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UPCOMING ANNUAL CONFERENCE:  
 SEPTEMBER 17-19, 2003  
 PRAGUE, CZECH REPUBLIC

## Letter from the President

Dear fellow WAPOR members:

This is my first letter to you as the new WAPOR President. I wish I were writing at a more peaceful time, but instead this letter comes at a time when public opinion throughout the world is divided on the conflict in Iraq.

While our profession may not be able to eliminate conflict and disagreement, it is able to highlight global opinion differences through the use of scientific methods, and it can let leaders and the public know what people are thinking and – perhaps more importantly – why they are thinking it. Already, in the first week of military action, many national and international surveys have been conducted, and we are better able to understand the causes of differences among nations. By understanding those differences and their causes, we may be better able to bring peoples together.

This will be an important and challenging time for public opinion research and for WAPOR. I am excited to follow Brian Gosschalk as WAPOR President. Brian did an amazing job in increasing WAPOR membership and leading WAPOR to a more secure financial footing. In his final presidential letter – in the last quarter’s WAPOR newsletter — Brian modestly listed his principle success as building the WAPOR infrastructure. But it is clear he accomplished much more, and met all five of the goals he set at the beginning of his term two years ago.

Brian met his first goal, to increase membership. His second goal was to build links with other organizations, and we have done that. AAPOR President Mark Schulman joined us for part of our February Council meeting, where we discussed increasing our cooperation on standards issues and finding more convenient conference sites for future joint WAPOR/AAPOR meetings. Frits Spangenberg has been appointed WAPOR’s official liaison with ESOMAR, and since then WAPOR has collaborated with ESOMAR in a joint seminar on opinion polls in Mexico, and we jointly and publicly expressed our support for jailed Iranian pollsters.



WAPOR President  
Kathleen Frankovic

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## Support for releasing Iranian Pollsters

Two Iranian survey researchers have been arrested and convicted for publishing the results of opinion polls. Detailed information about their conviction is in annexes found on the WAPOR website ( [www.unl.edu/WAPOR](http://www.unl.edu/WAPOR)). We are writing for your support in releasing these researchers.

ESOMAR, EFAMRO and WAPOR support any initiative which ensures that public opinion polls and market and social research projects are conducted to the highest professional standards. This is in the interest of buyers and suppliers of research and in protecting public welfare. The right to conduct and publish polls freely is part of the modern democratic process which allows citizens to voice their opinions. This right is upheld by Article 19 of the Universal Declaration of Human Rights:

“Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.”

This right is also upheld by Article 10 of the European Convention for the Protection of Human Rights and Fundamental Freedoms which states:

“Everyone has the right to freedom of expression. This right shall include freedom to hold opinions and to receive and impart information and ideas without interference by public authority and regardless of frontiers.”

Opinion polling institutes follow as a rule the existing ESOMAR International Code. This Code has been adopted by all ESOMAR and WAPOR members, by the International Chamber of Commerce and by over 101 market and opinion research associations world-wide. The Code takes into account the EU Directive on Data Protection and is complemented by good research practice guidelines including the ESOMAR Code on Publishing the Results of Public Opinion Polls which is supported by the World Association of Public Opinion Research. WAPOR and ESOMAR are happy to provide background information on the Iranian case as well relevant information about self regulation of the research profession to policy makers and justice authorities. ESOMAR's mission is to promote the use of Opinion and Market Research so as to improve decision making in business and society world-wide. Founded in 1948, ESOMAR unites 4000 members in 101 countries, both users and providers of opinion and marketing research. EFAMRO is the European Federation of Associations of Marketing Research Organisations. Founded in 1947, the World Association for Public Opinion Research – WAPOR aims to further the use of scientific survey research in national and international affairs. WAPOR is ~~officially recognised as a member of the International Social Science Council (ISSC) and is thus supported by~~ (This letter has been sent to the following organizations: European Commission, European Council, European Parliament (leaders of the political parties), United Nations, UNESCO, WTO, Amnesty International)

Annexes (on WAPOR website)

Annex 1: Iranian Pollsters jailed after survey

Annex 2: One more year for propaganda

Annex 3: Human Rights – Pollsters trial

Relevant Websites:

ESOMAR: <http://www.esomar.nl>

EFAMRO: <http://www.efamro.org>

WAPOR: <http://www.unl.edu/WAPOR/>

ESOMAR Code and Guidelines on Opinion polling: [http://www.esomar.nl/codes\\_and\\_guidelines.html](http://www.esomar.nl/codes_and_guidelines.html)

The Gallup Poll: <http://www.gallup.com/poll/summits/Islam.asp>

## WAPOR Regional Conference Cape Town, South Africa 7-10 May 2003

Pack your bags ... WAPOR's going to sunny South Africa. The regional conference for WAPOR will be held in Cape Town, South Africa from 7 - 10 May 2003. The Conference will be held at the Breakwater Lodge Hotel, right by the world famous V&A Waterfront.

The conference venue, where we all will be staying as well, has a great history to fit right in with the history of its surroundings. The Breakwater Lodge was known as the Breakwater Prison in the 19<sup>th</sup> century. The Breakwater Prison was the first prison to effect racial segregation due to the increase of "white" IDB (Illegal Diamond Buying) offenders. The prison housed most of these offenders. In 1902 another building was built to house white male convicts and thus to effect a structural separation from black convicts. The design of the prison was based on that of Millbank and Pentonville prison in England. In 1926 it became a hostel for black dock workers until 1991 when it was modernised in the Breakwater Lodge Hotel.

The V&A Waterfront was part of the Cape Town dockyard and was restored and turned into beautiful venues for shops, art galleries, museums and some of the world's best restaurants in the early 1990's.

Cape Town is a lovely city, which boasts numerous tourist attractions, and we would like to recommend that all delegates stay at least two days extra. Short trips can include our world-famous wine farms, Table Mountain, Greenmarket Square, District Six, Robben Island and lots more. We will soon have details available of possible day tours as well as longer stay packages. We can also tailor make tours to suit your personal needs.

Possible papers on the following topics will follow the theme of this conference:

- Public opinion research
- Freedom
- Development and democracy

For more information contact:

Mari Harris  
Director, Markinor (Pty) Ltd  
Phone: +27 11 686 8400  
Fax: +27 11 789 3764  
E-mail: [marih@markinor.co.za](mailto:marih@markinor.co.za)



Hout Bay, Cape Town

### General Conference Information

Conference sessions:

7 May 2003

- 9:00 - 13:00 Registration at the Breakwater Lodge
- 13:00 - 17:00 Leisure trip to Robben Island
- 19:00 Traditional South African Braai and Opening of Conference

8 May 2003

- 9:00 - 17:00 Conference sessions (lunch included in cost)
- Free evening to explore the Victoria and Alfred Water front

9 May 2003

- 9:00 - 17:00 Conference sessions (lunch included in cost)
- 19:00 Gala dinner

#### Venue:

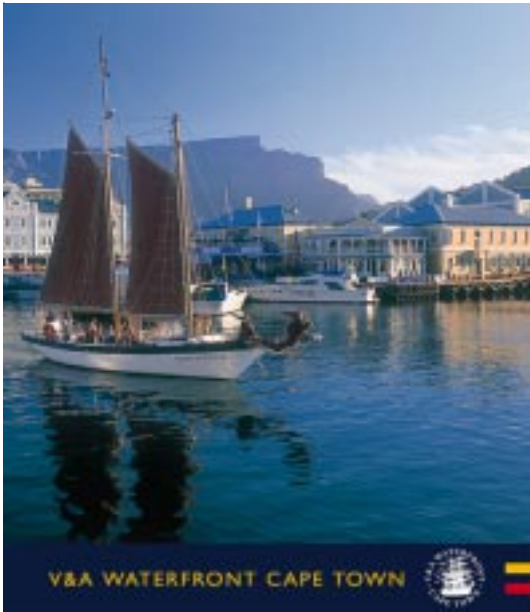
The Breakwater Lodge is situated in the heart of the V&A Waterfront in Cape Town. It is within walking distance of Cape Town's favourite shopping area and hosts some of Cape Town's best restaurants. Mildie will be on hand throughout the conference should anyone need assistance or want to leave the Waterfront area for other destinations.

#### Tours/trips:

A number of interesting and historic sites are within short driving distance of the hotel. These trips can be booked with Mildie. Longer trips can also be arranged should you like to see more of our beautiful country before or after the conference.

For additional Cape Town information and pictures see [www.unl.edu/wapor/conferences.html](http://www.unl.edu/wapor/conferences.html)

**WAPOR Regional Conference**  
**Cape Town, South Africa**  
**7-10 May 2003**



**Registration Form**

Please fill in this form and fax or e-mail it to:

Mildie Meyer-Els  
 mildie@markinor.co.za  
 Phone: +27 11 686 8400  
 Fax: +27 11 789 3764

**Delegate information:**

Title: \_\_\_\_\_  
 Surname: \_\_\_\_\_  
 Initials: \_\_\_\_\_  
 First name: \_\_\_\_\_  
 Designation: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Postal address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Telephone number: \_\_\_\_\_ Fax number: \_\_\_\_\_  
 E-mail address: \_\_\_\_\_  
 Number of people in party: \_\_\_\_\_

Registration fees:  
 Once completed forms are received for registration, more detail regarding electronic payment will be sent to you.  
 Fee per delegate if paid AFTER 15 FEBRUARY 2003 US\$400

The fee per delegate does not include accommodation and transport. See accommodation booking form below for more information regarding options and fees.

**Accommodation Reservation Form**

Although this form must be filled in separately, the money for both the conference and accommodation can be transferred simultaneously to the account number provided on confirmation of registration. All monies should be paid prior to the conference. Prices include bed and breakfast.

Type of accommodation requested:  
 Choose the room and size bed of your choice.  
 (Please specify whether you require two single beds or one double bed in the room)

Bed (single/double)	One night	Two nights	Three nights
Type of room			
Single Share shower	\$45	\$90	\$135
Single en-suite	\$70	\$140	\$210
Business suites	\$90	\$180	\$270

Do you need transport to and from the hotel at \$10 per single trip?      Yes  
 (Please mark the appropriate option)    No



You don't want to miss this seminar...but time is running out!  
Fill out the registration form on the next page and fax it today!.

WAPOR Thematic Seminar  
"Public Opinion, Polls and Policies"  
Zurich, Switzerland  
June 26-28, 2003

What started in the Summer of 2001 will be continued in the year 2003: The World Association for Public Opinion Research (WAPOR) will hold a thematic seminar. This time we will look at the role and impact of public opinion polls in the political process. In the tradition of the WAPOR Summer Seminar dates have been set for June 27 to 28, 2003 with a Get-Together-Cocktail on Thursday, June 26, 2003.

Since the introduction of public opinion polls, polling and politics have become very popular and controversial topics for many scholars. While we can look at a considerable stock of research regarding the use of polls in election campaigns and media reporting of specific countries, we still have some profound lacking in comparative research, non-electoral studies and theoretical settings. The WAPOR Seminar would like to fill this gap:

- First, we lack comparative studies addressing the use of polls in different electoral contexts, including discussions and abuse of publications standards and regulations of private and public pre-election polling. Furthermore, we only have scant knowledge about the different functions of private polls in the electoral context (fundraising, image tracking, identification of undecided voters, etc.).
- Secondly, most empirical studies have focused on elections whereas our knowledge about the use of polling in the policy-making process and the impact on decisions of authorities or congressmen for the routines of daily politics is scarce.
- Thirdly, we lack theory driven research that can be used to gauge how citizens react in terms of acceptance or concern to published poll results. We will hear presentations on papers that try to come to grips with the processes presumed to be at work when we talk about poll impact – again within as well as outside the electoral context.

Schedule:

The Seminar will start with an arrival and get-together cocktail on Thursday. Friday will be a full seminar day. On Friday evening, there will be a joint WAPOR / SMS (Schweizerischer Verband für Marketing- und Sozialforschung) plenary session. Here, we will focus on the debate of the regulation of pre-election polls and have a discussion about media poll reporting. The aim is to have an outside look at the recent and ardent discussions within SMS about regulation and standards. On Saturday morning workshops will continue. We will finish at 11:00 am with a plenary session and round table discussion.

Location:

The Workshop will take place in the Hotel Zürichberg. A wonderful place situated high above the everyday bustle of Zurich, surrounded by woodland and meadows, but still very close to the city. The stunning views of city, lake and mountains are enough to put us in the mood and tradition of WAPOR seminars.

Hotel Zürichberg [www.zuerichberg.ch](http://www.zuerichberg.ch)

Package for Registration:

Two packages for registration will be possible.

1. Full package: will comprise two nights (double bedroom, but single occupation) incl. breakfast (Thursday, Friday), one three-course dinner Friday and two three-course lunches (Friday and Saturday), including beverages and coffee breaks. It will be about 558.00 Swiss Francs or 380.00 Euro (Approx. 369.00 US Dollar). Attention: Rooms available in the Hotel are scarce (30)!  
Further rooms in close hotels are provided by the Hotel.
2. Seminar package: without bed and breakfast (for Swiss scholars or individual hotel booking); one three-course dinner Friday and two three-course lunches (Friday and Saturday), including beverages and coffee breaks. It will be about 333.00 Swiss Francs or 227.00 Euro (Approx. 220.00 US Dollar).

\*Non-WAPOR members pay a extra-charge of 100.00 €. This includes WAPOR membership for one year (2003).

# Public Opinion, Polls and Policies

AWAPOR Thematic Seminar

June 26 – 28, 2003

Hotel Zürichberg, Zürich, Switzerland

## Registration

Please return to:

WAPOR Secretariat  
UNL Gallup Research Center  
200 N Eleventh Street  
Lincoln, NE 68588-0241  
USA  
Fax: 001 (402) 458-2038



Hotel Zürichberg

Name: \_\_\_\_\_

Organization/Institute: \_\_\_\_\_

Address: \_\_\_\_\_

Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

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	Price per person	Number of persons	Total
- Full package, including meals and accommodations, for WAPOR, AAPOR or ICA members	\$ 369	_____	\$ _____
- Seminar package, including meals but without accommodations	\$ 220	_____	\$ _____
- Extra-charge for non-WAPOR members	\$ 100	_____	\$ _____
Total			\$ _____

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Method of payment (A processing charge of \$5.00 will be added for credit card payments):

Mastercard     VISA:

Card number: \_\_\_\_\_ EXP: \_\_\_\_\_

Signature: \_\_\_\_\_

Check enclosed (no Eurochecks please!)

WAPOR Annual Conference  
September 17-19, 2003  
Prague, Czech Republic  
**Second Call for Papers**

WAPOR seeks proposals for panels and papers to be presented at this conference. Papers submitted by graduate students will be considered for the prize for the "best student paper". We welcome proposals on the following themes as well as on other topics that may be of interest to WAPOR members:

- o Communication Research
- o Research Methodology
- o Public Opinion Theory
- o Opinions and Media in the Election Campaign
- o Media Impact on Public Opinion
- o Public Opinion on Social, Economic and Political Issues
- o Comparative Research
- o Internet and Survey Research
- o Methodology of Internet Research

In addition to these regular we are also planning a joint WAPOR-ESOMAR session, the topic on which is still to be determined. Furthermore, there are plans for a workshop that should be of great interest to everyone.

Proposal should include an abstract in which you give a general description of the paper (research question, methods and anticipated results), along with complete information on the authors on a separate sheet (mailing address, e-mail address and telephone number for each co-author or participant). The abstract should not exceed 750 words.

The deadline for the submissions is May 1st, 2003.

Confirmation of receipt will be sent within two weeks, and the final decisions about the program will be made by the end of May 2003. If your proposal is accepted we will expect the text of the full paper by August 1st, 2003.

Please send three copies of all panel and paper proposals to the Conference Chair at the address below:

Hynek Jerabek  
Charles University  
Institute for Sociological Studies  
U Krize 8  
CZ 15000, Prague  
CZECHREPUBLIC  
Phone: 420 22449-1496  
Fax: 420 22422-7950  
Email: [jerabek@mbox.fsv.cuni.cz](mailto:jerabek@mbox.fsv.cuni.cz)

Look for more information and registration forms on WAPOR's website:

[www.unl.edu/wapor/conferences](http://www.unl.edu/wapor/conferences)



## A Dramatic Election Campaign: The 2002 German Federal Election and Survey Research, Part II

Thomas Petersen

Institut für Demoskopie Allensbach

“An Open Race”—this was the headline of Renate Köcher’s article in the *Frankfurter Allgemeine Zeitung* on September 21, 2002, in which she presented the Allensbach Institute’s forecast for the German federal election to be held the next day, on September 22. And an open race it was. Following an impassioned and at times quite ugly public debate on survey methods, there was at least one thing all of the major German polling organizations could agree on shortly before Election Day: it was going to be a very tight finish; and so it was. The parties belonging to the government coalition received a total of 47.1 percent of the vote, while the opposition parties represented in parliament obtained 45.9 percent. The forecasts were not spectacular, yet remained within the realm of statistical possibility. The greatest deviation between the Allensbach Institute’s forecast and the actual election outcome for any single party was 2.1 percent, while the average deviation was 1.2 percentage points. The forecasts released by the other survey research organizations showed similar deviations.

Accurately predicting the outcome of the 2002 election was far more complicated and difficult than ever before: not since 1965 had we witnessed such a dramatic shift in party strength in the final phase of a federal election campaign. And never before—at least not since the publication of the Allensbach Institute’s first election forecast in 1957—had the Germans been so uncertain, had their opinions vacillated so greatly in the months and weeks prior to a federal election.

And to think that everything had initially seemed so clear-cut. At the onset of the campaign, there appeared to be no hope that the major opposition party, the Christian Democrats, would ever be able to overtake the Social Democrats, who head the government coalition. Starting in the summer of 2001, however, the Christian Democrats began gaining ground from one month to the next. After the nomination of Bavaria’s successful state premier, Edmund Stoiber, as the Christian Democrats’ candidate for chancellor, the party finally gained what appeared to be an unbeatable edge over the Social Democrats—a lead it continued to hold in the months to come. Subsequently, the government parties

were buffeted by a chain of events and trends that helped to cement the opposition’s lead: in particular, the growing unemployment rate, the extremely weak rate of economic growth in Germany in comparison to other European countries, and the rapidly mounting national debt, which has even reached the point where Germany finds itself in violation of the conditions of participation in the European monetary union (and which has in the meantime prompted the European Commission to instigate sanction proceedings against Germany).

In late August, however, three events drew the public’s attention away from the economy and unemployment, which had been the dominant issues in the election campaign up to that point. First, there were the catastrophic floods along the Elbe river, which wreaked billions of euros worth of damage and left, among other things, much of the center of Dresden and its historical baroque buildings under water. Secondly, there were the two televised debates in which Stoiber failed to convincingly present himself as a better alternative to the incumbent chancellor, Gerhard Schröder. Finally, there was the controversy over whether Germany should participate in a possible war between the United States and Iraq.

The Elbe flood presumably had an especially great impact on the further course of the election campaign. This is indicated by analyses completed by the Medien Tenor Institut in Bonn, which has been continuously tracking reporting by the leading German news media since 1994, using the method of computer-aided media content analysis. The findings reveal a dramatic shift in the tenor of news coverage around the time of the Elbe flood. Whereas the share of positively biased statements concerning the Social Democrats was consistently under 10 percent in German news coverage until mid-August, the situation changed completely in the wake of the floods. The chancellor’s response to the catastrophe caused the share of positive statements about the Social Democrats to climb to the relatively high rate of 18 percent within just a few days. On TV news programs, as many as one out of three statements about the Social Democrats was positive.

The shift in the media tenor in view of these events is in itself not surprising. What is remarkable is the fact that the population reacted to the altered media tenor somewhat more than a week later. Previously, even quite exhaustive reporting on similar natural catastrophes had had little impact on the population’s political



preferences. This time, however, the percentage of persons who said they intended to vote for the Social Democrats in the federal election rose from about 33 to 37 percent within only a few days' time (Figure 1).

The shift in the climate of opinion in early September 2002 was particularly pronounced in Eastern Germany, formerly the communist German Democratic Republic, or GDR. Until late August, surveys had regularly ascertained a share of about 26 percent of the vote for the Social Democrats. In September, however, the Social Democrats gained around 10 additional percentage points, a trend that was probably also significantly influenced by the chancellor's public pledge that Germany would not actively participate in any military action in Iraq under his leadership. Although this statement put Germany in a difficult position in the foreign arena in subsequent months, it also made the Social Democrats a viable alternative for a substantial segment of the Eastern German population that had previously supported the openly anti-American Party of Democratic Socialism (PDS), formerly the state communist party in East Germany. Consequently, the ex-communists suffered a severe defeat in the election and lost their seats in parliament—a decisive share of their voters had defected to the Social Democrats.

The most intriguing question posed by the outcome of the 2002 federal election is why the climate of opinion was so unstable in the final phase of the campaign, why the population was so indecisive that party strength changed from practically one day to the next. The answer is perhaps the unusual fact that the Christian Democrats' lead over the Social Democrats for so many months did not really stem from people's conviction that the Christian Democrats were better equipped than the governing parties to solve the problems facing the country, but from their dissatisfaction with the policies of the Schröder government.

Little by little, the Germans have lost faith in the political parties' willingness and ability to make the decisions on which Germany's future depends. 52 percent of all respondents agree with the statement: "No matter how the election turns out, politicians will be unable to cope with the problems here anyway." Since 1991, the percentage of persons who believe that no party is concerned about shoring up the pension system has climbed from 7 to 22 percent. The share who think no one is concerned about fighting inflation has grown from 16 to 34 percent over the same time period. Moreover,

the population's confidence in practically all public institutions has waned (Table). When asked, "Which occupational groups would you trust on the whole to tell the truth?" respondents place doctors at the head of the list (50 percent), followed by the clergy, judges, average citizens, teachers and TV newscasters. Politicians are ranked at the very bottom of the list, with only 4 percent of the population trusting them to tell the truth (Figure 2). After decades of scandal mongering in the media, the population is starting to believe that politicians are generally corrupt and incompetent, which must be viewed as at least a potential weakening of the foundations of democracy.

(See blue insert for figures and tables mentioned in this article)

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## Member Notes

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Beginning with this issue of the newsletter, WAPOR members will have a chance to see what their colleagues are doing around the world. If you have something that you'd like to tell members about, or if you know someone who has received an award or perhaps has done some extraordinary work in the field, we'd like to hear about it. The deadline for the next newsletter is June 1, 2003. The notes can be sent in an email to: [Renaе\\_Reis@gallup.com](mailto:Renaе_Reis@gallup.com). (Due to space constraints, we may not be able to fit all of the notes we receive into the next newsletter. We will, however, be sure to include them in subsequent issues.)

Philip Meyer reports that he has taken on the possibly Quixotic task of demonstrating to investors that quality journalism leads to business success. He is using public opinion data collected by the Knight Foundation in 26 communities in the USA and correlating it with newspaper circulation. The effort is supported by a \$184,000 Knight Foundation grant to New Directions for News and was discussed at a February conference on journalism and business values at the Poynter Institute in St. Petersburg, Fla. A report can be found at [http://www.poynter.org/content/content\\_view.asp?id=20273](http://www.poynter.org/content/content_view.asp?id=20273)

Esteban López-Escobar accepted a Fellowship in the Kennedy School of Government's Shorenstein Center, Harvard University. He is suffering the coldest winter in his life, but notwithstanding he is enjoying everything, including the weather. He will be there for

(continued on page 12)

(President's Letter Continued from Page1)

Brian vowed to increase the number of seminars and conferences around the world. And he has left me with many plans in place for the year. There will be a WAPOR seminar in South Africa in May and one in Zurich in June. Last year, we appointed the organizational team for our fall conference in Prague, Hynek Jerabek and Eva Veisova, and they have already made great progress. We have a conference chair, Dietram Scheufele, for the May 2004 joint AAPOR/WAPOR meeting, in Phoenix, Arizona. We have already started planning for several 2004 seminars, including meetings in the Philippines and Spain, and hope for a June 2004 return to Cadenabbia.

Brian promised to reinforce WAPOR's commitment to high standards. And WAPOR is now collaborating with AAPOR as it develops new standards for reporting response rates. WAPOR's journal, IJPOR, now requires the reporting of response rates with its accepted articles.

Finally, Brian pledged to communicate more effectively with members and the outside world. So the WAPOR website was redesigned, and is regularly updated. That effort will continue.

So I am taking over from a very successful

presidency. And I begin with the support of many members, and with good wishes from so many of those who have preceded me in this job.

There is much left to do. I have several goals. I hope members will adopt the new Constitution that will bring us into the new century. I believe we need to continue our efforts to insure that WAPOR maintains a strong financial footing, so that WAPOR can take a greater leadership role in protecting the freedom to conduct opinion polls throughout the world. That process began last year, with the establishment of the endowment fundraising committee. I hope to continue the process of improving communications among our members – through a constantly updated website, more active use of the wapornet listserv by our members, and continued exciting seminars.

We have made a good start. The WAPOR Council and several other colleagues met on a snowy day in New York last month, and we are planning telephone conference meetings in the coming months.

If there is anything that recent events have taught us, it is the important of international communication. WAPOR, with members throughout the world, can play an important role in public awareness of the importance of public opinion.

I look forward to working with all of you in the

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## WAPOR Executive Council Meets Amidst "Storm of the Century" By Renae Reis, General Secretary

New York City, NY—On the evening of Sunday, February 16, members of the WAPOR Executive Council and their guests gathered at the lovely home of WAPOR President Kathleen Frankovic and her husband Hal Glatzer as they hosted before-dinner drinks. As the guests chatted about such things as politics and their work, the discussion quickly changed to the weather. A large snowstorm had been predicted in the Northeast United States and big snowflakes had already begun to fall quietly on the city.

As the group made their way up the street for dinner to a wonderful, neighborhood restaurant with southern, home-style cooking named B. Smiths (the meal was compliments of CBS News), they were surprised to find how much snow had already fallen and how quickly it was accumulating. As dinner ended, it was already difficult to get around the

streets even in a taxi. With much anticipation the members waited for daylight to see what Mother Nature had in store for them.

By 8 o'clock a.m., the morning of the 17<sup>th</sup>, New York had received over two feet of snow. There were no buses running, few taxis and even fewer automobiles. The subway was the easiest way to get around the city and most people found that walking was the easiest solution...although trudging along the uncleared walks was exhausting and sometimes





impossible with snow drifts waist high. But by 9 o'clock a.m., nearly all of the members of the Executive Council had arrived at the CBS News building for the meeting.

Those attending the meeting were: Miguel Basáñez, Wolfgang Donsbach, Kathleen Frankovic, Brian Gosschalk (by teleconference), Esteban López-Escobar, Allan McCutcheon, Nick Moon, Patricia Moy, Renae Reis, Dietram Scheuffele, Mark Schulman (by teleconference), Tom Smith, Frits Spangenberg, Michael Traugott, and Eva Veisova (by teleconference). President Kathleen Frankovic called the meeting to order and thanked all of those who had made the effort to attend the meeting of Council, given the on-going snowstorm and dire predictions of inclement weather.

Topics discussed at the daylong meeting were quite varied. Items discussed were 2003 membership numbers reported on by Renae Reis (General Secretary), the 2003 budget outlined by Allan McCutcheon (Secretary/Treasurer), IJPOR status updated by Wolfgang Donsbach (IJPOR Managing Editor) and discussion of various upcoming conferences. Eva Veisova joined the meeting by telephone to provide Council with a progress report on the annual conference arrangements. As noted elsewhere in the newsletter and on the WAPOR website, the dates of the annual conference are September 17-19, and WAPOR will have a joint session with ESOMAR on September 16. A topic and location still needs to be arranged for this joint meeting. There was then some discussion regarding the changes to the constitution, for which voting is now underway (to be completed April 15). The Executive Council also spent a good part of the day thinking about ways in which to grow both the operating budget and the endowment for the fiscal stability of the organization.

Frits Spangenberg (ESOMAR Liaison) sought Council's approval for a Declaration of Intent for cooperation between WAPOR and ESOMAR, noting our longstanding tradition of holding joint annual meetings in alternating years. The Council accepted this proposal unanimously and will cooperate with ESOMAR on a study focused on the conditions of research publication in various countries. The study will include approximately 130 respondents in nearly 70 countries. WAPOR has a grant for \$5,000 from ISSC to conduct this study. Results of the study will be reported at the Prague conference in September.

Tom Smith (Standards Chair) reported on the work involving members of WAPOR and AAPOR to develop a set of standard definitions. There is a link to the WAPOR/AAPOR Standards Definitions on the Code of Ethics page at [www.unl.edu/wapor/ethics](http://www.unl.edu/wapor/ethics). Tom also noted that WAPOR should do more to make journalists aware of these standard definitions. Frits Spangenberg is liaising with ESOMAR regarding WAPOR's cooperation with ESOMAR's commission on standards.



One of the most important topics discussed at the meeting was the proposed position letter with regard to the Iranian pollsters who were recently sentenced to prison (see page two of this newsletter). Council approved the letter with minor changes and the letter was sent. Protecting the rights of public opinion researchers is paramount to the work that members of WAPOR do every day.

One of the final items on the agenda for the day was a conference call with AAPOR President and US WAPOR representative Mark Schulman to discuss matters of cooperation affecting both organizations. Council confirmed their desire to

continue with our tradition of WAPOR and AAPOR joint annual meetings in alternating years. Some discussion took place regarding AAPOR's consideration of meetings in Canada during years of WAPOR and AAPOR joint meetings. Mark assured Council that he and the AAPOR council take into consideration WAPOR concerns

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when selecting geographic locations for years of WAPOR/AAPOR joint meetings. More discussion of WAPOR and AAPOR's coordination on developing standard definitions and instances in which both organizations can benefit from the close coordination.

The meeting wrapped up as people attempted to catch their planes home. It seems only one person made it out of New York that day due to airline cancellations, everyone else was lucky enough to get to stay over an extra night. The city was absolutely beautiful covered in the thick, white blanket of snow. It was quiet and peaceful and lent itself to walking around and admiring the old neighborhoods at an unhurried pace. We did, however, discover an ironic fact; when it snows over two feet, there's very little to do in New York City.

If you are interested in reading the entire minutes, once approved by Council they will be available on the WAPOR website from our home page.

(Pictured on the previous page are Top: Frits Spangenberg and Dietram Scheufele; Middle: Miguel Basáñez and Mike Traugott; Bottom: Wolfgang Donsbach and Esteban López-Escobar)

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## Upcoming Events

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The referendum on the Constitution is currently taking place. All votes should be received in the WAPOR office by April 15, 2003.

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## Calendar

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May 7-10, 2003  
Cape Town, South Africa Conference

June 26-28, 2003  
Zurich, Switzerland Seminar

September 11-13, 2003  
Prague, Czech Republic Annual Conference

Please let us know your upcoming events. Deadline for 1st quarter newsletter event or article submission is March 1st.

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the Spring semester, working on a paper about the emergence of the global civic society, and exploring the view of those running the media. His Harvard e-mail is: Esteban\_Lopez-Escobar@ksg.harvard.edu

Polity Press of Cambridge has just published a book of essays edited by Elihu Katz (member) and colleagues (John Durham Peters, Tamar Liebes and Avril Orloff), entitled—as a provocation—“Canonic Texts in Media Research: Are There Any? Should There Be/How About These?” (<http://www.polity.co.uk/>)

The book consists of 13 critical essays on classics of media studies that have remained alive and vital and controversial some fifty years after original publication. The essays are grouped in five “Schools”: Columbia, Chicago, Frankfurt, Toronto and British Cultural Studies.

Mitofsky International and Edison Media Research have been hired for 2004 to conduct the exit polls and provide the projections for the US elections, formerly done by Voter News Service. VNS was dissolved following the 2002 election. Warren Mitofsky was executive director of the election and survey unit of CBS News for many years and the first network election pool from 1990 to 1993. Joe Lenski, Senior VP of Edison Media Research, has conducted exit polls for many news organizations. Both Mitofsky and Lenski were election consultants in recent years for both CNN and CBS News.

Coming next quarter, news on Wolfgang Donsbach, Peter Lynn, Liz Nelson and Frits Spangenberg.

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