

“Reach” Ad Hoc Conference Call, November 2nd, 2006

Meeting Notes

Chair – Andy Moorwood

Recording Secretary – none

Attendance: by Phone Conference

Attendees (indicated by email response)

Andy Moorwood

Rolf McClellan

John D'Ambrosia

Fischer, Thomas

Hugh Barrass

Chris Cole

John Dallesasse

Rick Pimpinella

Kamal Ali

Frank Chang

John Jaeger

Swanson, Steven E

Xavier Clairardin

Young, George

Agenda – see Moorwood_01_1106.pdf

The chair opened the meeting at 9am Pacific

Rolf McClellan led discussion of his proposal for a reach questionnaire. Several questions were received from the conference bridge in the following areas:

- Increase the granularity of the MMF reaches specified in the questions
- Redefine the reach questions to for example

From:

0-2 km SMF

0-10 km SMF

To:

0-2 km SMF

2-10 km SMF

The chair asked if there were any participants wanting to add copper media reach questions into the survey, none were voiced.

There was considerable discussion concerning the merits – or lack thereof - of including relative price questions for HSE in the questionnaire. Consensus could n't be achieved over the voice bridge so the chair asked for an email vote to the following question: “Should the Ad Hoc remove or refine the relative price questions from the reach questionnaire ?” email votes to be received by the chair by midnight Pacific on Nov 2nd.

The results are shown below, the “X?” next to Frank Chang’s vote indicates the chair is unsure of Frank’s vote however the results shows the Ad Hoc does not have consensus on this topic so the chair will take it to the working group at the Dallas meeting.

Participant	Refine	Remove
Chris Cole	X	
Hugh Barrass		X
John Dallesasse	X	
Rick Pimpinella		X
John Jaeger	X	
Fischer, Thomas		X
Swanson, Steven E		X
Xavier Clairardin	X	
Young, George	X	
Kamal Ali	X	
Frank Chang		X?

The chair reminded the group to submit test changes / additions to him after the meeting.

The chair reminded attendees to indicate their attendance by emailing him and closed the meeting at 10 am Pacific.