

THE RESEARCH NETWORK NEWSLETTER

Editors: Phyllis Vangelder and Tom Punt

Summer 2008

THE WAY WE ARE NOW AND THE WAY AHEAD

Those of you who remember the original objectives of the Research Network will doubtless agree with us that some have been more than fulfilled whilst others, maybe, could be given more attention. Those you who do not know what the original objectives were can visit the website where they are available.

Certainly the Network has provided a rich social calendar and we continue to enjoy a high attendance at the Spring and Autumn Lunches and at the Summer Party, which is fresh in our minds as we write.

Two other objectives, first to 'ensure that the voices of senior researchers are heard' wherever market and social research are being discussed—where appropriate in the MRS—and 'providing mutual support', have, until lately perhaps, taken second and third place..

Peter Bartram, in the last issue of this Newsletter, voiced the feelings of several of us when he called for more MRS communication with individual members. There is evidence that the MRS has taken note of this request (see P.8). For this we are grateful but even more Network participation in MRS events, notably the AGM could help to consolidate these welcome developments. Two thirds of us are also MRS members.

Doubtless much 'mutual support' is provided whenever we meet and exchange news and views, but we might extend this by making sure, for instance, that we contact those members we know who do not attend lunches or other meetings and encouraging their participation or enquiring how we could help this along. Another way we could show more support for each other is by being more willing to play some part in the running and organisation of the Network

We have called before for more willingness to volunteer for active membership of the Steering Group. Everyone on the Group has a role — editing the Newsletter, running the website, organising social events, taking care of relations with other market research bodies and so on. But we need new blood, we really do, and it is with regret that the Newsletter editors who have served for six years and edited and produced, including this issue, twelve Newsletters, feel that it is time to call for applicants for their jobs. They have enjoyed what they willingly do but they need a rest and also would welcome the fresh ideas that new, and may we say younger, editors might provide. So if you would like their jobs please put yourself forward.

THE TWELFTH NETWORK LUNCH AT THE GEORGETOWN RESTAURANT APRIL 17 2008

On a rather breezy day in April we made our way to London Bridge where we lunched at a bright new venue, the Georgetown. We once again had a large attendance but the restaurant coped admirably, even though we were a bit crowded. The 'colonial' South East Asian food and the western wine, which accompanied it, were excellent. The bright and original décor were much admired. Once again this was a feat of discovery and organisation by the 'two Janes' who never cease to find interesting new venues.



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THE WAY WE WERE

(Culled by Peter Bartram from MRS Newsletters of yesteryear)

35 years ago (1973):

- **Gerald Goodhardt**, having been elected MRS Chairman, advocated better internal communications within the industry: "In an attempt to break down feelings of 'them and us' between the membership as a whole and the Council and Officers, I have asked the Editor of the Newsletter if I can have some space from time to time for a few words from the Chairman.... I very much hope that Members will follow my example and in turn make known your thoughts on the Society."
- A comment in the report on the ESOMAR Congress in Budapest: "One cannot defend the number of British speakers who gabble too fast for the interpreters, make no attempt to relate their delivered papers to a wider European audience, and use abbreviations and slang which are unintelligible beyond Calais."
- Responding to the Chairman's call for a change in the Society's name, Members came up with suggestions including "The Social Research Society", "The Marketing and Survey Research Society", and "The British Social and Marketing Research Society". Of these, Chairman Gerald Goodhardt favoured the last (conjured up by **Eric Adler**). But the change never happened then*.
- **Nick Phillips**, for nearly six years Research Controller at Granada Television, left at the end of July to head a new Research Unit at the Central Office of Information.
- Following the untimely death of Martin Maddan, Chairman of AGB and MP for Hove, Doug Brown wrote: "AGB would have been very different indeed without Martin ... He was a kind and deeply religious man ... and there was no-one with whom I would rather face a difficult meeting than Martin."

And 30 years ago (1978):

- * Nor did it happen five years later, when the inveterate letter-writer Conrad Jameson called for a change to "The Social and Market Research Society" or "The Society for Applied Social Research".
- At an evening meeting on Respondent Co-operation, Joan Macfarlane Smith expressed concern over the decline in major survey response rates in the decade 1965 to 1974: The National Readership Survey down from 78% to 74%; the National Food Survey down from 55% to 52%; the National Travel Survey down from 80% to 70%; and GLC Surveys down from 79% to 73%. (What would she say *now*?)
- MRS Chairman Eileen Cole, reporting on the AGM, derived pleasure from the fact that "So many people cared so much about the issues important to the Society (mainly the restructuring of membership categories), were determined to put their point of view, came along to the AGM and did so; but did it in a reasonably calm and objective way".
- In a Newsletter interview Mark Abrams recalled how the MRS was born "out of a lunch I had with Robert Silvey who was then at the BBC, and Jack Haydock who was head of market research at Masius Ferguson ... I forget which of the three of us said 'There are now three of us, why don't we have a society?'. And we said, yes, fine but who else is there? Well, we found Olaf Ellefsen, Bernard Attwood and Henry Durant, and finally ended up with seven. We drew lots for who should be Chairman, and Henry won"

And 25 years ago (1983):

- In a story lifted from *The Observer*, a Swedish manufacturer was reported as sending a telex to its subsidiaries in other countries. The nine-word message asked: "Please report numbers of employees broken down by sex". From one of the far-flung outposts of the corporate empire came the prompt reply: "The number is zero. Our main problem is alcohol".

- Qualitative researcher Mick Alt of Rosslyn Research offered a list of useful research phrases and their hidden meanings:
 - “While it would perhaps be dangerous to generalise from six group discussions...” **What you are about to read should be taken with a pinch of salt**
 - “It has long been known ...” **I didn’t look up the original reference**
 - “It is believed that ...” **I think**
 - “It is generally believed that ...” **A couple of my colleagues think so too**
 - “Three of the respondents made interesting comments ...” **The comments of the others don’t fit my story**

 - Overheard at the ESOMAR Congress in Barcelona:
 - “The trouble with this business is that our assets wear shoes.”
 - Italian delegate, on seeing from her delegate’s badge that Mary Bartram works for the English Tourist Board: “Ah, so yours is a *public* body”.
 - “In all seriousness, they are doing a very bad job of marketing the meat market” (John Samuels, having passed though the city’s red-light district).
 - “It’s a champagne shorbet” (Bryan Bates)
 - “I’m the Rational Nepräsentative” (The UK National Representative)
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THE MARKET RESEARCH BENEVOLENT ASSOCIATION



We must always keep in mind that the MRBA was a springboard for the foundation of The Research Network, initially offering advice and, if needed, money for development. In the event no money was needed but the Network continues to have strong ties to the MRBA. These ties encourage Network members first to bring to the attention of the MRBA any cases that might be suitable for their help and also encourage individual and joint support for the MRBA. The MRBA now has, in association with NABS, a new help line which is 0845 652 0303 and this number may be used, in confidence, if you are in need of help yourself or if you know anyone who may be in need .

Equally if you wish to enquire about making a one-off or regular donation to the MRBA use this number or write to the Secretary/Treasurer of the MRBA, Samantha Doyle at 24a Portsmouth Road, Camberley, Surrey, GU15 1JX.

We must record here the tremendous achievement, once again, of Linda Henshall in raising around £4,500 for MRBA funds by organising a Silent Auction at the 2008 MRS Conference. Linda’s efforts, on behalf of us all, deserve a tremendous vote of thanks.

Peter Bartram, a member of the Management Committee, reports on progress on the MRBA’s imminent appointment of a marketing consultant.

‘As announced in the most recent issue of its ‘Helping Hand’ newsletter, the MRBA is aiming to bring a more sustainable business efficiency to its marketing activities because it has been shown that by doing so the number of people aware of the MRBA and coming forward for help can be increased.

As a result the MRBA is now in the process of recruiting a part-time Marketing Consultant, paid on a commercially competitive basis. Having received expressions of serious interest from more than half a dozen credible candidates for the post, the application process is now closed, and selection interviews are currently being conducted. It is hoped that the MRBA Management Committee will be able to appoint the successful candidate well before its AGM, which is currently scheduled to take place on the same day as the Network Autumn Lunch at the Union Jack Club on 7th October.’

THE THIRTEENTH NETWORK LUNCH AT THE UNION JACK CLUB 7 OCTOBER 2008 12.30pm



The Union Jack Club very near Waterloo Station is a private club for serving and ex-serving members of the Armed Services, and emergency services below Commissioned Rank, We are fortunate to have been able to reserve its spacious dining and catering services for the Autumn Lunch to be held, this year rather earlier than usual. Even if you were commissioned don't let that deter you since ex-commissioned officers are sometimes found on the premises as guests! Ticket prices will probably be £25 for members.

Further details will be circulated as soon as possible but please make a date in your diary to ensure you don't miss what promises to be another enjoyable experience together. Visit the Union Jack Club website at www.ujclub.co.uk for more details of the club and its location. The illustrations there will whet your appetite both for the food and the facilities.

The Ehrenberg - Bass Institute Gerald Goodhardt writes

Those members of the Network who still read, or at least, look at the *IJRM* or other journals like *IJOA* or *ADMAP*, may have noticed a steady flow of articles emanating from the Ehrenberg-Bass Institute for Marketing Science at the University of South Australia (UNISA) in Adelaide. One was short listed for the MRS Silver Medal for Best Paper. And those of you who know Andrew Ehrenberg may have wondered what this Institute is, and why it is 10,000 miles away.

The Institute is headed by Professor Byron Sharp who has been a long time admirer of Andrew's work, in particular his emphasis on empirical generalisation as the basis for theory in marketing. Byron set up the Marketing Science Centre at UNISA some time ago, and when, in 2005, the centre was upgraded to the status of a university Research Institute, it was decided to name it after two of the pioneers of science in marketing. The late Frank Bass is probably best known for the Bass Diffusion Model for predicting the take up of new product innovations. But he was also a firm advocate of empirical generalisation as the way of advancing knowledge.

The Institute is primarily a research unit, but most of the staff members also do teach. About one third of its income comes from the University for undergraduate and postgraduate teaching and the supervision of research degrees. The remainder comes from external sources, and the Institute is unusual in the university sector in that around half of this (47% in 2007) comes from what is basically commercial market research. It has a substantial CATI set-up, which can, when required, work round the clock conducting telephone interviews in the UK and the USA as well as in Australia and NZ. A further 15% of external 2007 revenue came from Australian government funding.

But the really interesting thing about the Institute is that a major part of their work (38% of external revenue in 2007) is devoted to a major programme of fundamental research into marketing, entirely funded by a wide range of commercial sponsors in America and Europe, as well as Australia. A number of years ago, Andrew Ehrenberg set up the Research and Development Initiative in Marketing (R and D I) at the London South Bank University (LSBU) and, when Andrew retired, that programme transferred to Adelaide where it forms the basis of their fundamental research programme, in conjunction with the Ehrenberg Centre at LSBU. The list of sponsors includes most of the Blue Chip marketing companies: Colgate-Palmolive, P & G, and Unilever; Coca Cola and Pepsico; Kraft and General Mills; many TV Channels; etc. etc. The sponsors all receive a regular series of research based special reports on marketing and media topics backed up by in-house seminars.

UNISA requires that each of its Research Institutes has an Advisory Board to oversee its activities. I have the honour of chairing the Ehrenberg-Bass Institute Board. It consists of various university dignitaries, a couple of academics from other universities, but mainly representatives of the Australasian company sponsors. It meets annually in Adelaide, and so far there have been three meetings. Slightly to our surprise, these meetings have turned out not to be the administrative timewasters we feared they might be, but have provided very valuable pointers to the direction the Institute should move in and suggested

new lines of research. Most importantly they have advised on ways in which the research findings can be more widely disseminated in the commercial world, a perennial problem for any academic organisation. So much so, that last year we decided to extend the idea, and had the first meeting in New York of a North American board with representatives of US and Canadian sponsors. And in June 2008 we had the inaugural meeting of the European board in London in conjunction with the Ehrenberg Centre for Research in Marketing at London South Bank University, with representatives of Mars, Unilever and TNS among others. Again, this meeting was notable for the enthusiasm of the sponsors for the work of the Institute.

More information, as always, can be found at www.marketingscience.info, including a list of reports (44 so far) and the complete list of sponsors.



Editors' Note. Here is a photo of Andrew Ehrenberg taken in 1999 by John Bound and reproduced here with his permission. On Pages 6/7 there is an article by John who visited Adelaide earlier this year partly to work there with UNISA and partly for the sheer joy of travel in Australia and New Zealand. John has had a long association with Andrew Ehrenberg, the London University of the South Bank. And UNISA and its personnel especially those who visit London.

Digitising The Food of Love

Tom Punt sorts out his recorded music collection

Like many Network members, I am sure, I came to own, after a long life collecting recorded music, a miscellany of music on a miscellany of media.:

- Some 78 rpm shellac records mostly emanating from the 1930s collections of our parents and of pure 'nostalgic' value although my wife still has her parents' 'portable gramophone' marked 'P & O Wanted On Voyage' so we can play them if we wish!
- Some vinyl LPs and EPs, although many of these I had already recorded onto minidisk using a good turntable. The more used I had given away to charity shops but some favourites I had retained unconverted to digital format.
- Some playable cassette tapes (and a good many stretched and unplayable); again some of these I had recorded onto minidisk; some classical tapes contain performances never re-recorded on commercial CDs as most of them were. Others I had recorded onto my PC and converted to MP3s.
- Many minidisks, some pre-recorded when this medium was still in fashion but a lot containing digital transformations of some of my LPs, EPs and tapes
- Several hundred CDs, the 'current' hard medium (as I write – maybe the *last* hard medium!)
- Some and I hasten to say legally downloaded, music only on my PC mainly WMA (from EMI) or MP3 but some AAC (i-Tunes) depending where it was purchased,.

A miscellany of *types* of music too, although my collection, like anyone else's, mainly reflects my own tastes and those of my wife – a lot of classical music and a lot of jazz but also some 'classic 'pops' ranging from those of my early youth (e.g. Glenn Miller and Frank Sinatra) through to (about) Phil Collins although my grandchildren's enthusiasms sometimes lead me to buy more recent music which it isn't worth categorising into the strange genres such as 'dance', 'garage' etc. since of these I am still sublimely ignorant. Also some show and film music. You will see my tastes are nothing if not eclectic.

Faced with this miscellany I was attracted this year to the idea of a wireless music centre. There are several of these, for instance the Philips Streamium or the Sony Sonos or another made by LinkSys. The basic idea is that of a central controller or hard disk with largish capacity (around 80 gigabytes) with satellite players (one in most rooms if you have the money and

depending on the size of your house) connected wirelessly to the central station and capable also of being connected to your PC's wireless network. Some systems demand that you keep your music on your PC and stream it around the house from there. Others stream either from your PC or from a dedicated hard disk. Each station has built-in panel speakers with acceptable music power and performance — for me at any rate— and one can use the centre and the satellite(s) independently: that is to say someone in one room can be listening to Mozart and someone in another room, — simultaneously and from the same hard disk — to Miles Davis. If you are a real 'hi-fi' buff, those WMCs with a dedicated hard disk have a lineout facility enabling you to direct the sound to more powerful speakers at one or more locations.

Some wireless music centres (WMCs from now on) will rip CDs into MP3 format automatically without going through a PC since they have built-in databases (e.g. the copyright programme Gracenote) which recognise most, though by no means all, CDs and automatically record the album title and the titles of individual tracks in the order of the original recording (most important for classical music where different movements of say, a symphony should obviously be listed in order). Some CDs, mainly little-known labels (particularly, in my experience, jazz), are not recognised and though the WMC will still rip these CDs the album and individual track titles must be entered by hand and the order of tracks specified, using keys on a remote control. The WMC has a small screen (some will show album artwork as well, again if the CD is recognised) and will list all the hard disk contents within album, genre or artist in alphabetic order. Selection and starting play can, of course, be remotely controlled. Most have built-in FM receivers and some will stream Internet radio around the house.

In addition most WMCs will record (in real time) directly from other sources such as tape players, hard disk recorders or minidisk (the Sony ATRAC system not being recognised or directly transferable into MP3 format). In these cases the albums and tracks created must also be labelled by hand. If the WMC is connected to your PC's wireless network it is possible to label and index music on your PC using special software. Of course it is possible, using the free-to-all Audacity software to record tapes (or LPs using a suitable pre-amplifier) on to a PC through the line-in on any good soundcard, and then convert into MP3s or burn audio CDs. But this is a more laborious way of doing it.

If the WMC is connected to the wireless Network of your PC you can back-up some or all of the WMC music collection on your PC, given sufficient hard disk space. Since all hard disks can fail it is desirable to preserve the original media, such as CDs, though these can be stacked away out-of-sight rather than using shelf space or special racks or cabinets. I appreciate, though, that some people like to display their CDs aesthetically rather like their books and you may want to reference them for other purposes such as playing in your car. In-car entertainment is changing too but that is another story.

I am pretty well sold on my WMC and have recorded most, though not at the time of writing all, my music collection. An added boon, although one must of course be careful not to infringe copyright (tell that to the teenagers of today!), is that the WMC can also record directly from FM radio and convert the results into MP3s.

Of course, still, nothing really substitutes in any genre for live music but if you like to enjoy recorded music in your home and in more than one room (and most of us do) this is a good solution. Having all your music centrally recorded also avoids having to fish around for that stray CD left in another room or wondering whether the person to whom you lent a CD ever bothered to return it or whether you have just mislaid it. It also provides a ready-made index of your music to help avoid future questions of this kind. Last, and not least, it provides an easy means that guests can use to access your music collection or those sections of it that fit in with their tastes.

TRAVELS IN THE ANTIPODES – John Bound

Most of you will remember previous accounts by John of his travels in the Antipodes. Early this year John visited Adelaide and UNISA that is referred to in Gerald Goodhardt's article. John has worked with both the London University of the South Bank and UNISA.

Now to Adelaide, rather warmer today, Tuesday Feb 26 at 25C (80F). I am working in the University of South Australia buildings which are air-conditioned. I leave them and go into the burning sun only if I go shopping or back on the bus to my hosts Allison and John Manefield. I wear a light-weight office suit and of course my hat.

On Sunday we drove up into the Adelaide Hills a pleasant somewhat wetter range of hills in outer suburban distance from the city. There was indeed a waterfall, small, but unusual in South Australia which is generally dry. We drove up through the Adelaide Hills a rolling wooded countryside with attractive suburbs. Here is an older-style house in the country (right).



The slopes are conservation woodlands with lots of koalas though I failed to see one. There really are road signs telling one to beware of koalas in the road. Then we sat on the terrace under the canopy with appropriate refreshment watching the evening light on the trees in the adjoining park as the sun went down. Here is one of the typically shaped Gum trees (below left). However it became rapidly much cooler and I was glad for a duvet on the bed.



The Park has birds among the big gum trees with their characteristic outlines. Among the birds one sees around is the Gala (pron. Gaahla), a pink and white cockatoo. There is the Eastern Rosella a small cockatoo in brilliant red and green and occasionally a lorikeet, iridescent green. Often on the ground are the magpies, friendly birds. Black and white they look like the magpies we know in Britain but are not I think Corvidae at all. There also occasional koalas but I saw none. Hazelwood Park of which I speak is close to the foothills of the Adelaide Hills from which in the evening a refreshing 'gully breeze' comes down the hill. Every Park has unvandalised public barbecues where family parties gather at the weekends.

The locality is an older suburb. Here is a splendid piece of exuberant suburban architecture (right). Note the metal roof and the columns. Columns are a feature of many odder houses, arising no doubt from the need to support porches.



Yesterday – now Wednesday - it was quite warm at I think 26C (82F) and the walk back of less than half a mile to my hosts from the bus was hard work. A cup of tea was acceptable. The bus takes about half an hour from the centre of the city having picked me up across the road from the University. Since I was here last the tramline has been extended. Previously the antique Glenelg tram rattled its way from near the city centre to the seaside suburb of Glenelg. Now the line with splendid new German tramcars extends along the principal street, King William Street, past the grand railway station and up to the University of South Australia on North Terrace. Adelaide was originally laid out spaciouly on a grid with four terraces as boulevards surrounding it and a belt of parkland outside them. Many of the principal official buildings are on North Terrace.



We had a trip to the McLaren Vale with its extensive vineyards. Here is one (left). My second week in Adelaide hit a late hot spell of weather. I have never before been regularly in a temperature of 35C (95F) with occasional 40C (104F). Air conditioning everywhere in offices, shops, buses, cars and houses makes it no problem but discourages outdoor activity. Such a hot spell in March has been I was told nearly unique. The occasional hot spells in the 30's usually come in February which I carefully avoided. My first week saw 25C (67F) during the day, pleasant and cooler at night. During the hot spell the temperature dropped little though breakfast on the terrace was still cool enough to enjoy.

Last Monday was a holiday and we went to see friends at Port Victor, a seaside suburb/resort some 35 miles away. There the temperature was 26.5 C (about 80F) and we sat with doors to the balcony open to a refreshing breeze from the Southern

Ocean – next stop Antarctica. By the time we returned to Adelaide the car thermometer recorded an outside temperature of 40C (104F). A remarkable difference over so short a distance.

Adelaide has been having a Festival with theatre, concerts, a Fringe and spectacles. Splendid Victorian buildings line North Terrace, where the Railway Station, Parliament, the Art Gallery, the Museum and the University of Adelaide line the stand together with the grounds of Government House where the Governor of South Australia, a retired Admiral, resides officially. He is of course quite different from the Governor-General of the Commonwealth in Canberra. The relations between State and Commonwealth being regulated by the Constitution, originally but of course no longer so, established by Act of Parliament in Westminster in I think 1907.

This is an extract from John's entertaining Bulletin. Others have appeared, or will appear shortly, on the Research Network website at www.research-network.org.uk

The MRS and its Members: a new dialogue *is* beginning

A Note By Peter Bartram

Network Members who saw the article in the last issue of the *News/letter* which called for better dialogue between the MRS and its Members, may be pleased to know that things are at last beginning to move in the right direction.

In June, an expanded 8-page issue of MRS News provided an encouraging start, as it contained a long article by the newly elected MRS Chairman, Rowland Lloyd, and advance notice of the time and place of the MRS AGM on 25th September. (One must hope that Network Members will make every effort to attend).

A telephone conversation with Carol Curran, MRS Operations Director, indicated that further improvements are in the pipeline and, encouraged by this, it seemed appropriate to offer interim congratulations to her and her colleagues, and express our hopes that the changes seen so far will be sustained and joined by others – such as a letters column, more information about Council Members and their deliberations, and a fuller plug encouraging attendance at the AGM.

Though the MRS still perhaps falls short of the communications standards enjoyed by members of other comparable professional bodies, and one cannot be absolutely sure that the representations we made earlier had any major influence, it was most encouraging to receive a response from Rowland Lloyd in which he added “ I appreciate we have more to do and want to assure you that Council are taking your thoughts on board.”

SENIOR RESEARCHERS BRING PRACTICAL RELIEF TO THE PEOPLE OF BURMA

May Tha-Hla and Jon Wilkinson her husband are in process of forming a charity to help the Burmese people to rebuild their lives after the terrible effects of cyclone Nargis. They have already begun a programme of targeted practical help.

May is a former qualitative researcher and Jon a former CEO of Research International. May was born in Burma of a Burmese father and English mother but since her teens has been domiciled in the UK and received her degree in psychology from Warwick University. Since she is bilingual in English and Burmese and also is very much in touch with Burmese culture she is supremely equipped to circumvent the difficulties of dealing with the present situation in Burma

May and Jon's aim is to identify villages and districts which have received little or no help from other resources and deliver food and other emergency aid to them, partly using their own team and also by giving help to other local organisations including medical help.

They are associated with local Burmese organisers and local senior lawyer. An interesting point is that May and Jon's own distribution team is partly composed of ex-interviewers employed by May when she had her own research organisation in Burma.

We were very pleased to welcome May and Jon to the Summer Party at the AKRC where a few of our members had the opportunity of talking to them about their noble venture. If you were not at the Summer Party and would like to read more about their efforts visit their website at:

www.helpingtheburmesedelta.org

CALL FOR YOUR NEWSLETTER CONTRIBUTIONS!

We make our usual request for you to submit articles or letters for publication in this Newsletter, particularly to new members. We particularly welcome news of what you are doing — your 'life ventures quite unconnected with research. Send your contributions to Phyllis Vangelder at p.vangelder@btinternet.com or if you prefer 'snail mail' to 17 Kenelm Close, Harrow HA1 3TE. Phyllis and Tom are always very keen to receive your comments on this Newsletter and now, of course suggestions that you might do their job even better than they do!

Not Forgotten

Brian Allt

Brian Allt who was a member of the Network since its foundation died after a long illness in April 2008. His academic qualification was in psychology and he was for many years a media researcher employed by Mirror Group Newspapers, Whilst there he wrote seminal articles on press readership research and contributed papers at MRS conferences and Readership Symposia not only on his particular area of research but also on associated matters such as the paper he gave at the 1979 Conference called 'The Future of Social and Economic Classification'. He was also a frequent contributor to trade publications such as *ADMAP* and, in retirement, to the general press. In 2003 the *British Medical Journal* published a letter from him in favour of voluntary euthanasia in which he expressed a fear not of death but of dying, particularly of losing the choice in a terminal illness of the people who might care for him.

In retirement he lived in Sudbury and acted for a time as a freelance consultant. His funeral was held in Bury St Edmunds on the 25th of April.

Monty Alexander

Monty Alexander, also a long-time Network member died peacefully at his home on April 22 2008.

For those who only knew Monty as an accomplished semiotician, Ginny Valentine's business partner as well as life mate, his career had, in fact, followed a true Renaissance path. A fellow of the IPA he spent more than four decades as an advertising creative director before going into research, including the founding of Alexander Butterfield one of the first radical 'ginger group' agencies.

After he (mostly) retired from Semiotic Solutions at the age of 79, he went back to his first love — painting and drawing, celebrating his 80th birthday as a student of Norwich City College of Art.

Monty's funeral took place at West Suffolk crematorium on Friday May 2nd.

□

Michael (Mike) O'Leary

Jane Gwilliam writes:

Mike, a member of the Research Network, died on the 18th June 2008 after nearly two years of battling illness, which, mainly, he hid from his family and friends until the last few weeks. He was the nicest of men and an extremely loyal friend and will be very sorely missed. His funeral mass and interment took place in Liverpool on Monday 30th June at the church of St Francis Xavier and The Research Network was represented by members Felicity Fitzgerald and Jane Gwilliam.

Mike was proud of his roots, especially his Irish ancestry, his schooling at St Johns and later at Saint Francis Xavier school, the City of Liverpool and Liverpool football club. Mike was very modest about his achievements. However, to parents born into Scotland Road's Irish community at the tail end of Queen Victoria's reign, Mike was a prodigious talent. He passed the scholarship to become an award-winning student at SFX and he later rejected the opportunity to study at Cambridge, preferring to study Classics at Reading University.

Mike was passionate about sport — playing football at veterans' level until his legs demanded mercy and travelling the world to watch first class cricket. While at school, Mike played for a successful SFX team and the Liverpool Grammar Schools XI, claiming that being a grammar school pupil prevented him from playing for

Liverpool Schoolboys and going on to claim his rightful place in Liverpool's first team! Mike's football career peaked at Anfield with a match saving clearance from what he told us was the same spot that John Arne Riise had scored an own goal against Chelsea on April 22nd 2008.

It's been a privilege to have been Mike's friend and colleague – a supreme and insightful researcher and a very lovely man.

MEMORIAL SERVICE FOR SIR BERNARD AUDLEY

Following Stephan Buck's obituary of Bernard, which appeared in the Winter 2008 Newsletter, Nick Phillips now writes about his memorial service.

There was a magnificent Service of Thanksgiving in St Bride's Fleet Street for the life of Bernard Audley, held on 23rd April. It was very well supported by those who had known him through various charities, business colleagues from the early days of AGB in the 60s, and by those who had worked at the former AGB, including many who had survived the transition of the difficult Maxwell period through to the years of TNS.

The first address was given by Lord Howe, who was a non-exec Director of AGB, before joining the Conservative government. Bernard's two sons, Robert and Max, also spoke and brought out Bernard's characteristics of unflagging energy, optimism, humour and competitiveness. The St Bride's Choir tackled an extraordinary range of music, from Pie Jesu and the Chorus of the Hebrew Slaves to The Girl from Ipanema and Come Fly with Me.

Many of those that had gathered went back to the Audleys' flat on Upper Ground, on the South side of the river, with its great vista dominated by St Paul's Cathedral. And there they regaled one another with a host of stories about Bernard and recalled some of his bon mots and best punch lines. Looking around the room, one could see how people had absorbed the energy, optimism and humour; and also some of the competitive spirit, which enabled Bernard to transform the UK market research industry in the 70s and 80s as surely as the Saatchi brothers and later Martin Sorrell transformed the advertising business.