

## LETTER FROM THE PRESIDENT

Greetings SAPOR members and friends! It's officially summertime and I hope this newsletter finds you somewhere on the beach, relaxing, and away from any thoughts of Big Data, Non-Probability Sampling, and the TCPA! After the amazing AAPOR conference in NOLA we all deserve some much-needed rest and relaxation. Special shout out to the entire AAPOR conference committee for a job well done!!



I am really thrilled to share more about our 36th annual SAPOR conference. We have a lot in store for this year's conference attendees. The conference will be held at the City Club Raleigh in downtown Raleigh, NC, October 5-6, 2017. We invite researchers to submit papers ASAP as our deadline of August 4th is quickly approaching.

We are also privileged to have **Dr. Timothy Johnson** as our keynote speaker for this year's conference. Dr. Johnson is the current AAPOR President and Professor of Public Administration at the University of Illinois at Chicago.

We – the members of the Southern Association for Public Opinion Research (SAPOR) – pledge to maintain the highest standards of scientific research, including pledging to act in accordance with the principles of diversity and inclusion. SAPOR recognizes the need for all people to participate in and to benefit from scientific involvement and reaffirms the principles of diversity and inclusion that the American Association for Public Opinion Research supports. This year SAPOR will host a panel session on the topic of **diversity and inclusion** within the research community. Our invited panel guests will discuss barriers and solutions to representation and inclusion of minority populations within a variety of domains, including staffing, academics, leadership and development, and respondent groups. We are excited about our panel members and the topics they will discuss:

**Diane Rucinski, Ph.D. Office of Minority Health, U.S. Department of Health and Human Services**

Diversity and Inclusion within Health Research

**Anna Sandoval Giron Ph.D., US Census Bureau**

Language, Translation, and Cultural Considerations for Survey Respondents

**Bucky Fairfax, RTI International**

Ensuring Institutional Diversity and Inclusion

**Professor Robert Wortham, North Carolina Central University**

Minorities and Education – Keeping Social Sciences Relevant for the Next Generation of Researchers at an HBCU

You definitely do not want to miss our conference this year. This conference will be EPIC... Similar to our SAPOR Party at AAPOR this year!!

For more information about SAPOR or our upcoming conference, please contact me directly at [tterry@rti.org](mailto:tterry@rti.org) or our conference chair Stacey Bell at [staceybell@rti.org](mailto:staceybell@rti.org).

Tamara Terry

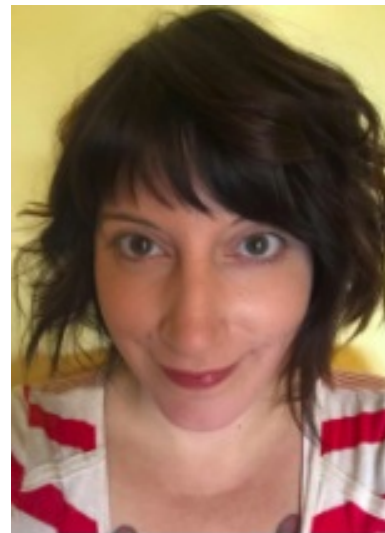


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### **SAPOR 2017 Annual Conference Call for Papers & Student Paper Competition**

Stacey Bell, SAPOR Conference Chair

The SAPOR Executive Committee has been hard at work planning the upcoming 2017 annual conference. The conference, held each year in October, is an excellent opportunity for SAPOR members to engage and learn from fellow researchers from across the region, which stretches from Virginia to Texas. We are currently



accepting submissions for the upcoming conference, and would like to share the details with our members in the hopes that many of you will take this opportunity to showcase the interesting work we know you are doing!

The theme for this year's conference is **Establishing Validity and Avoiding Misinformation in Survey Research**. An increasing trend in recent years has been that survey results and factual findings are under heightened levels of scrutiny and doubt. Social media and internet news sites make sharing information with a large audience as easy as a few "clicks" of a mouse. The downside to this is that inaccurate, heavily biased, or skewed information can be quickly dispersed, and more individuals are faced with the challenge of fact-checking and trying to tease out what is valid versus what is not. We are interested to hear what researchers are doing to overcome this obstacle, both by way of ensuring the data they collect and disseminate are statistically sound, and in bolstering confidence in scientific research among study participants and research audiences.

We would also like to announce that SAPOR will again offer its competitive \$250

award for the best student-authored research paper from anywhere in the United States. The James W. Prothro competition is held by the Odum Institute for Research in Social Science at the University of North Carolina-Chapel Hill in conjunction with the conference. The awarded author will be provided the opportunity to present their findings at the 2017 SAPOR conference and at the 2018 National AAPOR Conference, held in Denver, CO.

Students whose presentations are accepted will receive a waiver to attend the 2-day conference for free, and will receive a complimentary 1-year membership to SAPOR. We are also considering additional sponsorships and perks for our attending students, so please stay tuned.

We encourage students and research professionals alike to submit presentations on public opinion, survey research results, or experimental methodologies regardless of topic. The annual SAPOR conference is a wonderful opportunity to present research findings in a supportive and friendly environment, and in a more personal setting than large, national conferences. Those who attend will find our event an optimal setting for networking and expanding industry knowledge.

SAPOR is accepting abstracts of up to 250 words through **August 4, 2017**. Those interested in presenting at SAPOR can submit electronically via our website at: <http://www.sapor.us/call-for-papers-page/>.

Please feel free to contact Stacey Bell ([staceybell@rti.org](mailto:staceybell@rti.org)), the 2017 Conference Chair, with any questions you may have about the conference or the submission process. We look forward to hearing about your work, exchanging ideas, and learning and growing together at the annual conference this year!

**Submit your abstract now!**

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**SAPOR 2017 Conference  
Sponsorship Opportunities**

Stacey Bell, SAPOR Conference Chair

If you or your organization is interested in supporting the annual SAPOR conference, we would be happy to discuss sponsorship opportunities with you. There

are many benefits to sponsoring SAPOR, including corporate advertising, free conference registrations, recognition on event signage and on the SAPOR website, and access to our pre-conference mailing list.

We couldn't host our annual conference or regional events without the financial contributions from our sponsors. Our 2017 Marketing Prospectus is available for download at our [website](#), and describes the various tiers of sponsorship along with the corresponding perks for each level. Sponsoring SAPOR will allow you to connect your organization to some of the best minds in the research arena!



The annual SAPOR conference has reached record attendance numbers each year for several years now. The last two years attracted **90+ conference attendees** which included roughly 60% non-members in attendance. The advertising and networking opportunities can help your organization reach a large audience of research professionals.

Feel free to reach out to Stacey Bell ([staceybell@rti.org](mailto:staceybell@rti.org)), Tamara Terry ([tterry@rti.org](mailto:tterry@rti.org)), or Angel Uglow ([Angel.Uglow@ReconMR.com](mailto:Angel.Uglow@ReconMR.com)) if you have any questions or to learn more about our sponsorship opportunities.

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## SAPOR at AAPOR 2017 Recap

Hello SAPOR members and friends!

It's no surprise that the AAPOR annual conference in New Orleans was full of interesting research presentations, great food, and I don't think I'm alone when I say A GOOD TIME for all in attendance! Networking opportunities were abundant and well attended including our very own SAPOR social event at the House of Blues. We had close to 200 RSVP for the party and over 300 actually attend. Thanks to our generous sponsors (RTI, ReconMR, SAPOR, MAPOR, Headway, SSI and Voxco) a free drink was provided for the first 100 attendees, there was a nice array of tray passed and stationary appetizers, a FUN photobooth with props (the Boogie Booth!) and a hot DJ that switched over to Karaoke halfway through the night. We were overwhelmed by the positive response and incredible talent displayed on the stage once





the Karaoke started. Of course our fearless leader, President of SAPOR, Tamara Terry (who's idea it was to have Karaoke) kicked it off for us with the first song of the night. Tamara you are a superstar and not only looked great on stage but you rocked it! One singer in particular wowed the crowd with her amazing voice, Miss Pamela Wells of DIR in Houston, TX you gave us all chills with that beautiful voice of yours! SAPOR's got talent, whoop whoop.



There were so many presentations I wanted to see and wasn't able to make it to! AAPOR has thankfully made as many presentations as possible available on their website via member login. I started to make a list of our members that were in attendance and/or presented at the AAPOR conference but quickly realized that the list would be way too long to outline in our newsletter so I'll just give a shout out to a few that caught my eye. SAPOR's 2016 student paper competition winner, Victoria Dounoucos from Duke University presented her paper on Expectancy Violation and Costly Signaling: An Interactive Framework for Political Persuasion. She wasn't the only one presenting a paper from our 2016 SAPOR conference either. Kyle Endres, D. Sunshine Hillygus and Steven Snell also from Duke University presented their paper – Big Data, Big Problems: Overcoming Barriers to Consent for Data Linking. Past SAPOR Secretary and 2016 conference presenter Valrie Horton from Abt Associates with her colleagues and clients presented on their research as well.

SAPOR board members in attendance were Tamara Terry, RTI – SAPOR President, Angelique Uglow, ReconMR – SAPOR Vice President, Kurt Johnson, RTI – SAPOR Associate



Treasurer/Secretary, and Stacey Bell, RTI – SAPOR Conference Chair. The all-chapter reception, chef tasting, and raffle was a great way to inform more AAPOR members about SAPOR and to spread the word about our 2017 Conference Call for Papers. We raffled off 4 items this year, a \$50 Amazon giftcard, a Café Du Monde gift basket, a House of Blues themed gift basket, and a New Orleans themed gift basket.

Tamara and I also attended the all-chapter lunch meeting with national board members to speak on behalf of our chapter. Challenges and successes were discussed by representatives from all of AAPOR's chapters and there was a strong sense of support from National as well as for each other with a desire for more collaboration in the future.  
Angelique Uglow, PRC  
2017 SAPOR Vice President

## Come join the fun in 2018-2019!

We want your talent and perspective on the SAPOR Executive Committee. There are several openings to be filled for the upcoming 2018 and 2019 years. Please send nominations for the Executive Committee to 2017 SAPOR President, Tamara Terry ([tterry@rti.org](mailto:tterry@rti.org)) by September 1, 2017.

### SAPOR EXECUTIVE COMMITTEE OPENINGS 2018-2019

- **2018 Vice-President/2019 President.** Over three years, the elected officer serves one year as Vice-President, then serves one year as President, and one year as Past President. As President, the elected officer is responsible for fulfilling the

purpose of SAPOR, serving as Chairperson of the Executive Committee and primary liaison with AAPOR National, and serving as the official representative of SAPOR in its relations with other organizations and the public. The President is responsible for leading Executive Committee meetings, making final decisions regarding SAPOR expenses, and providing final approval for all SAPOR directives.

- **2018 Vice-Conference Chair/2019 Conference Chair.** Over three years, the elected officer serves one year as Conference Vice-Chair, then serves one year as Conference Chair, and one year as Past Conference Chair. The Conference Chair will be responsible for arranging the annual conference in form and content, as well as any additional SAPOR events, as determined by the Executive Committee. He/she shall seek approval of the Executive Committee on conference plans.
- **2018 Associate Secretary-Treasurer/2019 Secretary-Treasurer.** Over two years, the elected officer serves one year as Associate Secretary-Treasurer and one year as Secretary-Treasurer. These elected officers will be responsible for keeping the minutes of all Executive Committee proceedings, submitting an annual report of SAPOR activities, keeping records of SAPOR expenses and credits, providing a monthly treasury report for Executive Committee



**SAPOR**  
Southern Association for Public Opinion Research  
*Thank You Photo Booth Sponsor:* **AAPOR**

*Photobooth fun led by  
President Tamara Terry  
Vice President Angel Uglow  
Conference Chair Stacey Bell*

meetings, and submitting the annual financial report to AAPOR in compliance with the recognition agreement. The Secretary-Treasurer will also be responsible for maintaining the membership list and communicating with the SAPOR members, and will serve as Chief Editor of the biannual newsletter. During the SAPOR conference the Secretary-Treasurer will oversee the registrations process, generate and send receipts for registration, and track conference expenses and revenues.

SAPOR is also seeking volunteers in the following areas:

- **Graphic Design.** SAPOR is seeking assistance from individuals who have the skills and software to design printed materials (theme-related program book cover, signage, and nametags) for the annual conference.
- **Website Administration.** Website administrators are responsible for updating content on the SAPOR website throughout the year and ensuring that the website is portraying the correct message. They will be responsible for managing and reviewing website updates and suggesting new tools for use on the website by SAPOR users.
- **Event Operations.** Volunteers are needed to assist with event promotion and operations for the annual conference.

Participation from volunteers is



crucial to the continued success of SAPOR! If you are interested on serving on the SAPOR Volunteer committee please contact 2017 Conference Chair, Stacey Bell ([staceybell@rti.org](mailto:staceybell@rti.org)).

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