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To: 'Sandra Rose Grossman'[sgrossman18@gmail.com]
From: Jim Trautman[trautman@bortz.com]
Sent: Wed 1/20/2016 9:13:30 AM (UTC-07:00)
Subject: RE: Cable Operator Study

Sandi:

Thanks. We'll get your invoice paid right away as soon as it arrives.

I know you keep some type of record of the eventual respondents and their phone numbers, but would it be helpful in the upcoming year if we can put together some sort of database where we provide the previous years' respondent's name, number, company and the systems that they have responded for? We could even link it to systems that are in the sample in the upcoming year. You might already have this, but we are happy to put something together if it would help.

Jim

From: Sandra Rose Grossman [mailto:sgrossman18@gmail.com]
Sent: Tuesday, January 19, 2016 4:32 PM
To: trautman@bortz.com
Subject: Re: Cable Operator Study

Hi Jim,

Yes, I know what you're saying about the surveys and we'll make sure they're more readable from now on.

Being able to read the WGN surveys to respondents rather than have to send them the emails has been helpful. Our biggest problem is finding the right people and I'm not sure how to help that since there are so many changes each year. Luckily, we've gotten used to the "detective work" necessary to find the right people.

If I think of anything else that can help, I'll be sure and give you a call so we can talk about it.

We're definitely working hard to meet the number of completes you need.

I have sent out an interim bill that you should receive in the next day or two.

Thanks,
Sandi

On Mon, Jan 11, 2016 at 12:36 PM, Jim Trautman <trautman@bortz.com> wrote:

Sandi:

I have had a chance to review the completes, and things look very good so far. The one issue I noticed is that one interviewer (I can't make out the initials but it's not you or ES) is a little "loose" in the way they write the responses. The circle on p.1 sometimes covers both yes and no or is mostly on no; and the rankings on pp. 2 and 3 are written in kind of a strange "offset" way.

I know that it is very difficult to get completes with this study, and I appreciate the effort you make to meet our goals enormously. Keeping the study going does depend on continuing to get a strong response rate (even though I know it's getting tougher). That said, budget is not a huge concern on this project, so please feel free to invest the resources necessary (and bill us accordingly) to get the highest response you can.

One thing that will hopefully help a little in the future is that we will no longer be doing the "WGN Only" questionnaires in future studies, so there won't be a need to send respondents anything and will have less need to schedule callbacks.

Also, if there is anything we can do to help you please let me know.

Thanks,

Jim

From: Sandra Rose Grossman [mailto:sgrossman18@gmail.com]
Sent: Monday, January 11, 2016 12:27 PM
To: trautman@bortz.com
Subject: Cable Operator Study

Hi Jim,

Happy New Year! I hope this finds you well and that you and the family had a good holiday season.

I spoke to Brian this morning about the status of the Cable Operator study. We've sent in a total of 94 completes with the shipment that you'll get today. I believe 29 of them are WGN.

As I told Brian, we're still working hard on getting completes. This project has definitely gotten harder over the last few years in trying to get the right people and then getting them to complete the study. Most of this is because the cable systems keep making changes in the way they are organized and there seems to be a never ending change of personnel.

Still, by making a lot of calls, and doing some detective work, we're able to find the people we need.

Brian mentioned that in the next couple of weeks we'll be receiving more Telco surveys, so as we've done in previous years, I'm going to be sending you an interim invoice today and then the the final invoice once we complete the project.

I don't know if you've had a chance to tale a look at any of the results we've gotten but if you have any questions, let me know.

Warmly,
Sandi