

## **PROCEEDINGS OF THE FORTY-FOURTH ANNUAL CONFERENCE OF THE AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH**

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The 1989 conference of the American Association for Public Opinion Research was held 18–21 May 1989 at the Don CeSar Resort in St. Petersburg, Florida.

Official registration at the conference numbered 446, including member and nonmember registration. This is somewhat below the 1988 conference in Toronto, Ontario, but that year enjoyed the attendance benefits of the joint meeting with the World Association for Public Opinion Research.

There were over 100 presenters in the meeting, including roundtables, panel discussions, and other sessions. The didactic session, "A Friendly Introduction to Survey Sampling," was presented by Professor Graham Kalton of the University of Michigan and was attended by over 50 participants.

Two evening plenaries, one on the psychology of influence and the other on political advertising in the 1988 U.S. presidential election campaign, stirred discussion throughout the conference.

The AAPOR award was presented jointly to Gladys Lang and Kurt Lang, both of the University of Washington. Warren Mitofsky of CBS News, in his capacity as outgoing president, presented the AAPOR award. Stanley Presser, chair of the student award committee, presented the student award to Diana Mutz of the University of Wisconsin.

Charles Cowan oversaw the site selection and the conference arrangements and was the recipient of a proclamation of thanks by the AAPOR Executive Council for his several years of work in this regard. Robert S. Lee assembled an interesting set of exhibits on computer software and hardware relevant to social research. Phyllis Endreny once again constructed a large and diverse book exhibit. Mary Balistreri organized a one- or two-mile Fun Run/Walk with AAPOR t-shirts for the participants with the slogan "When we want your opinion, we'll ask for it" printed on the back.

Diana Druker and Toby Goldberg of the AAPOR Secretariat handled organizational details for the conference.

Copies of the program, including abstracts, are available from AAPOR, P.O. Box 17, Princeton, NJ 08540, for \$7 each.

ROBERT M. GROVES  
*Conference Chair*