

A couple of weeks after the letter is sent, this phone call is made:

Phone Dialogue - Call #1
Winston Select

Hi, Kate, this is Carolyn Hopkins. I work for R. J. Reynolds Tobacco Company. How are you doing today?

Kate, I understand one of our company representatives, John Baker, talked with you about a month ago and gave you two packs of Winston Select. Do you remember talking to John?

John says that you like Winston Cup Racing. Do you ever go to the races? (pursue this a little..... then say:)

Kate, I was wondering if you could take a few minutes and answer some survey questions for me. It won't take very long at all.

Four weeks later, this phone call is made:

Phone Dialogue - Call #2
Winston Select

Hi, Kate, this is Carolyn Hopkins. I work for R. J. Reynolds Tobacco Company, and I called you about a month ago. Do you remember? I asked you some survey questions about Winston Select.

How are you doing? Have you been to any Winston Cup races lately?
(pursue a little...then say:)

Kate, I was wondering if you would answer some survey questions for me again. It shouldn't take long, and I would really appreciate it.

NOTE: USE SAME SURVEY QUESTIONS FOR BOTH PHONE CALLS.