

SAPOR NEWSLETTER

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PAGE 1 OF 6

Southern Association for Public Opinion Research

IN THIS EDITION

LETTER FROM THE PRESIDENT

UPDATE FROM THE SAPOR CONFERENCE CHAIR

CALL FOR PAPERS

SAPOR ELECTIONS

2ND ANNUAL MID-YEAR EVENT REPORT

SAPOR AT AAPOR

SAPOR MEMBERS - WE WANT TO HEAR FROM YOU!

CONTACT US:

<http://southernassociationforpublicopinionresearch.org>

LETTER FROM THE PRESIDENT

KRISTINE FAHRNEY, PRESIDENT



Hello again, SAPOR Members!

2010 has already been a very busy year for many of our members, and I hope that you are all doing well and have had an excellent year thus far. The SAPOR Executive Council and volunteers have been working hard, both in past months for our Annual Mid-Year Event, as well as more recently in the planning and development of our Annual Conference. We are hoping that this newsletter will bring everyone up to speed on what we've been doing, and will generate excitement for the upcoming conference in October.

The 2nd Annual Mid-Year Event was held this past March in Atlanta, GA, and it was a great success! Building on our 2010 theme, *A Decade in Review*, the event featured a keynote speech delivered by Dr. Mario Callegero, and a short course taught by Dr. Mansour Fahimi. We are thrilled to have had such a wonderful group of participants in attendance, and we appreciate all the hard work from our volunteers and Council members as well.

The annual AAPOR conference was held last month in Chicago, IL, and SAPOR was well represented by many of our members. The AAPOR conference is a great place for SAPOR members to meet and mingle with one another, as well as to network with attendees from other chapters. We were happy to see so many familiar faces and also to meet some potential new SAPOR members at the conference.

Now that summer is here, we are switching gears and preparing for our 29th Annual Conference to be held in Raleigh, NC, this October. We are eagerly anticipating the informative presentations that will surround our theme, *A Decade in Review*, in which we will examine some of the key methodological developments that have transformed the public opinion and survey research industry over the past ten years. The call for presentations has been announced and is included in this newsletter. Please send in your abstracts by June 30th!

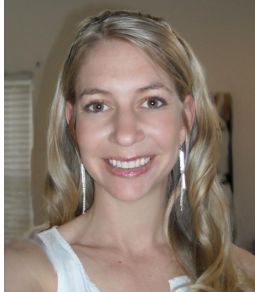
We on the SAPOR Executive Council hope that you all have a wonderful summer, and can't wait to see so many of you again at the conference this fall!

Best Wishes,

Kristine Fahrney
2009-2010 SAPOR President

UPDATE FROM THE SAPOR CONFERENCE CHAIR

EMILY GEISEN, CONFERENCE CHAIR



The theme of this year's conference is *A Decade in Review*. We will be focusing our attention on the innovative direction that survey research has taken over the past 10 years: surveying on cell phones, smart phones, and other mobile devices; computer audio recorded interviewing; usability testing; nonresponse bias; responsive design; and many other topics that have become increasingly important during the past decade. Proposals on any topic related to public opinion research, survey research, or methodology will be considered.

We are pleased to announce that the keynote speaker for the Thursday night dinner will be Howard Hogan from the U.S. Census Bureau. The short course offering for 2010 is entitled "Practical Tools for Nonresponse Bias Analysis," and will be taught by Kristen Olson and Jill Montaquila.

Last year, in order to accommodate a greater number of presentations, we eliminated time for questions and discussants. However, we realize that questions and discussants (for at least some of the sessions) are an important part of the conference experience. As a result, we have made some changes for the 2010 conference. This year we are planning for sessions to last 90 minutes, and include four 15-minute presentations, a discussant (when applicable), and time for questions. To allow time for the extended conference sessions, we are moving the short course to Wednesday afternoon, and starting the conference on Thursday morning. The conference will end Friday around noon as usual.

We hope that this new schedule will offer a more dynamic conference experience for the presenters as well as for the conference attendees. The preliminary conference schedule is available on the SAPOR website. We would love to hear your feedback about the changes to the conference program.

The 2010 SAPOR call for papers is included in this newsletter. Abstract submissions are due by June 30.

Sponsorship opportunity: Give your business a chance to be showcased at the premier professional organization for survey researchers in the South! If you are interested in viewing our sponsorship opportunities, please contact the 2010 SAPOR Conference Chair, Emily Geisen, for a copy of our Marketing Prospectus (egeisen@rti.org or 919-541-6566).



Call for Presentations

29th Annual Conference • October 7-8, 2010 • Raleigh, North Carolina

The Southern Association for Public Opinion Research (SAPOR) will hold its 29th annual conference October 7-8, 2010 at the Holiday Inn Brownstone in Raleigh, North Carolina. On the Wednesday afternoon prior to the conference, October 6, we will be offering the following short course “**Practical Tools for Nonresponse Bias Analysis**” taught by Kristen Olson and Jill Montaquila.

This year’s conference theme is, “**A Decade in Review**” and we are excited to announce that our keynote speaker for this year’s conference will be **Howard Hogan** of the Census Bureau.

We encourage presentations of public opinion or survey data that illustrate important societal trends over the last decade as well as presentations that evaluate the efficacy of methodological innovations that have shaped our research over the past decade. Proposals on any topic related to public opinion research, survey research, or methodology will be considered.

We encourage participation from all sectors engaged in gathering data including academia, government, private sector, and non-profit. Graduate student participation is highly encouraged and is rewarded with the James W. Prothro Student Paper Competition, which recognizes outstanding student-authored research.

Proposal Submission Process

Proposals for the conference should be submitted electronically through the SAPOR website (<http://southernassociationforpublicopinionresearch.org>). Abstracts for papers and posters should be no more than 300 words and should be submitted by June 30, 2010 for full consideration. Proposal submissions should have the name, mailing address, telephone number, and email address of the principal author.

Conference Participation

If you are willing to serve as a discussant for one of the sessions, please contact the Conference Committee Chair. In addition, we are seeking topics of interest (as well as interested parties) for roundtable discussions. These roundtable discussions provide an intimate setting in which to discuss current issues in public opinion research. All ideas and suggestions are welcome!

CALL FOR SAPOR OFFICERS AND VOLUNTEERS

Do you know of someone who would be a valuable addition to the SAPOR 2010-2011 Executive Council or one of the SAPOR volunteer committees? If so, nominate them!!! Or, if you think you would like to become more involved and contribute, nominate yourself!

The elections for the 2010-2011 officers will be held this fall. SAPOR is currently seeking nominations for the following offices:

- **Vice-President (President-Elect).** The Vice-President serves a one year term, then serves one year as President, and one year as Past President. This elected officer will sit on the SAPOR Executive Council in each of these roles. As President, the elected officer is responsible for fulfilling the purpose of SAPOR, serving as Chairperson of the Executive Council, and serving as the official representative of SAPOR in its relations with other organizations and the public.
- **Conference Vice-Chair.** The Conference Vice-Chair serves a one year term, then serves one year as Conference Chair. The officer elected to this role will sit on the SAPOR Executive Council in each of these positions. The Conference Chair will be responsible for arranging the annual conference in form and content. He/she shall seek approval of the Executive Council on conference plans.
- **Secretary.** The Secretary serves a two year term and sits on the SAPOR Executive Council. This elected officer will keep the minutes of all the proceedings and meetings of the Executive Council, will be responsible for submitting to the Executive Council an annual report of SAPOR activities, and will submit the Treasurer's annual financial report to AAPOR in compliance with the recognition agreement. The Secretary will also be responsible for communicating with the Membership, and will serve as Chief Editor of the biannual newsletter.

SAPOR is also seeking volunteers for the following committees:

- **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 and mid-year event.
- **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 both the annual conference and mid-year event.

Please send nominations to Kristine Fahrney (fahrney@rti.org), by September 1, 2010.

2ND ANNUAL MID-YEAR EVENT REPORT

KRISTIN FULLER, CONFERENCE VICE-CHAIR



The 2nd Annual Mid-Year Event was held on Thursday, March 25, 2010, at the Sheraton Atlanta Hotel in downtown Atlanta, GA. We would like to start by thanking the executive council members and SAPOR volunteers who worked to plan and coordinate such a successful event.

The Mid-Year Event began with an engaging short course by Dr. Mansour Fahimi, Vice President of Statistical Research Services, Marketing Systems Group. His short course, “Address-Based Sampling: Merits, Design and Implementation, and Review of Case Studies,” provided a wealth of information on the topic and prompted active discussion among the participants. Dr. Fahimi has been a dedicated member of SAPOR for years and we were honored by his contribution to this event.

The social hour provided a great opportunity for networking and sharing of ideas between members of academic, government, and marketing research sectors. We were pleased to have such a mix of participants again this year, including several graduate students. This was also a time when those new to the organization could gain insight into our mission and practices at SAPOR.

Another one of our distinguished SAPOR colleagues, Dr. Mario Callegaro, a Survey Research Scientist from Google, Inc., attended the Mid-Year Event as our keynote speaker. His presentation, “The Decade's Most Important Methodological Advances in Survey Research,” was comprehensive and enlightening, as well as entertaining.

We are very pleased with the success of the Mid-Year Event, and we especially want to thank our sponsors for their support. RTI, International and Marketing Systems Group, both platinum level sponsors for the event, enabled us to offer a quality, professional meeting with minimal cost to the attendees. We look forward to continuing the momentum with a dynamic conference in the fall, and hope to see all of you October 6-8, 2010, in Raleigh, NC, for the 29th Annual SAPOR Conference!

SAPOR AT AAPOR

LAUREN COHEN, VICE PRESIDENT



There were a number of SAPOR members at this year's AAPOR conference in Chicago, and we enjoyed seeing everyone! Executive Council members worked the SAPOR booth at the all-chapter reception and we were excited to meet a number of potential new members. We hope that all current and new members will be able to join us in Raleigh for the 2010 Annual Conference, and thanks for stopping by the SAPOR booth!

The SAPOR Past President, President and Vice-President attended the all-chapter meeting to share ideas and experiences with other local chapters. During the all-chapter meeting, the AAPOR Membership Committee announced that they have been working on implementing new tools to help local chapters grow and increase membership.

The experience of gleaning innovative ideas from other local chapters as well as learning about the new tools available to us left the SAPOR Executive Council feeling energized and inspired! We are looking forward to putting this knowledge to use in the coming year, and watching as SAPOR continues to grow bigger and better!

SAPOR MEMBERS - WE WANT TO HEAR FROM YOU!!!
STEPHANIE STOLZENBERG, SAPOR SECRETARY



We certainly hope that you found this newsletter both interesting and informative. If you have any suggestions for future publications, please feel free to pass them along. We are always interested in receiving feedback from our members!

If you're new to SAPOR, we invite you to learn more about our organization by checking out our website, attending one of our events, or contacting one of our Executive Council members. We are always glad to answer any questions you may have. If you are interested in becoming more active in SAPOR, there are plenty of opportunities to get involved and we would be glad to have you on board!

Lastly, we want to know what you, the SAPOR member, is up to. Whether it is teaching a class, writing a book, or serving on a committee, we are interested in the professional activities our members are involved in and want to share this information with the rest of SAPOR. If you have something to share with your fellow SAPOR members, please e-mail Stephanie Stolzenberg at sjstolz@rti.org. Maybe you will be included in our next SAPOR Newsletter!

CONTACT SAPOR

WWW.SOUTHERNASSOCIATIONFORPUBLICOPINIONRESEARCH.COM

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Kristin Fuller (Conference Vice-Chair). RTI International. 919-541-8801. kristinf@rti.org.

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Mark West (JSAPOR Editor). UNC Asheville. west@unca.edu.

Robert Agans (Prothro Student Paper Competition Chair). UNC-Chapel Hill. 919-843-5923. agans@unc.edu.

<http://southernassociationforpublicopinionresearch.org>