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**Focus Group Surveys  
 (A Video Tape Of The Report)**

The Foundation for the Preservation and Promotion of Square Dancing conducted a series of Focus Group Surveys in three cities last year. These Focus Groups consisted of non-dancers and former dancers in Charlotte, NC; St. Louis, MO; and Portland, OR. This extensive research work was conducted as part of Phase One of the foundation's *Phoenix Plan*. This work will provide helpful information to dance leadership for developing effective marketing programs to revitalize square, round and traditional dance activities on a global basis.

One of the goals of the *Phoenix Plan* is to get information about the marketing research and other efforts into the hands of every square dancer. Toward this end The Foundation has produced a video tape featuring the information gathered during the nine Focus Group Surveys. This video is approximately one hour long and provides the following information: 1) Basic information about the process of Focus Group Surveys and 2) Video clips of actual Focus Groups to emphasize the data reported in the final report from Star Works.

It is hoped that all organizations will encourage square dancers, clubs and associations to order a copy of the video for local use. The information in this video is very informative and is designed to provide information about the market research which has been conducted.

We ask for a nominal donation with each video we send. The cost of production, handling and shipping is approximately \$8.00 in the United States. Donations to help cover these costs will be greatly appreciated. Our goal is to get this information to every square dancer.

A brief summary of some of the 'findings' from Focus Group studies is included with each video. A more detailed report on these results, as well as a list of their specific goals and objectives is available to assist any local, regional, national or international dance group interested in working with the Foundation to improve their dance programs. These organizations are encouraged to participate in on-going research projects designed to gather data for different geographic areas and individual dance forms.

**ORDER A COPY OF THE FOCUS GROUP VIDEO TODAY!**

CALLERLAB FOUNDATION  
 467 Forrest Ave, Suite 118  
 Cocoa, Florida 32922  
 (321) 639-0039  
 E-mail: CALLERLAB@aol.com  
 On the web: [www.callerlab.org](http://www.callerlab.org)

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**We thank you for the coverage you have given us in the past and for your continued support in the future.**

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