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FOR
YOUR OFFER
WE ARE
LOOKING AT OPTIONS

Johnston, Zabor & Associates, Inc.

Johnston, Zabor & Associates

JoAnn G. Everson (919) 544-5448
Marketing Associate (800) 735-5448

Headquarters Park, Suite 300
P.O. Box 12743
Research Triangle Park, NC 27709
FAX (919) 544-0954

February 23, 1993

Mr. Eli Segal
Office of National Service
Old Executive Office Bldg., Rm. 145
Washington, D.C. 20500

Dear Mr. Segal:

The purpose of this letter is to inform you of the extensive research we have recently completed in the area of college student interest in domestic volunteer service. The research began in January 1990 and ended in September 1992. Our firm, Johnston, Zabor & Associates, is a marketing research concern located in Research Triangle Park, N.C. We were awarded a multi-phase contract by the ACTION Agency to research college student interest in the VISTA program. We conducted over 5000 telephone interviews with college juniors and seniors to ascertain their awareness of and interest in domestic volunteer service.

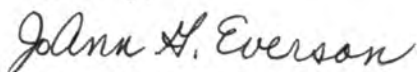
The results of this research could prove very useful to your Office as you formulate plans and policy for national service options and repayment programs for college students. The research covers a comprehensive range of questions involving attitudes and perceptions of national volunteer service. It also pinpoints the distinct areas of social service that have the widest interest and appeal to a representative sample of college students.

Since our firm has invested so much time and energy researching the area of national service amongst college students, we want to make our knowledge and experience known to you. Our three years of research could provide a basis for some aspects of your program. Beyond sharing our findings with you, we would also like to be considered for other research needs your Office may have as your programs take shape.

Enclosed please find company literature and profiles for your review and consideration. If you are interested in our research experience, please call me at your earliest convenience. I spoke with Mr. David Henkel on your staff who advised me that a letter was the best way to communicate with you. It was advised that reaching you by phone could be next to impossible at this point.

Thank you for your consideration. I hope to have the opportunity to talk and perhaps meet with you.

Sincerely,



JoAnn G. Everson
Sr. Associate

Johnston, Zabor & Associates, Inc.

Johnston, Zabor & Associates operates out of 5,500 square feet in Research Triangle Park, NC which includes a 24-line telephone center as well as a focus group facility with an adjoining observation room. Since its formation in 1986, Johnston, Zabor & Associates growth has been steady and rapid, averaging 50 percent annually. We attribute our growth to providing *cost-effective*, targeted, scientific research custom designed to satisfy our clients needs.

Below is a brief description of the types of research services we provide.

Surveys/Questionnaires - Working closely with the client, the result is a balanced and carefully worded survey/questionnaire. The process is an iterative one and concludes with a pre-test on a small sample to further refine the data collection instrument.

Sample Selection - In order to achieve a representative sample based on distribution factors, the firm adheres to rigorous scientific sampling procedures developed by its statistical division. Sample frames are drawn from master lists developed by national database companies and segmented on an nth name basis for randomness.

Recruitment - Through years of experience, we have learned what works in the recruitment process and how to reach the most difficult targeted audiences. Every telephone recruiter is thoroughly trained by the supervisor of the phone center on the processes and techniques of effective recruitment.

Focus Groups - Composed of 8 to 12 participants and directed by an experienced moderator, study topics, issues and opinions are discussed, challenged and investigated. Local groups are conducted in our specially designed focus group facility in Research Triangle Park containing an observation room with one-way mirror. A national network of focus group facilities is used for conducting groups elsewhere.

Telephone Focus Groups - Conducted from the Research Triangle Park office, an "800" number is provided from which to "observe" the group in a listen only mode. There are major benefits to this type of group relative to recruitment, timing and expense.

Interviews - Knowing the study objectives and being thoroughly familiar with the interviewing document are considered critical before any interview is conducted. Whether interviews are conducted in-person or by telephone, we adhere to the same quality control standards. The vast majority of interviewers have at least a college degree and many have advanced degrees.

Mail Surveys - Used to cost-effectively research a geographically scattered population, sample size is generally much larger due to lower response rates. Our experience includes sample sizes of up to 10,000.

Mall Intercepts - Arranged locally or nationally to test consumer opinion in various areas.

Statistical Analysis/Written Reports - Clean data is studied using SPSS/PC or SAS/PC. Statistical tests, chi-squares and analysis of variance are run for significance results. Final reports contain verbal interpretations of the data and recommendations along with the data tables.

INSIGHT - Participants use a sensitive, hand-held dial to register reactions to stimulus such as video or print materials as well as presentations such as lectures or debates. Continuously dialing on a seven-point scale, respondents reactions are gathered second-by-second. Each dial system is connected via a converter to a micro-computer which analyzes group and individual response. INSIGHT is often used to augment standard focus groups findings.

Physician Interviewers Program - Interviewers are licensed M.D.s who gather research data from other M.D.s either in-person or by telephone. The physician-to-physician communication is particularly useful for specialized and complex research studies in the medical/healthcare areas.

Johnston, Zabor & Associates, Inc.

Reliable Telephone Research in Research Triangle Park



When you need reliable telephone research with quick turn around, turn to Johnston, Zabor & Associates. Our 36 PBX station telephone bank allows us to perform your research quickly. And our sophisticated monitoring system insures accurate surveying.

Our telephone researchers each undergo thorough training before they begin each new project so you can be assured your survey instrument is being handled only by professionals.

Our location in Research Triangle Park, NC is convenient to Durham, Raleigh, Chapel Hill, and Cary — the nation's 34th ADI.

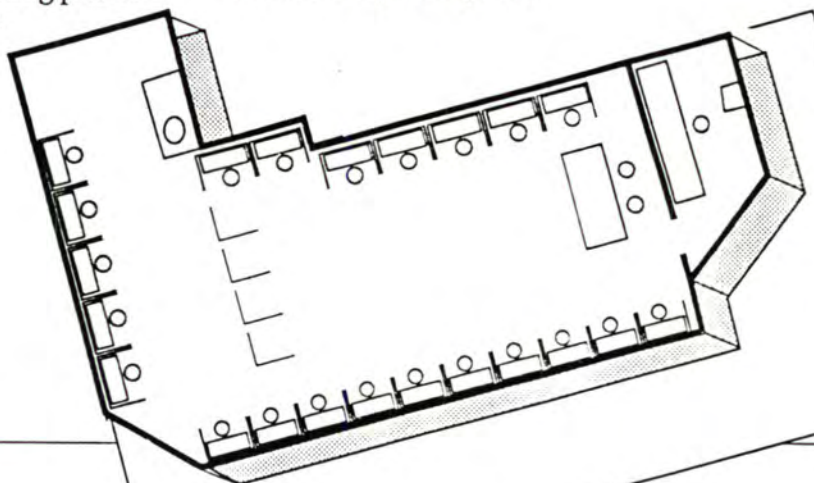
If you are interested in conducting phone survey research, please call Matt Anderson at (919) 544-5448.
Fax: (919) 544-0954.

Phone Bank Features:

- ▼ 36 PBX telephone stations for faster calling and less training time.
- ▼ Least Cost Routing automatically selects least expensive route for each long distance call.
- ▼ Off-site monitoring allows client to listen in to calls from anywhere.
- ▼ Brand new facility available for use day or night, seven days a week.
- ▼ Excellent location in North Carolina's Research Triangle Park provides Tri-Wide discount telephone access to Raleigh, Durham, and Chapel Hill.
- ▼ Highly qualified telephone interviewers available upon request.

**Johnston, Zabor
& Associates, Inc.**

P.O. Box 12743
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Johnston, Zabor & Associates, Inc.



Introducing the Southeast's premier focus group facility

Nestled in the heavily wooded Research Triangle Park, the focus group room at Johnston, Zabor and Associates looks out on the tree tops of North Carolina forest. The great view makes it a refreshing environment to conduct your research and is just one of many reasons why Johnston Zabor's room has been called the premier focus group facility in the Southeast.

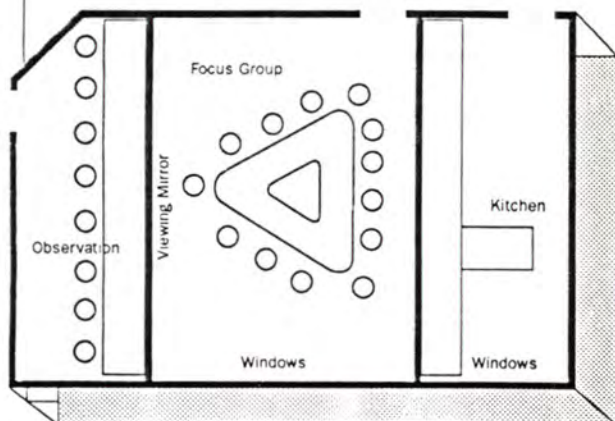
The room features a full wall of one-way mirror and a unique triangular table which allows more participants to face the mirror. Commissioned art work hangs from the opposite wall. Your participants will find the room spacious and comfortable. You'll find the visibility from the observation room remarkable.

Of course, a great facility is only as great as the professionals that staff it. At Johnston, Zabor, you'll find expert moderators with over 20 years of market research experience and one of the most progressive and intelligent market research staffs in the Southeast.

If you are interested in the focus group facility, please call Matt Anderson, at 919-544-5448. Fax: 919-544-0954.

Focus Group Facility Features:

- ▼ **INSIGHT™** computerized polling.
- ▼ Highest quality audio/video recording.
- ▼ Virtually unresearched markets allow for "fresh" participants.
- ▼ Excellent location in Research Triangle Park allows easy recruiting for Durham, Raleigh and Chapel Hill, the 34th ADI in the country.
- ▼ 5 minutes to Raleigh/Durham airport.
- ▼ 3 minutes to major hotel chains.
- ▼ Catering.
- ▼ Full kitchen.



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Key Personnel at Johnston, Zabor & Associates, Inc.

Jeffrey M. Johnston, Principal

Prior to co-founding Johnston, Zabor & Associates, Inc., Mr. Johnston was Administrator of the Duke Comprehensive Cancer Center. As Director of Development, he initiated a formal development and marketing program and a successful fund-raising program which raised nearly \$2 Million the last year of his tenure. A Duke University Fuqua School MBA, Mr. Johnston has earned a reputation as a specialist in qualitative research and lectures on the subject at Duke's Fuqua School of Business. Mr. Johnston has extensive consulting experience in marketing and marketing research. His innovative developments include a no-fault malpractice insurance plan for hospitals and medical practices. Mr. Johnston has been responsible for project design, implementation, and analysis on projects ranging from automobiles, semi-conductors and personnel planning to studies involving senior citizens, children, indigents, and healthcare professionals.

J. Douglas Zabor, Principal

Mr. Zabor operated *Communication IDEAS, Inc.*, an advertising agency, for over 12 years. He has completed more than 450 advertising, marketing, and research projects for over 120 clients. While employed by Duke Power Company, Mr. Zabor designed the company's first advertising study incorporating a computerized perception analysis. This process helped Duke Power determine the most powerful message and devise creative strategy. His healthcare related experience includes developing nurse recruitment materials for North Carolina Memorial Hospital; market research for Duke University Medical Center; research into costs and benefits of scheduling changes for Park View Medical Center, and development of a unique recruitment theme at Cape Fear Valley Medical Center, where he helped turn around a severe nursing shortage. Mr. Zabor has earned top awards from national marketing and communication organizations, including the Society of Technical Communicators, the International Association of Business Communicators, the Triangle Advertising Federation, the National Restaurant Association, and PICA. Publications include articles in Business Marketing, The Journal of Organizational Behavior, and for CASE (Council for Advancement and Support of Education).

Peter McManus - Vice President, Healthcare Division

Mr. McManus was founder and principal of a strategic health care consulting firm prior to joining Johnston, Zabor & Associates, Inc. in 1989. He specialized in marketing issues for pharmaceutical companies and managed health care. Mr. McManus also worked ten years with Schering-Plough and Lederle, where he served as head of the international marketing research group. He has extensive experience in the healthcare field in strategic planning, new product development, and promotional and sales research. As International Marketing Research Manager with American Cyanamid Company, he was responsible for design and execution of multi-country research projects including an antibiotic repositioning study which increased sales over 100%. Mr. McManus developed and implemented Johnston, Zabor's Physician Interviewing (P.I.) Program, utilizing doctor-to-doctor interviews. The P.I. Program provides more direct access to physicians and, because the communication is doctor-to-doctor, more reliable, specialized, complex and specific information is obtained.

David Daniels - Vice President, INSIGHT™ Division

Mr. Daniels is the developer of Video Testing Service (VTS), a firm recently acquired by Johnston, Zabor & Associates. VTS is a dial system, similar to INSIGHT response technology, which has been used very successfully to study pharmaceutical print ads and detail aids. Mr. Daniels has used the VTS system in more than 600 physician focus groups. Using both INSIGHT and VTS will enable firms to link marketing research and sales training needs. Mr. Daniels holds a degree in business from the University of Pennsylvania, Wharton Business School. He has a solid business background, including development of proprietary hardware and software, pharmaceutical research, and extensive experience using response technology.

James D. Lewis - Director of Research

As Director of Research, Mr. Lewis' experience as Senior Project Director for Consumer/Industrial Research for 13 years combined with his expertise as a moderator broadens the spectrum and scope of Johnston, Zabor & Associates' research capabilities. Mr. Lewis has designed and managed large quantitative and qualitative studies for pharmaceutical, agriculture, and chemical firms. These studies included concept testing, market development, pricing, usage, advertising, positioning, and image. Mr. Lewis holds a Master's degree in Social Psychology from Lehigh University and a BA in Psychology from Wagner College.

Nancy Miller - Sr. Marketing Associate, Healthcare Division

Ms. Miller joined Johnston, Zabor & Associates, Inc. as a project manager in 1990 after working as an independent marketing research consultant for NC hospitals and healthcare agencies. Ms. Miller holds an MBA from the University of North Carolina at Chapel Hill and an RN, BSN from Duke University. Her nursing administrative experience includes critical care, cardiovascular, neurosurgery, and burn care. As Nurse Administrator of the NC Jaycee Burn Center, she was responsible for the expansion of the burn center from a five-bed to a 23-bed unit, and staff expansion from 18 to 60. Ms. Miller has served on the Boards of the American Burn Association and the International Society for Burn Injuries. At Johnston, Zabor & Associates, Ms. Miller is an account executive for the Healthcare Division, where she manages the Physician Interviewer Program and serves as a consultant on medical marketing research projects.

Susan Garrity - Sr. Marketing Associate, Healthcare Division

Ms. Garrity has over 15 years experience in the pharmaceutical and diagnostic industry, including three years with Syntex Corporation as Director of Marketing and Sales for the physician office diagnostic division. She served an additional five years at Syntex Laboratories as Senior Product Manager for a non-steroidal anti-inflammatory and an intranasal steroid and Product Manager for the Syntex line of oral contraceptives. She spent three years with the sales force and one year in the sales training department of Syntex. Prior to joining Johnston, Zabor, Ms. Garrity worked for three years as a marketing consultant for various healthcare companies.

Mary M. Loveland - Sr. Marketing Associate, Healthcare Division

Ms. Loveland was employed by MED Communications as a Marketing Research Manager before joining Johnston, Zabor & Associates. She spent ten years with Schering Laboratories, Division of Schering-Plough Corporation, including five years in Market Research. She also served as Marketing Planning and Liaison Manager, and as Advertising and Product Promotion Manager with Schering Laboratories. Ms. Loveland holds a B. S. in Commerce and Finance from Wilkes College, Wilkes-Barre, Pennsylvania.

Darryl L. Goldberg - Associate Director of Research

Mr. Goldberg has over thirty years of marketing research experience, including senior level positions at Xerox Corporation, Yankelovich, and Home Testing Institute. Mr. Goldberg founded The Resource Group, a marketing research and consulting firm which he managed for 15 years. At Johnston, Zabor & Associates, Mr. Goldberg is responsible for management and supervision of projects, including training, designing questionnaires and supervising fieldwork, and completing written reports which include tabulation, analysis and summary. Mr. Goldberg is highly regarded for his conceptual and analytical capabilities, and for his skill as a focus group moderator. He has conducted more than 400 focus groups with such diverse participants as consumers, executives, and physicians.

Prabu David - Senior Analyst and Statistician

Dr. David holds a Ph.D. in Advertising Research with a focus in cognitive psychology and quantitative methods. Dr. David has worked with some of the leaders in his field to develop new statistical applications for analyzing advertising research. He was a statistical consultant to the Institute for Social Sciences Research and the Institute for Mass Communications Research, both at the University of North Carolina at Chapel Hill, and has experience in research design, methods, and analytic techniques. Dr. David has also served as a consultant on projects with University of North Carolina Hospitals, including evaluation of social factors on cocaine babies.

JoAnn G. Everson - Sr. Associate, Government and Business Operations

Ms. Everson is responsible for proposal development, contract negotiations and final report review and approval. She also conducts market research studies for local governments, as well as business concerns. She served as contract liaison to the Federal Government on contracts awarded to Johnston, Zabor & Associates by ACTION/VISTA and the Food and Drug Administration (FDA). Prior to joining Johnston, Zabor & Associates in 1988, Ms. Everson was a Management Specialist for Management Improvement Corp. of America; Research Assistant at Kenneth Leventhal & Company, Government Services Division, and Staff Assistant to Director, Federal ACTION Agency. Ms. Everson holds an MBA from Duke University, Fuqua School of Business, an M.A. in Education and French from Tufts University, and a B.A. in French and English from Connecticut College.

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INSIGHT™

A Computer-Based Research Tool That Captures Audience Response As It Happens

A More Intuitive
And Direct Way To Understand
How People Respond
And Why



Male	Fem	User	Non	Hi TV	Lo TV
4.21	5.29	5.23	4.08	4.81	4.83
12	12	14	10	16	8

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