

December 20, 1991

TO: Ms. D. S. Burrows  
Ms. P. C. Carter  
Mr. M. Morrissey (M/B) Ms. R. C. Pasterczyk  
Mr. W. J. Roper  
Ms. K. W. Vuksan

FROM: Ms. C. N. Smith

SUBJECT: RU ADVERTISING QUALITATIVE FOCUS GROUPS - PHOENIX, ARIZONA

This provides suggested flight and hotel information for the January 8-9 focus groups in Phoenix. Please plan to be at the facility by 3:00 p.m. on Wednesday. Directions to the facility and hotel are attached.

Suggested Flights:

Wednesday, January 8

Depart Greensboro: 8:55 a.m.  
Arrive Phoenix: 12:55 p.m. (American #651)

Friday, January 10

Depart Phoenix: 9:10 a.m. (via Nashville)  
Arrive Greensboro: 4:00 p.m. (American #162/1124)

Suggested Hotel:

Marriott Court Yard  
2101 East Camelback Road  
Phoenix, Arizona 85016  
(602) 955-5200

Facility:

Phoenix Research Services  
Colonnade Mall  
1889 E. Camelback Road  
Phoenix, Arizona 85016  
(602) 264-1133

Moderator: Dr. Gene Shore

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Specie Lights  
- like Joe Loses ->  
Joe in the moonlight  
- more adult*

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