

### President's Letter



Greetings PAPOR members,

Here we are a month away from the 2018 midterms. I hope everyone's hanging in there this election season... both those whose work is related to the elec-

tion cycle as well as those who are just trying to keep up with it all!

The PAPOR annual conference is just around the corner – December 6<sup>th</sup> and 7<sup>th</sup> in San Francisco! The deadline for abstract and student paper competition submissions is October 15, so spread the word and get yours in today! Details about the agenda will be forthcoming as our conference chair, Jessica Gollaher, reviews abstract submissions and makes the final arrangements. However, as a sneak peek, you can expect a stellar plenary focused on the twists and turns of the election, fascinating session topics related to politics in the western states and issues with polling suburban areas, as well as engaging short courses on sampling and reaching teens. I hope you'll join us for what's sure to be a great conference!

In the fall, in addition to planning the conference, PAPOR is also recruiting members for the 2019 PAPOR Executive Council. The next council is voted into office during the December membership meeting that takes place at the conference. If you're interested in serving with this great group, please reach out to past-president, Benn Messer ([pastpres@papor.org](mailto:pastpres@papor.org)). It's a great way to support to the organization and get to know our membership.

As president, I aimed to help foster more causal get togethers on a local level so that PAPOR members could see each other a little more often than our more formal, infrequent events. With the help of council members and other PAPOR members, there have been events in the bay area and

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Sacramento and are upcoming events in the bay area, Portland, and the Salt Lake City area (details forthcoming). Thanks to the organizers for helping make these happen. Perhaps we can keep up these socials in 2019 and beyond!

Finally, as I enter the final months of my time as PAPOR president, I want to give a big thanks to the 2018 Executive Council for their tireless dedication and contributions this year. We are also lucky to have tremendous sponsors who support our programming throughout the year – thank you sponsors!

It's been an honor to serve as PAPOR President this year. I hope to see you at the conference.

Bianca DiJulio  
2018 PAPOR President  
[president@papor.org](mailto:president@papor.org)

### Please Join Us!

#### Bay Area Fall Social

October 25, 5:30pm, Coin-Op Game Room,  
508 4th St, San Francisco, CA 94107

#### Portland Fall Social

October 18, 5:30-7:30pm, Loyal Legion,  
710 SE 6th Ave, Portland, OR 97214



## SAVE THE DATE

# PAPOR

Pacific Chapter of American Association  
for Public Opinion Research

## Annual Conference

### December 6-7, 2018

Marines' Memorial Club & Hotel

San Francisco, CA

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

## PAPOR Socials

Sacramento had our second  
Social Event at Hilltop Tavern  
on August 24, 2018

We had great participation at  
this event and appreciate  
everyone who came out!



Sacramento Social (from left to right): Tyler Rollins, Kim Nalder,  
and Samantha Bryant

## Follow PAPOR:

Twitter: <https://twitter.com/PAPORorg>

LinkedIn: <https://www.linkedin.com/company/papor>

## PAPOR Honorary Lifetime Member Spotlight



**Deborah Jay** is a principal and founder of Jay Survey Strategies LLC, a California research firm that specializes in providing survey design, sampling, data collection and statistical analysis. While earning her Ph.D. in

political science, Deborah got her start in survey research at the Survey Research Center of the University of California at Berkeley, where she collaborated on the design, conduct and analysis of surveys for the National Science Foundation, the Twentieth Century Fund, and the Russell Sage Foundation.

In 1981, she became a Research Social Scientist at SRI International (formerly Stanford Research Institute). Recruited by Mervin Field in 1991, she went on to serve as President and CEO of Field Research for 23 years. Also in 1991, Deborah was retained as an expert witness in a trademark case, and after her testimony was cited favorably in an opinion by the court, “the phone started to ring.” A court-qualified expert in survey research methods, Deborah has testified on behalf of plaintiffs and defendants in proceedings before state and federal courts and other tribunals in numerous cases (including cases involv-

ing Napster, Eminem, Dr. Dre, Bob Marley’s heirs, and Princess Diana’s estate). She also has lectured on litigation surveys and survey methods before bar associations, trade associations, and business and law schools; been on the faculties of numerous continuing legal education programs; and served on the editorial board of several journals. Her recent publications include articles in The Trademark Reporter and Trademark and Deceptive Advertising Surveys: Law, Science, and Design.

Over her 40-year career, Deborah has witnessed an evolution in survey research. When she started, most surveys were conducted face-to-face and telephone surveys were controversial. Today she designs and directs surveys of all types, including in-person, telephone, and Internet surveys. While in graduate school at UC Berkeley, she was encouraged to join AAPOR by her professors. They told her that if she was really serious about survey research she had to get involved with AAPOR. Deborah has served as PAPOR’s President, and was elected chair of the Standards Committee for AAPOR. She also is past chair of the Council of American Survey Research Organizations (CASRO).

Deborah and her husband, retired criminal defense attorney Hugh Anthony Levine, enjoy international travel. They have visited every continent except Antarctica, and their next trip will be to Australia and Tasmania.

## 2018 Warren J. Mitofsky Award

In case you missed it, PAPOR member and past PAPOR and AAPOR president Dr. Mollyann Brodie is this year’s recipient of the Roper Center for Public Opinion Research 2018 Warren J. Mitofsky Award for Excellence in Public Opinion Research.

Tickets to the November 15<sup>th</sup> dinner and table sponsorships are now available. You can find the details for those as well as the full award announcement at the [Roper Center website](#).

PAPOR congratulates her on this tremendous, well-deserved honor!



## Call for Participation at the 2018 Annual PAPOR Conference

**When:** December 6-7, 2018

**Where:** Marines' Memorial Club & Hotel, San Francisco

The 2018 PAPOR Annual Conference welcomes paper, poster, and panel proposals on any topic related to public opinion research, theory, or methodology. We welcome participation from all sectors engaged in public opinion and public policy research, including academia, government, private sector, and non-profit. In addition to presenting at the conference, authors will have the option to post accepted papers online at [www.papor.org](http://www.papor.org) after the conference.

**Proposal Submission Process:** Submitted abstracts for papers and posters must be no longer than 300 words. Proposals should include complete contact information for each author and presenter including name, mailing address, telephone number, and e-mail address. All abstracts must be received no later than **5pm PDT on October 15, 2018**. Please submit abstracts as electronic attachments via email to 2018 Conference Chair, Jessica Gollaher, at [confchair@papor.org](mailto:confchair@papor.org).

**Student Paper Competition:** Undergraduate and graduate student participation is highly encouraged. Email your paper by **midnight (PDT) on October 15, 2018** to PAPOR Stu-

dent Paper Chair, Danell Brewster, at [studentpaper@papor.org](mailto:studentpaper@papor.org). Please include your name, mailing address, telephone number, and e-mail address. Entries should not exceed 30 pages total. The first-place winner receives a cash award and some travel expenses and the first- and second-place winners receive a one-year complimentary PAPOR membership and a spot on the annual conference program.

**Panel Discussants:** If you are willing to serve as a discussant for one of the panels, please email a proposal detailing the suggested panel topic to [confchair@papor.org](mailto:confchair@papor.org). In addition, submissions should list the potential speakers, their areas of expertise, and tentative titles of presentations.

**Sponsorship:** If you or your organization is interested in becoming a PAPOR sponsor, we have several different "levels" of sponsorship for you to consider. Sponsorship is a great way to publicize your organization and to support public opinion research. Please contact our Sponsorship Chair, Lynn Stalone, at [sponsorship@papor.org](mailto:sponsorship@papor.org) for more information on how to become a PAPOR sponsor. Please send your papers, posters, and/or panel proposals to us before **October 15, 2018**. We look forward to seeing you in San Francisco!

Jessica Gollaher, PAPOR Conference Chair and Kelsey White, PAPOR Associate Conference Chair

## Industry Resources that you may not be aware of:

[Go to PAPOR.org to find links to  
resources on:](#)

- Marketing Research Codes of Conduct
- Vendor Lists/Directories
- Data & Demographics
- Events
- Regional Research Associations

### [AAPOR Resources:](#)

- Email Questions to all of [AAPOR](#) via AAPORnet
- [Telephone Consumer Protection Act \(TCPA\)](#)
- [Election Polling Resources](#)
- [Online Education/Webinars](#)
- [Send-a-Speaker](#)
- [Reports](#)
- [Career Center](#)
- [For Researchers](#)
- [For Media](#)
- [Response Rate Calculator](#)
- [AAPOR Code of Ethics](#)
- [Transparency Initiative](#)
- [Institutional Review Boards](#)
- [Standard Definitions](#)
- [Condemned Survey Practices](#)
- [RDD Phone Survey Introduction](#)
- [Best Practices for Survey Research](#)
- [Report an AAPOR Code Violation](#)

## Outside of PAPOR and AAPOR:

- [American Sociological Association](#)
- [American Psychological Association](#)
- [American Political Science Association](#)
- [American Marketing Association](#)
- [American Policy Center](#)
- [National Criminal Justice Association](#)
- [The American Society of Criminology](#)
- [American Economic Association](#)
- [American Business Association](#)
- [American Society of Journalists and Authors](#)
- [Society of Professional Journalists](#)
- [American Educational Research Association](#)
- [Linguistic Society of America](#)
- [American Planning Association](#)
- [National Association of Environmental Professionals](#)
- [American Statistical Association](#)
- [American Society for Public Administration](#)
- [International Social Science Council](#)

## Institutional Review Board Trainings and Programs:

- [CITI Program](#)
- [National Institutes of Health](#)

**Interested in hosting a  
social event in your local area to  
meet and network with other PAPOR members?  
[Tell us about it.](#)**

*Thank you to our*

# 2018 PAPOR Sponsors:

## 2018 Benefactors

**PRECISION  
SAMPLE**  
a Macromill Group company



## 2018 Fellows



## Contributing Sponsors

**IHR** Research  
Group



Google Surveys

## Corporate Friends



## 2018 Executive Council

### President - Bianca DiJulio

Kaiser Family Foundation  
[president@papor.org](mailto:president@papor.org)

### Vice President/President-Elect - Mira Norton

Dropbox  
[vpres@papor.org](mailto:vpres@papor.org)

### Immediate Past President - Benjamin Messer

Research Into Action  
[pastpres@papor.org](mailto:pastpres@papor.org)

### Secretary - Cici O'Donnell

Firewood Marketing  
[secretary@papor.org](mailto:secretary@papor.org)

### Treasurer - Jenny Yeon

MaPs, a division of Millward Brown Analytics  
[treasurer@papor.org](mailto:treasurer@papor.org)

### Membership Chair - Rebecca Hofstein Grady

UC Irvine  
[membership@papor.org](mailto:membership@papor.org)

### Conference Chair - Jessica Gollaher

Sacramento State Public Health Survey Research Program  
[confchair@papor.org](mailto:confchair@papor.org)

### Associate Conference Chair - Kelsey White

SSI  
[confassoc@papor.org](mailto:confassoc@papor.org)

### Student Paper Competition Chair - Danell Brewster

California State Employment Development Department  
[studentpaper@papor.org](mailto:studentpaper@papor.org)

### Councilor-at-large, Mini Conference - David Kordus

David Binder Research  
[miniconf@papor.org](mailto:miniconf@papor.org)

### Councilor-at-large, Newsletter - Samantha Bryant

California State Employment Development Department  
[atlarge2@papor.org](mailto:atlarge2@papor.org)

### Councilor-at-large, Short Course - Bob Davis

Davis Research  
[shortcourse@papor.org](mailto:shortcourse@papor.org)

### Councilor-at-large, Sponsorship - Lynn Stalone

I/H/R Research Group  
[sponsorship@papor.org](mailto:sponsorship@papor.org)

### Councilor-at-large, Student Rep. - Lindsay Bayham

UC Berkeley  
[studentrep@papor.org](mailto:studentrep@papor.org)

### Councilor-at-large, Webmaster - Laura Wronski

Survey Monkey  
[webmaster@papor.org](mailto:webmaster@papor.org)

## PAPOR Member Profile

PAPOR serves to support public opinion researchers in the western region of the US and Canada, including areas west of the Rocky Mountains as well as Alaska and Hawaii, but welcomes members from across the US and Canada. Although PAPOR is the local chapter of the American Association for Public Opinion Research (AAPOR), membership in AAPOR is not required to join PAPOR.

**As of October 2018, PAPOR has 163 current members. 148 regular members, 11 Students, and 4 Honorary lifetime members.**

- **Gender:**
  - Male 52%
  - Female 48%
- **Race/Ethnicity:**
  - Non-Hispanic White 77%
  - Asian/Asian American 8%
  - Hispanic White 5%
  - Multi-Racial 5%
  - Black/African American 3%
  - Other 3%
- **Industry:**
  - 49% For-Profit / Private
  - 26% Academic
  - 10% Non-Profit
  - 6% Government
  - 5% Consultant
  - 3% Other or Unsure
  - 2% Retired/Not employed
- **Region:**
  - 67% California; 5% Utah;
  - 5% Washington; 4% Oregon; 3% Nevada;
  - with the remainder spread across Arizona, Alberta Canada, Colorado, Hawaii, Illinois, Maryland, Massachusetts, Montana, New Jersey, New Mexico, New York, North Carolina, Pennsylvania, Texas, Virginia, and Washington D.C.