

# NYAAPOR

## NEWSLETTER

New York Chapter  
American Association for Public Opinion Research  
Established 1979

Visit us on the web:

[www.NYAAPOR.org](http://www.NYAAPOR.org)

Join us in  
welcoming  
the  
2007-2008  
NYAAPOR  
Executive  
Council:

*President*

Robert Shapiro  
Columbia University

*Vice President*

Anthony Salvanto  
CBS News

*Past President*

Gary Langer  
ABC News

*Program Chair*

Andrew Beveridge  
CUNY-Queens College

*Associate Program  
Chair*

Christopher Weiss  
Columbia University

*Membership Chair*

Maureen Michaels  
Michaels Opinion  
Research

*Associate Membership  
Chair*

Michelle Prager  
GfK Roper

*Secretary-Treasurer*

Emily Cruvant  
Time Inc.

*Associate Secretary-  
Treasurer*

Joyce Rachelson  
CfMC Research  
Software

*Communications Chair*

Barbara Rice  
The New York Times  
Company

*Councilor-at-Large*

Janet Streicher  
Citibank, N.A.

*Secretariat*

Rosemarie Sharpe  
[mgmtoffice@aol.com](mailto:mgmtoffice@aol.com)

Please forward your  
comments and  
suggestions to council  
using the suggestion  
box at  
[www.NYAAPOR.org](http://www.NYAAPOR.org)

## President's Report, 2006-07 Season

In addition to working to maintain and extend the quality of NYAAPOR's ongoing programming I've devoted my tenure as chapter president to restructuring our association administratively - not the sexiest task, but a vital one for our future viability and growth.

I'm pleased to report solid results. After clarifying our relationship with national, on Oct. 6, 2006, NYAAPOR obtained proper directors and officers insurance; on Nov. 4 we were incorporated in the state of New York; and on March 16 we

were certified by the IRS as a not-for-profit business association under section 501(c)6 of the federal tax code.

We've gotten a federal tax ID number, revamped our banking procedures, initiated itemized ledger-entry bookkeeping, addressed IRS compliance issues and currently are preparing to file a tax return. Administratively, we are a new NYAAPOR.

Other changes have been more apparent to the membership. We've moved transactions and communications into the modern

era, replacing pen-and-paper procedures with online renewals, payments, event registration, publications and announcements. Our website and e-mail distribution are works in progress, but the progress is real.

There's more to come: As past president in the year ahead I'll be undertaking a review and rewrite of our bylaws and related procedures. The third leg of our renewal - creating and carrying out a plan to attract, engage and retain new members - should follow. *(cont'd on page 2)*

---

---

## The Warren J. Mitofsky Student Paper Award

This year NYAAPOR established a new annual student paper award in honor of Warren J. Mitofsky.

The Award recognizes Warren's extraordinary career in survey research

and his contributions to the profession, its colleagues, and its students.

Dan Merkle (ABC News), Jo Phelan (Sociomedical Sciences, Columbia University), and Bob Shapiro

(Political Science, Columbia University) served on the Award Committee.

Students in the tri-state area submitted papers in any field related to the *(cont'd on page 3)*

## ***NYAAPOR@National: Greetings from Anaheim***

The NYAAPOR banner flapped proudly in the California breeze as we gathered poolside during the 2007 Annual Conference. Members mingled and shared laughs with others from the Big Apple and also our colleagues from around the country. In fact, many members from nearby regional AAPOR's New Jersey and New England came by to say they'd look forward to working on ways to put some joint events together here in NYC, and we'll take them up on that. (If anyone has ideas for a panel or subject that would involve people from our sister organizations, let us know.)

Meanwhile, always on the hunt for new NYAAPORites, we also collected emails and contacts from prospective new members and will follow up with them to bring them into the fold. And once again, the motion to dunk the Membership Chair in the pool failed to pass, but hopefully will carry the day in 2008. Later on that evening, a few more hearty souls shared yet a few more libations at the bar.

So for those of you who couldn't get there this time, we'll see you at our next panel event or workshop, and at the National Conference in 2008!

Anthony Salvanto  
CBS News  
Membership Chair/Vice President-Elect

## **President's Report, 2006-07 Season** *(cont'd from page 1)*

On other fronts, we've entered into a partnership with the New York Chapter of the Marketing Research Association; MRA members can now earn professional development points by attending MRA-certified NYAAPOR workshops. We initiated sales of featured books to our members at discounted prices, and we established a presence at the 2006 and 2007 AAPOR national convention all-chapter events.

And there was the programming - the core of NYAAPOR. Under the terrific guidance of our program chair, Patrick Moynihan, we held 16 individual events in the 2006-2007 season, running the gamut of interests across

our association's membership.

Our speakers included Profs. Howard Schuman, Stanley Presser, Jon Krosnick, Ester Fuchs, John Mollenkopf and Sunshine Hillygus; the Hon. Jorge Castaneda, former foreign minister of Mexico; former U.S. Census Director Ken Prewitt; political pollsters Ulises Beltran, Mark Mellman and Whit Ayres; Rich Morin; and U.S. Army Maj. Jason Dempsey.

Judy Langer led not one but two focus group workshops; others were hosted by Jeff Taylor of J.D. Powers, Joe Lenski of Edison Media Research and our own Geoff Feinberg of GfK. Our final event June 5 honored the careers of Judy Tanur and Paul J.

Lavrakas, marked Geoff's years of service to NYAAPOR and celebrated the first winner of our new Warren J. Mitofsky Student Paper award. Our thanks go out to all.

For all our advances, sadness marked this year at NYAAPOR, given the sudden loss of our dear friend and past president Warren Mitofsky last September. With personal thanks to my fellow members of the NYAAPOR Council - and to the entire membership for this opportunity - I dedicate my year of service to Warren's memory.

Gary Langer  
ABC News  
President, NYAAPOR

# Mitofsky Paper Award

*(cont'd from page 1)*

study of public opinion, broadly defined, or to the theory and methods of survey research.

This first year's Mitofsky Award went to doctoral student Jeff Tessin of Princeton University who gave a brief presentation at the June 5th awards event of his paper on American elections, "Cues Given, Cues Received: How Candidates Use Shortcuts When Voters Need Them Most." Tessin received a plaque and the \$200 award.

The Committee also awarded a plaque for Honorable Mention to Marco A. Morales, a doctoral student at New York University, for his paper on voting in Mexico: "Split Ticket Voting: The Relative Uncertainty Hypothesis. Evidence from the 2000 Mexican Election."

We hope to see these papers in academic journals sometime soon!

Robert Shapiro  
Columbia University  
Vice President/President-Elect, NYAAPOR

## Thanks!

To our sponsors and hosts of this past season, NYAAPOR would like to thank you for your generous support:

*ABC News – Polling Unit*  
*CfMC Research Software*  
*Columbia University*  
*Edison Media Research*  
*Fordham University*  
*GfK NOP*  
*Hunter College*  
*Michaels Opinion Research*  
*Mitofsky International*  
*SRBI*  
*TNS Global*

New York Chapter  
American Association for  
Public Opinion Research



152 Madison Avenue  
Suite 801  
NY, NY 10016



Tel: (212) 684-0542  
Fax: (212) 481-3071



mgmtooffice@aol.com



www.NYAAPOR.org

**NYAAPOR**  
**New York Chapter**  
**American Association for Public Opinion Research**  
**Established 1979**