

PROCEEDINGS OF THE FORTY-SIXTH ANNUAL CONFERENCE OF THE AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH

The 1991 conference of the American Association for Public Opinion Research was held in Phoenix, Arizona, May 16–19, at the Pointe at Squaw Peak. Official registration at the conference numbered 480, including member and nonmember registration. This is a record for a non-WAPOR year.

The 3-day conference consisted of 3 plenary sessions, 1 didactic seminar, 31 regular paper sessions, 10 roundtables, and 4 scheduled meetings. The tally of all names listed in the program—including session chairpersons, discussants, roundtable panelists, paper givers and coauthors, committee members, AAPOR secretariat, and student helpers—indicates that approximately three hundred fifty different people contributed to the intellectual content and smooth conduct of the conference program.

The Thursday evening plenary focused on “Surveying American Social Trends: Changing Weather in a Cooling Climate Atop the Liberal Plateau.” The Friday evening plenary focused on “The Last 2 Percent Counted in the 1990 Census; Undercount Research; and Taking a New Look at Census Taking for the Year 2000.” A third special plenary session and a specially organized roundtable session were held in response to the defeat in Arizona of ballot measures calling for a paid state holiday honoring Dr. Martin Luther King, Jr. The plenary focused on “Racism and American Politics” and the roundtable focused on the polling, politics, and media treatment of the King Day vote. The didactic seminar was entitled “Improving Questionnaire Design with Cognitive Interviewing Techniques.”

The AAPOR Award for exceptionally distinguished achievement was presented to Joe Belden. The AAPOR Student Paper Award went to Martin Gilens of the University of California, Berkeley. In addition, Diana Druker and Toby Goldberg, of Rosenberg and Druker, were honored with special plaques for their long years of service as the AAPOR secretariat.

A great many people helped to organize the conference. I wish to thank the following individuals in particular. Joan S. Black chaired

the AAPOR Award committee and, along with Michael Traugott, was indispensable in coming up with an appropriate response to the King Day dilemma. Robert Shapiro chaired the student paper award committee. Nancy A. Mathiowetz took special steps to publicize the conference in the Southwest and to the various chapter organizations. Robert S. Lee organized the exhibit of computer technologies, which included nine exhibitors. Phyllis Endreny assembled the book exhibit and conducted a successful book sale. Audiovisual arrangements were under the direction of Dawn Von Thurn. Mary Balistreri organized the annual 2-mile fun run/walk and arranged for the conference T-shirt.

For helping with the call for papers, the preliminary program, budgeting, publicity, response to requests for information, running the conference registration desk itself, etc., Diana Druker and Toby Goldberg deserve thanks. Jacci Sweeny of UCLA publication services directed program production and Rosalind Nzinga Vaughn prepared the cover artwork, interior layouts, and typesetting. Jodi Brockington assisted with the mailings and author address list.

Finally, I wish to thank the 25 members of the AAPOR conference committee. Here I wish to single out associate conference chair Charles Cowan. In addition to handling site selection and on-site arrangements, Chuck was a part of every aspect of the conference program itself.

For a nominal charge, copies of the program booklet and a complete list of addresses for program presenters can be obtained from the new AAPOR secretariat (Paula McIntyre) at the Institute for Social Research in Ann Arbor, Michigan.

LAWRENCE BOBO
Conference Chair