

**FOR IMMEDIATE RELEASE**

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**MARKET STREET RESEARCH COMBINES EXPERIENCE & CAPABILITIES IN THE DEVELOPMENT OF THE OUT-OF-SCHOOL-TIME MARKET RESEARCH MANUAL**

***The Wallace Foundation, A Leading National Supporter of Out-of-School Time Programs, Has Turned to Market Street Research To Develop A Guide For After School Program Coordinators.***

June 22, 2007 – Northampton, MA - **Market Street Research** (MSR) today announces the publication and release of its manual for conducting market research for out-of-school time planning. This was commissioned by the Wallace Foundation of Washington, DC; a leading national supporter of out-of-school time (OST) programs. MSR was chosen to develop this manual based on the firm's nationally recognized expertise in conducting market research to inform and enhance OST planning efforts. The manual provides direction for any community interested in conducting market research to improve their after school planning efforts. Both MSR and the Wallace Foundation believe strongly that this effort will have a profoundly positive impact on the lives of countless children across the United States.

**About OST:** During the time after school, children can be exposed to a variety of dangers and threats. They are increasingly at risk of becoming involved in violent crimes, drugs, alcohol, car accidents, and reckless behavior. To effectively fill the time gap between school and home, after-school coordinators must deliver both enriching and entertaining activities for children. Good quality out-of-school programs provide a safe opportunity for children to learn key skills and participate in extracurricular activities that greatly aid overall student achievement. The manual, "Getting Started with Market Research for Out-Of-School Time Planning: A Resource Guide for Communities", is a practical guide that enables coordinators to maximize their planning efforts by ensuring that they follow marketing research best practices in the development of effective after school programs. This manual is available through the Market Street Research Website at: <http://www.marketstreetresearch.com/ostmanual.html>.

MSR is widely recognized for its depth of experience in conducting OST-oriented market research. They have been researching the field of parents and children for many years, covering a wide variety of issues. MSR have recently conducted extensive OST-oriented research in support of organizations serving the residents of Providence, RI, Washington, D.C., and Boston, MA, among other cities across the US. Insight into the development of the manual was also provided by a diverse group of teachers, school administrators, community leaders, after-school coordinators, and OST advocates.

The team at Market Street Research enjoyed every step of this project. They found working with the Wallace Foundation to be a fulfilling experience and are immensely proud of the results. "It was very rewarding to take the 29 years here at Market Street Research and really document the kinds of processes that we follow to create high quality research that we know will positively impact the lives of kids across the nation; it was something everybody here felt really good about" said President and founder of Market Street Research, Dr. Julie Pokela. The expertise of Dr. Pokela in the field of OST market research is well acknowledged and she has been asked to speak at numerous conferences

regarding activities planning for communities. Most notably, she was invited to speak at the most recent Grantmakers for Children, Youth & Families 21<sup>st</sup> Annual Conference in Phoenix, AZ, and the 10<sup>th</sup> annual Grantmakers for Education Conference in Los Angeles.

**About the Wallace Foundation:** Ranked among the top 40 foundations in the United States, the Wallace Foundation supports a wide array of organizations and institutions that provide enriching learning opportunities for all ages. Both the capabilities and potential of organizations are significantly broadened with their assistance. Largely student focused, the Wallace Foundation's efforts help to strengthen educational leaders and improve after-school learning opportunities thus contributing to student achievement. Learn more at: <http://www.wallacefoundation.org/>

**About Market Street Research:** Since 1978, Market Street Research has been providing highly customized quantitative and qualitative marketing research services to hundreds of clients nationally in the healthcare, financial services, non-profit, consumer products, manufacturing and other industries. MSR provides the complete analysis and interpretations of data collected through focus groups, telephone and web-based surveys, and through other marketing research methodologies, to bring its clients insightful, grounded conclusions that lend themselves to immediate and effective decision making. MSR is passionate about understanding its client's needs and goals and designing research solutions geared toward delivering actionable information to drive effective businesses and organizational decisions. Learn more about marketing research by MSR at <http://www.marketstreetresearch.com>.