnected
ATT - Detroit - Automated recording - No surveys
ATT - Los Angeles - Yellow Pages office
ATT - Atlanta - Wrong #

At this point, here is my thought. If you take the 263 we had before the last shipment Brian sent - and take away the 11 Verizon/ATT and the 9 Pilot duplicates - that leaves 243. Of the 243 we have completed 146 in total now which is 60% of those. As I said, we do have a few callbacks and my feeling is we can probably complete about another 5-7 more. That will put you over the 60% range.

After that I really feel we are at the "spinning our wheels" phase. And if we are going to do another study in September, it may be good to leave some time in between the two before we have to start calling again.

I would be willing to continue to call the Verizon/ATT for another couple of weeks by myself - to see if I can make any headway in that area and if I am able to get any I will send those as well.

Let me know your thoughts,

Sandi

In a message dated 7/12/2011 1:17:04 P.M. Pacific Daylight Time, trautman@bortz.com writes:

Sandi:

This is very helpful. I'm encouraged to see that you have 10 additional completes that haven't been sent yet. Further good news is that we have 23 more questionnaires that we'll be sending to you (hopefully all or most of them will be sent today or tomorrow). The bad news is that historically its been very difficult to get completes from either the Verizon or AT&T systems, and the 11 you just received plus all of the 23 still to come are either Verizon or AT&T. On the other hand, if we can finally break through with either of those companies that would really give us some upside.

In any case, I really appreciate your efforts on this – I definitely realize that the response rates you've achieved for us in the past are extraordinary and recognize the challenge that you are facing this year.

Thanks, and keep me updated as things move forward so that we can decide when we've hit the point of no return.

Jim

From: Tharesearch@aol.com [mailto:Tharesearch@aol.com]
Sent: Tuesday, July 12, 2011 11:52 AM
To: trautman@bortz.com
Subject: Cable Operator Update

Hi Jim:

I hope you had a good weekend. As promised here is the breakdown of the surveys we have in house and have sent you.

Completes -	126
Completed but not yet sent	10
Unusable - (Refusals or No one there to answer survey)	19
Disconnected #'s (no new numbers)	8
Previously Completed - part of pilot	9
Hard to reach - see note below	32
Usable -	48
Just Received - Verizon	11
Total	**263**

Hard to Reach - These are some of the earlier ones we received that have been called many times but never reached.

Looking at the numbers above - of the 263 we have received - if you take away the pilot study duplicates (9) and the ones we just received (11) and the disconnected numbers (8) that leaves 235 so we have completed about 58% of those we received that we could use.

Looking at the available inventory of surveys we have (the newer ones + those we received + the older ones we never reached it leaves us with about 90 surveys to call.

Another thing to keep in mind too is that one person is often responsible for more than 1 system - which has worked both for and against us (if they refuse).

In order to reach the 180 goal (including 21 pilot completes) we need to complete about 23 more. **I also didn't know if we had gotten all we are expecting now or if there are more on the way?**

Jim, we will definitely do everything possible to reach the numbers you need.

Let me know if you have any questions.

Sandi

In a message dated 7/8/2011 1:36:54 P.M. Pacific Daylight Time, trautman@bortz.com writes:
Sounds great – thanks!

Have a good weekend also,

Jim

From: Tharesearch@aol.com [mailto:Tharesearch@aol.com]
Sent: Friday, July 08, 2011 1:03 PM
To: trautman@bortz.com
Subject: Re: Checking in - Update and Question

Okay, no problem. I believe we're sending another 35 today which will bring us to 132.

My initial thought was that we would probably complete another 10 or so but I will be taking a look at everything again to see the disposition. And we'll concentrate on those respondents with multiple systems as well. We'll also get right on those Verizon systems once we get them.

Monday I will e-mail you a sheet which will show you the results of what we have done so far with the systems we have (ex Completes/ Refusals/ Unusable numbers etc) so you will also know where we stand as well.

We'll work hard to get to that 160 goal you need.

Have a good weekend!

Sandi

In a message dated 7/8/2011 9:46:55 A.M. Pacific Daylight Time, trautman@bortz.com writes:
Unfortunately, I meant 160 in addition to the pilot study. Just to give you a complete picture:

-For the previous five surveys, we have had a total eligible sample (questionnaires sent to you) of between 234 and 250, with a response rate each year of between 63 and 68% (148 to 171 completed surveys).

-2008 had the smallest eligible sample (234) but we still got 148 completes.

-For the current study (2009), we have a total "full study" eligible sample of 300. Of these, 21 surveys had already been completed as part of the pilot – so we have 279 to send you (not all have been sent because you still don't have the Verizon). So, my goal is to reach at least 180 total completes (60% response) – which would mean we need 159 in addition to the 21 pilot questionnaires completed previously.

I recognize that this response rate is a very high standard, but this has been a big "selling point" for the study in the proceedings in which it has historically been used so it's very important that we keep it as high as possible.

Hope this helps, and I hope you are right also that you can get some of the Verizon systems when we get those to you.

Jim

From: Tharesearch@aol.com [mailto:Tharesearch@aol.com]
Sent: Friday, July 08, 2011 9:49 AM
To: trautman@bortz.com
Subject: Re: Checking in - Update and Question

Hi Jim:

Okay, we'll look for the additional sample. What we do have completed is going out to you today.

In terms of the larger sample and desired final count of completes. When I said 140 I was not including the ones we had completed for the pilot study

In terms of completes are you saying 160 in addition to those completed in the pilot study or do you mean you are shooting for 160 which includes those we did in the pilot study and the ones we have been sending you and are sending now?

I will have to look to see how many we completed in the pilot study. My initial thought without any checking is that we probably completed about 25 or so.

Let me know and I will look at the inventory we have in house in terms of disposition, and give you a complete idea of where we are at.

Plus we will hopefully be able to get at least 10 - 15 of the Verizon.

Of course, however it breaks down we will do everything possible to get you what you want.

In terms of the ESPN study we should be able to make the end of August deadline without any problems. As I told you we did have some resistance at first, plus we were dealing with vacation time surrounding the 4th of July holiday as well.

However, we have a lot of good callbacks set up and now that respondents are seeing it's a shorter survey they are more cooperative.

We will be sending you 25 - 30 completes either Monday or Tuesday.

Sandi

In a message dated 7/7/2011 3:42:55 P.M. Pacific Daylight Time, trautman@bortz.com writes:

Sandi:
Brian will be sending Verizon in the next couple days – sorry this has taken so long, he has been very swamped and finding decent local contact info was nearly impossible.

In terms of responses, we actually have a larger sample this year than in the past (about 40 more) so I'm a little concerned with the total of 140 – I was hoping to end up around 160 based on the larger sample size. Is it possible to get more if we keep going, or will we just be spinning our wheels? (Please note that if you can get more but are concerned about cost, you can charge more if you need to.)

On ESPN, thanks for the update – sounds good. Our timing is that we need to be done in the field by the end of August. I could possible slide into the first week in September but not beyond that as I have a firm deadline to get a final report to ESPN by September 28th.

Jim

From: Tharesearch@aol.com [mailto:Tharesearch@aol.com]
Sent: Thursday, July 07, 2011 4:15 PM
To: trautman@bortz.com
Subject: Re: Checking in

Hi Jim:

I'm working from home today because I came down with a stomach bug. I'll be back in the office tomorrow.

Regarding the cable operator study we've completed at least another 30 which bringsus to about 127 and I believe we'll complete about another 10 or so which would bring us close to 140 which is where we usually get to.

I was holding off sending them because I thought we were going to be getting more with Verizon? And then there were some we were waiting to get better numbers for. Are we not getting those?

For the ESPN study - We started off slowly. Respondents were a little hesitant but I think now that they see it's a shorter survey they're cooperating more. We have about 35 done and a lot of good callbacks for the next few weeks. We'll be sending you a shipment of at least 25 on Monday. The rest are being edited and will be sent shortly.

We shouldn't have a problem making our quota on that study. When do you need that completed by?

I'll put the cable operator study surveys in a FedEx tomorrow and we'll wrap it up at the end of next week if that's okay. By then we should have our 140.

Let me know if you have any questions

Thanks,
Sandi

In a message dated 7/7/2011 11:52:37 A.M. Pacific Daylight Time, trautman@bortz.com writes:
Sandi:

Touching base to see how things are going with both the 2009 Cable Operator survey and the ESPN study.

For the 2009 study, we want to get the highest response rate possible, but we are also planning to start fieldwork on the 2010 study by September at the latest – so hopefully we are getting somewhere near the point where we can wrap up 2009. Also, if you have quite a few additional completes for the 2009 study, please send them along.

Thanks,

Jim

James M. Trautman
Managing Director
Bortz Media & Sports Group, Inc.
4582 S. Ulster Street Parkway
Suite 1340
Denver, CO 80237
Phone 303-893-9903
Fax 303-893-9913