

MEMORANDUM

February 27, 1985

TO: D. A. Beatty

CC: T. E. Whitehair, Jr.  
A. J. Mellman

FROM: L. E. Gravely/fmr

SUBJECT: BASIC RESPONSIBILITIES IN LONGITUDINAL RESEARCH

PURPOSE

To delineate your short term objectives in your new area of Longitudinal Research.

DISCUSSION

You will have primary responsibility for the following studies:

- National A&U's (Admar)
- Yankelovich Monitor and Special Research Requests  
(Yankelovich, Skelly and White)
- Hispanic Viewpoint (Yankelovich, Skelly and White)

This includes: managing, reporting, presenting, evaluation of data, integration of data, and very timely response to marketing needs from these data sources.

Secondly, you will have responsibility to support me on:

- Brand Switcher
- Black Smoker
- Special Projects

Per our discussion of February 22, 1985, in order to prepare to accomplish these goals, please arrange for the suppliers, on their projects, to provide you with a detailed orientation on their conduct, content and utility by March 8, 1985.

Upon completion of these reviews please complete a trip report describing:

- what you have learned
- where you need more background
- your understanding of the utility of these studies
- suppliers performance in your behalf.

I have cleared your supplier visits with Andy Mellman as of February 22, 1985.

We will discuss longer term goals the week of March 11, 1985.

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D. A. Beatty  
Page Two  
February 27, 1985

NOTE: Please review your job description relative to your new responsibilities with written suggestions for any changes you feel appropriate by March 29, 1985.

*L. E. Gravely*

L. E. Gravely  
Research Manager

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