

AAPOR SESSION 21:
TELEVISION AND THE PUBLIC INFORMATION ENVIRONMENT

Chair: Roy Peter Clark, Poynter Institute for Media Studies
One Italian Equals 17 Filipinos: How U.S. Media Prioritize Human Lives
 William C. Adams, George Washington University
Crowd Estimation
 Murray S. Edelman, CBS News
Television News: Imagery and Perception
 Doris A. Graber, The University of Illinois at Chicago
Television as the Public's Main News Source: A Reconsideration
 Mark R. Levy and John P. Robinson, University of Maryland

1986 Annual AAPOR Business Meeting

The annual business meeting was held from 3:30 to 5:00 PM on May 17, 1986 at the Don CeSar Hotel, St. Petersburg Beach, Florida. Retiring President Howard Schuman presided. About 60 members attended.

President Schuman thanked committee chairs for their diligent work during the year and also expressed appreciation for Janice Ballou's excellent work as recording secretary and Al Gollin's assistance. He announced the renewal of AAPOR's contract with the Secretariat and commended Diana Druker for her continuing excellent service in this role.

Council members and committee chairs then reported on their activities during the past year:

Secretary-Treasurer—Charles Cowan reported that AAPOR continues to be in sound financial condition, with current assets of about \$125,000, and revenues for 1986 of about \$100,000, surpassing expenses for the year to date. Though some additional conference expenses may occur before AAPOR's fiscal year ends in June, the expectation is that there will be a surplus for the year. Dr. Cowan also discussed the problems he had encountered in attempting to renew AAPOR's liability insurance and his current negotiations with prospective insurers.

Nominations—Past President Al Gollin reported on the results of the election. The newly elected officers are:

Vice President and President-Elect: Eleanor Singer
 Associate Secretary-Treasurer: Tom W. Smith
 Associate Chair-Standards: Seymour Sudman
 Associate Chair-Conference: Kathleen Frankovic
 Associate Chair-Membership and Chapter Relations: Elizabeth Martin
 Associate Chair-Publications and Information: James Beniger

Councillor-at-Large: Herbert Abelson

A vacancy in the office of Councillor-at-Large (one-year term) arose as a result of Eleanor Singer's election as Vice President. As required by our by-laws, the Council selected a replacement, voting in Norman Bradburn to this position.

Dr. Gollin reported that the Nominations Committee was enlarged to 14 this year, to encourage a broad base of participation and candidate nomination. A total of 119 names were prioritized by the Nominations Committee and the Executive Council to arrive at the final candidate slate. Forty-nine percent of the membership voted, slightly higher than the average of 44 percent for the preceding four elections.

Membership and Chapter Relations—Diane Schrayner noted that membership increased slightly, in both the academic and commercial sector, from last year. Total membership stood at 1151, compared to 1006 at the same point in 1985. A recruitment mailing to members of the American Statistical Association Survey Division resulted in 15 new members, whose dues about equaled the cost of the mailing. Ms. Schrayner also discussed the possibility of a survey of our membership.

After an active year, the Pacific chapter in the San Francisco area has been officially incorporated as the PAPOR chapter, but an attempt to start a chapter in Boston met with no success.

Publication and Information—Donald DeLuca reported that three issues of AAPOR News were distributed to the membership under his editorship, with assistance on layout provided by Douglas Hughes and Robert Trivette, journalism students at the University of North Carolina. Associate Chair Barry Sussman was responsible for the production of the "blue book" (officially known as "Agencies and Organizations Represented in AAPOR Membership)." An ad hoc committee has been formed to prepare a brochure on "Careers in Survey Research."

Standards—David Sills reported that the membership had approved the revised AAPOR Code of Professional Ethics and Practices, which has been incorporated into the by-laws. He credited his predecessor, Deborah Hensler, and Past President Al Gollin for their work in developing this revision. He also reported on the settling of a formal complaint brought to the committee by the mayor of Milwaukee. Noting that his committee had not devoted much time to complaints about the use of so-called mail surveys for sales or fund-raising purposes, he suggested that some strategy be developed for dealing with this recurrent practice.

Conference—Joan Black reported an unusually high conference attendance of 486 registrants, 96 of whom were WAPOR members. She thanked the many people listed in the program who had helped to make the conference a success and also Phil Meyer, who had designed and

produced the program itself. Of the 98 papers submitted, 61 were included in paper sessions and 10 in round-table sessions. The large majority of the submitted papers were from academics. The AAPOR Student Award went to Dorothy Watson from the University of Wisconsin at Madison.

There was an unusually high degree of cooperation between AAPOR and WAPOR this year. While only two sessions were officially organized as joint AAPOR-WAPOR sessions, nine sessions had speakers from both the USA and other countries.

Advisory Committee on the Public Opinion Quarterly—Leo Bogart reported on this new standing committee, formed after AAPOR took over ownership. The other current committee members are Bud Roper, Bernard Roshco, and Norman Bradburn. Howard Schuman will succeed Eleanor Singer as editor, and several additions and changes are planned. A new section reviewing significant polls will be added, under the editorship of Seymour Sudman and Stanley Presser; Jean Converse will become editor of the book review section; and changes will be made in the journal's typography. Preparations for a special 50th anniversary edition of POQ in 1987 have begun, and AAPOR members are asked to send in their suggestions for this project.

AAPOR History Committee—Donna Charon reported that while not all chapters for the AAPOR history have as yet been completed, the committee definitely plans to finish its work by next year.

There was some discussion of a proposal made by Mort David that AAPOR directly fund research projects, but the general feeling was that this was an inappropriate activity for the organization to undertake.

Respectfully Submitted,
BARBARA LEE
Secretary-Treasurer