

**AMERICAN ASSOCIATION FOR PUBLIC OPINION RESEARCH  
EXECUTIVE COUNCIL MEETING  
March 4, 2005  
New York, New York**

**Executive Council Present:**

**Nancy Belden** – President

**Cliff Zukin** – Vice President/President Elect

**Betsy Martin** – Past President

**Sandra H. Berry** – Secretary-Treasurer

**Jennifer Rothgeb** – Associate Secretary-Treasurer

**Tom W. Smith** – Conference Chair

**David Moore** – Associate Conference Chair

**Mick Couper** – Standards Chair

**Mollyann Brodie** – Membership and Chapter Relations Chair

**Brad Edwards** – Associate Membership and Chapter Relations Chair

**Daniel M. Merkle** – Publications and Information Chair

**Robert M. Groves** – Councilor-at-Large

**AAPOR Executive Office Staff:**

**Michael P. Flanagan** – Executive Coordinator

**Council Members Absent:**

**Nancy Mathiowetz** – Associate Standards Chair

**Shap Wolf** – Associate Publications and Information Chair

**Susan Pinkus** – Councilor-at-Large

**Guests:**

**Murray Edelman**

President Nancy Belden called the meeting to order at 9:05 a.m.

**Adoption of the Agenda**

Bob Groves asked that the issue of interviewer falsification be added to the agenda. Nancy Belden announced that a representative of MRA was going to attend the Council meeting in the afternoon to brief the Council on MRA's new certification program.

## **Conference Operations Committee – Kat Draughon**

Kat Draughon said that to date we have \$43,000 in sponsorships with some more to come in. We are experiencing problems with the room block again. The hotel is sold out on either side of our room block (the block is Thursday-Sunday) and the hotel has given us all the rooms that they can. Members calling in have been having trouble with the call center. This year attendees have to cancel their room within 7 days of the conference or they will be charged for the first night.

To date AAPOR has over sold our room block by 250 nights. Last year we had 2000 nights that dropped down to 1600 nights. There are 1800 nights booked so far. She is confident that there will again be a sizable drop off and in the end it will work out fine. She stressed how important it is that we meet the minimums; otherwise there are big charges for the meeting rooms, etc.

Since this is way below the hotel booking and the hotel booking always drops, it was suggested that we require conference registration first and give the person a code which can then be used to book the hotel room. The reaction to this suggestion was mixed. Bob Groves pointed out that this is a good problem.

The hotel has started a wait list. We have also contacted Room with a View which is a national organization that locates hotel rooms close to the conference site. The advantage of Room with a View is that they put the attendees on a wait list and then they will be called back if rooms open up at the conference hotel.

Kat Draughon said that the Room with a View solution should be able to satisfy any problems that we have been experiencing. The AAPOR Executive Office is going to send out a form to everyone on Council, conference operations, award winners, etc. and make sure that they all have rooms at the conference hotel. We will continue to do this each year in the future.

Kat Draughon said that the Hilton has sold the Fontainebleau and it will be owned by Turnburry as of May 13th. She does not anticipate any problems with the sale of the property. Renovations are supposed to be completed by the time of the conference. Missy Johnson, AAPOR's new Meeting Manager, and Kat are going to visit the hotel about a month before the conference. Tom Smith is also planning to go down there in the middle of March to look at the property and the renovations.

The Council agreed that impression management is important right now. AAPOR needs to publish the positive aspects of the conference on AAPORNet. Nancy Belden will put a message on AAPORNet which addresses the conference, the hotel and the steps we are talking to rectify the situation.

Kat Draughon said that the last opportunity AAPOR has of raising or lowering their room block is one year out from the conference. The site selection committee should keep in mind the opportunity to have hotels close around the conference site when they are

looking at properties. Kat said that for the next conference hotels in Montreal, Anaheim, and New Orleans all have plenty of hotels around.

A comment was made that Oakland, California, should be looked at for 2009.

### **Adoption of the Minutes and Financial Update – Sandy Berry**

Sandy Berry said that she, Jennifer and Mike had worked on the minutes of the January 7-8, 2005 Council meeting and had spent a great deal of time on them. She pointed out that the minutes should reflect the meeting and not the thoughts afterwards. Clarifications were made in comments by Peter Miller and Brad Edwards. It was decided that the ASA paragraph should be deleted from the minutes as no one could recall the conversation.

**RESOLVED to accept the January 7-8, 2005 Minutes with the edits discussed.** Motion made by Betsy Martin and seconded by David Moore. Motion passed unanimously.

Sandy Berry said that AAPOR's financial situation still remains strong. We are in the process of making the \$200,000 investment transfer to the newly established Morgan Keegan Investment Fund. We will take \$100,000 from AAPOR's Endowment Fund and \$100,000 from our reserves held in Federated Securities.

Sandy Berry said that she has been working with Linda Collins from AMP to find a better rate of return for our cash accounts. Sandy said that AAPOR needs to make changes in the way they manage their accounts. We currently utilize a Sweep Account which allows AAPOR to maintain balances over the FDIC limits as the financial institution will guarantee those balances. However we receive a much lower rate of return for this arrangement. Sandy recommends that AAPOR move funds out of the sweep funds and put them into money market accounts. Additionally, POQ has a separate account. Sandy recommends that AAPOR put the POQ funds into the general operating accounts. We can still track the revenue and expenses associated with the POQ. There just does not appear to be a logical reason to maintain separate accounts. Sandy said she has spoken with Peter Miller and he does not want any more funding for POQ at this point in time.

Sandy Berry also wants to get the financial reporting for AAPOR in a way that will allow us to see cash flow projections for the year. Sandy wants to have this provided to the AAPOR Treasurer on a monthly basis. Linda Collins, Sandy Berry and Jennifer Rothgeb will continue to work on finalizing the cash flow projection flow chart.

Sandy Berry reviewed some of the items on the To Do List from the January 7-8, 2005 Council meeting.

Nancy Belden reported on the progress of her exit poll piece and sparked a debate with a new but related issue. Warren Mitofsky wants AAPOR to make a statement on behalf of Edison Mitofsky to Congressman Conyers who wants their precinct data with

identification of the precinct location. Mitofsky believes this will violate the principle of respondent confidentiality. David Moore thought that confidentiality in this case is a real stretch and that we should deal with the real issue: exit polls in precincts are not accurate enough to prove or even suggest fraud. Mick Couper suggested his general statement of why lower level data should not be used might be useful. Betsy Martin felt that if AAPOR was to come to their rescue, then we should all discuss how the needs of the profession are not being met by the Edison Mitofsky review of their 2004 problems.

There was no support for a statement to Conyers on this, but the issues raised in this discussion will be dealt with in many ways. However, Nancy Belden will incorporate something in her exit poll piece about not using lower level data and show the piece to Council before distributing it. Mitofsky could then refer Conyers to this. It was also thought that Nancy Belden's piece could have links to relevant exit poll sources on the web as long as there was a disclaimer.

Bob Groves suggested that the situation with Conyers is an excellent opportunity to educate congressional staffers on polling. He suggested that we arrange for a Democratic member of AAPOR meet with Conyer's staff. Cliff Zukin suggested that the review of the Edison Mitofsky report will happen at the Annual Conference in May. Also, Nancy Belden and/or Betsy Martin will talk to Peter Miller about putting a critical review of the Edison Mitofsky report in the polls review section.

Murray Edelman suggested that AAPOR should have a section on its website that allowed opinion pieces in more real time than the POQ poll review. This could provide the kind of debate that Betsy Martin was looking for. Bob Groves said that he was already working on this and recruited Edelman for his committee.

Jennifer Rothgeb said that AAPOR will get 21.7% return on the TSM II Conference which will be held in Miami in January, 2006 and that we have a contract with Wiley for publishing.

### **Conference Committee - Tom W. Smith**

Tom said that about ten percent of the folks have not yet responded to whether they will present their papers/posters or not. About 24 want to do an oral rather than poster. There is usually about three weeks of jockeying and then the schedule is finalized toward the end of March. This is nothing out of the ordinary.

Tom said that the Conference Operations Committee is working on getting the special preparations and the web screen for the Saturday banquet as well as having a program printed. Tom said that everyone should get the awards information to him as quickly as possible. Tom has all the pictures for the book award winners except one. Tom will send all the information to Steve Everett for formatting. Steve will do the graphics and ordering of the program.

Venezuelan Exit Poll Issue: Tom Smith gave a brief overview of the WAPOR investigation into the exit poll problems in the Venezuelan election. He then turned it over to Murray Edelman who was a member of the WAPOR committee.

The investigation was prompted because the Venezuela Exit Polls were off by thirty percent from the official outcome. There is also a controversy as to the legitimacy of the official outcome. The WAPOR committee will be determining whether the firms conducting the exit polls followed accepted procedures, but will not question the validity of the outcome. Murray is hoping to obtain the cooperation of Penn, Shoen, and Berland which conducted the most visible exit poll. He is negotiating a letter from the committee to the firm assuring them that their report will place the investigation into the proper context of the controversy surrounding the election rather than investigate the poll in isolation. Council members challenged the need for this letter and wondered if AAPOR should get more involved. Murray argued that this was a fair request given how exit polls, unlike most polls, are compared to an actual outcome and can be embarrassed by it. He also said that the investigation would not make much sense if it did not cover the context and issues surrounding the letter. He believes that the firm is handling this in a professional manner and expected to obtain their cooperation very soon. Murray will share the letter with Mick Couper as Chair of the Standards Committee.

AAPOR Archives: Tom said that the University of Chicago will accept AAPOR archives and data in terms of computer files, videos, or any other form. The AAPOR files should be annually archived of all information that is five years old or older.

### **Membership and Chapter Relations – Mollyann Brodie**

Currently AAPOR has 1,363 individuals who have renewed their memberships for 2005. We still have 691 who have not renewed. We will probably pick up many of these through the annual conference registration process.

Mollyann said that even though the planned event with Council fell through, the New York AAPOR Chapter is doing fine. They had rejected Council's last minute suggestion of a program. Mollyann is working with the New England Chapter in putting together a conference agenda for a one-day conference.

Mollyann said that Geri Mooney will go to the chapter lunch during the conference to discuss the concept of taking the short courses to the chapters for presentation. Geri does have some reservations about this entire process and wants to talk to the short course presenters first. We want to preserve the Short Course program that is associated with the annual conference.

Mollyann thanked Tom Smith for his help with the Racial Initiatives session. She said that while a satisfactory solution was found, this situation brings up the issue of how the goals of the conference committee match the goals of Council. She suggested that this would be a good topic for the Long Range Committee. There was a brief discussion of the misunderstandings that occurred.

### **Publications and information Committee – Dan Merkle**

Dan Merkle reported that the AAPOR Newsletter will be printed and mailed on March 9<sup>th</sup> and that AMP has done a great job. The new AAPOR Logo winner is Doug Lonnstrom from Siena College. Dan reported that Doug was very excited to win the contest and then shared a press lease that Lonnstrom had prepared announcing that he was the AAPOR logo winner.

Mike Flanagan passed around two copies of the new letterhead that AAPOR will make with the new design printed on it.

**RESOLVED to print the letterhead as circulated at the AAPOR Council meeting.** Motion made by Betsy Martin and seconded by Cliff Zukin. Motion passed unanimously.

Shap Wolf has found a person to be a sponsor for the list serv. This person will just be a figure head. The operations will still be performed by Shap Wolf and the AAPOR Executive Office Staff.

### **Endowment Committee – Brad Edwards.**

The Endowment Committee reviewed the applications for the Bud Roper award. They received eleven applications and are making five awards for a total cash outlay of \$3,700. The top two will be distinguished from the others. Tom Smith has the names of the winners for the Banquet Program book.

Brad said that the concept of the award was to acknowledge individuals who were working in isolated settings and were early in their careers in survey research and public opinion research. It was suggested that the Endowment Committee look at the criteria again to see if it refers to younger/entry level individuals or just individuals who are new to the profession since one of the winners was very late in his career. Brad said that he would go back to Westat and see if they are willing to sponsor the careers in public opinion research session.

### **Nominations Committee – Betsy Martin**

Betsy Martin reported that AAPOR has a slate of candidates and that there were no nominations from the floor. Betsy thanked the Nominations Committee members for their hard work especially given the difficulties raised by the early scheduling this year. The ballots are being mailed out on March 4<sup>th</sup>. Betsy Martin reminded the Council that next year they need to remember the criteria for selection of the Councilor-at-large that can be nominated. They need to alternate between commercial and non-commercial.

## **Standards Committee – Mick Couper**

Mick has been working to set up a rotating three year standards committee roster and the names are being sent to Jennifer Rothgeb.

A subcommittee to look at the procedures for alleged violations of the code has been set up and Tom Guterbock is Chair along with Stanley Presser, Sheldon Gawiser, Barbara O'Hare, Nancy Mathiowetz and Mick Couper. This will go on the AAPOR organization chart. We can report the establishment of this Committee during the Annual Business meeting at the annual conference in May.

The Code changes ballot is being mailed with the election ballots on March 4<sup>th</sup>. The question was raised as to whether we need an explanation of what is being mailed or a short notice of what is being sent. Mick Couper said that we did not want to send out a document with the changes as it would only cause controversy. Nancy Belden will send a note and summarize in two or three sentences what the changes are and that Council has unanimously endorsed the changes to the Code. The current Code is on the web and they can do the comparison if they wish. Sandra Berry suggested that we respond quickly to any issues raised on AAPORNET.

Cliff Zukin said that the iMIS Membership database maintained at the AAPOR Executive Office has 93% of the membership with e-mail addresses.

## **Standard Definitions – Tom W. Smith**

Tom W. Smith said that the Standards Definition Ad Hoc Committee continues to have a subcommittee on internet and e-mail. This subcommittee has one draft and is working on adding a section for Standard Definitions on internet surveys. Comments are due in the next few weeks. Tom Smith asked everyone to review the Standard Definitions to see if there are any needed changes to be made. Any recommended edits would first go to the Standards Definition Subcommittee; then to the Standards Committee and finally to the Council for approval.

## **Heritage Committee:**

Nancy Belden said that the winner of the 2005 AAPOR Award is to be interviewed by the Heritage Committee at the conference

## **Journalism Oversight Committee:**

Cliff Zukin and Nancy Belden reported that the members of the Journalism Oversight Committee are Chuck Rund, Susan Pinkus, Mike Mokrikki, Cliff Zukin, Betsy Martin, Tim Johnson, MollyAnn Brodie and Allison Kopicki who is the Committee staffer. This Committee is looking at the review of what information or materials is already out there.

The Kaiser Family Foundation will give their Washington facility as a place where this group can hold a presentation. The goal is to share journalism training and information with a group of journalists that they already have in place at the Kaiser Family Foundation. It is anticipated that there will be another similar presentation in Washington, DC for invited journalists and AAPOR members. The Committee is also going to try and invite several journalists to come to the conference for a half day session. The funding for this half day conference will come from some of the funding provided by Annenberg to cover expenses. April 4<sup>th</sup> is the deadline by which the content of the program will be put together for the two test sites and for the conference in May. The Committee is also looking at different outreaches this year with the objective to teach journalists rather than ask them to come to us. The Kaiser Family Foundation has a studio and it could be a video conference.

Cliff Zukin said that there will be a need for additional fund raising for the Communications Project. We were cautioned not to apply to foundations until we have a defined product.

#### **Professional Exchange Forum:**

Robert Groves and Sandy Berry said that a key contact for the Professional Exchange Forum would be the Field Directors and that something web based might speak to their needs. John Kennedy will join this group as a member. They are planning a May lunch at the conference. The goal is to publish three practice-oriented studies. They are trying to attract the non-scientific component of the membership. Bob and Sandy anticipate that they will have a proposal in the fall for Council to approve. Nancy Belden pointed out that this project will continue even though almost all of the people will be leaving Council.

#### **Push Poll legislation.**

Betsy Martin talked about the Petri bill which was recently introduced. The bill states that certain information would have to be disclosed for push polls. Nancy Belden has talked to Petri's staff and Nancy said that AAPOR will probably not endorse the legislation as it is very difficult to find a definition that targets just push polls. The harder you look at it, the harder it is to do, e.g. someone running for public office would not want to report their questionnaire and their finances.

Currently AAPOR does not have a definition of a Push Poll that we are comfortable with. Having legislation on push polls may not be in everyone's best interest. AAPOR will comment that they still don't like the language, but if the legislation proceeds, we will need to have alternate language to offer. Bob Groves mentioned that the University of Michigan would probably get involved as well. It was concluded that AAPOR should not try to draft language unless the legislation moves further.



### **Press relations:**

Nancy Belden said that AAPOR needs someone to do Press Releases. We should do a Press Release on the 2005 awardees from the Annual Conference. For the time being, Nancy Belden is going to utilize someone from her staff. However, she said that AAPOR needs to develop an active Public Relations Committee. The Council said that the award winners would have a narrow interest to the general membership or the industry. Rather, press releases should key in on hot topics from the conference. AAPOR should have their Press Releases focus on content of the conference rather than just the winners of awards.

Sandra Berry suggested that we find a PR firm that would work with us and do this in a more serious way. She will check with RAND's Public Relations Department to see if they have any good contacts. Other Council members should check with their Public Relations Departments to see if they have any good contacts for Public Relations firms. Nancy said that based on her experience, she wasn't sure that a PR firm is the solution. She thought we may have some AAPOR members who might be good at this. She suggested that we do a survey to find out what committees our members would like to work on. David Moore suggested that we give the position some reward and interview for it rather than ask for volunteers and then have hurt feelings. Murray suggested that we network through members to pinpoint good candidates and treat it as an honor.

The comment was made that AAPOR should reserve a slot for a session at the Annual Conference for some late breaking topics. Tom Smith should go through the program and see what look like hot topics. AAPOR also needs to have a list of all contacts for the media. Tom Smith and Nancy Belden will talk and see if they can find a good person to do some press releases for this year's conference. Cliff Zukin said that we can also use Allison Kopicki to do some press releases.

### **AMP Contract Negotiations Discussion:**

The Council went into executive session at 1:00 p.m. and ended at 1:25 p.m.

### **Long Range Planning:**

Cliff Zukin said that the members of the Long Range Planning Committee consists of Nancy Belden, Brad Edwards, Nancy Mathiowetz, Cliff Zukin, Scott Keeter, Diana Colasanto, Kat Lind and the in-coming Vice President/President Elect. There may also be others on the committee. Sandra suggested that a younger person be added.

Cliff asked the Council for some ideas on what some of the issues the Long Range Planning Committee should address. Some of the topics generated included:

AAPOR Awards. Do we have too many? Do we need more? Are some of the awards overlapping?

How we grow and how we accommodate that growth. Do we need different staff, not just administrative staff but technical/industry staff and what structure should it have? Where do we want to be in three to five years?

Look at dues. AMP provided AAPOR with a matrix of what it costs us now to service a member and right now we are running even on each new member. The last dues increase was in 1999 or 2000. However, we have a good surplus and POQ gives us a good source of revenue. We need to look to future projects or programs that AAPOR may want to become involved in.

Electronic voting or perhaps voting on-line for elections.

Look at the future of the conference. What is the purpose of conference? It is to share knowledge. Do we want it to do other things as well? Why do we only have a once every two year conference with WAPOR? The Conference program is packed. Short courses are successful. Do we want to add a fourth day?

Explore the possibility of exporting short courses to provide more education to the membership as well as non-members.

AAPOR needs to think of the big picture. Where do we want to be? Should AAPOR consider holding a brainstorming retreat? What types of people do we want, e.g. more commercial? The “we” is constantly changing.

We need to engage the membership in this as well. Do we want to ask the members for input or to submit a few paragraphs of what they would like to have included in the Long Range Plan? The comment was made that instead of a business meeting, we could turn the business meeting into the future of AAPOR. Do we have an open slot at the conference for this exercise? Should we postpone the mid-career session and put in the session on input on what we should look like in the future? Do we need a Town Hall Meeting?

What is the mission of this organization over the next 10-15 years? We need to see what we want to accomplish as an organization. Should we merge with WAPOR and/or Field Directors? If we want to have real impact, are 2,000 members enough?

Cliff Zukin said that we want to come out with an organization that is bigger and is staffed more. However, we also need a mechanism to maintain the coziness of AAPOR. It is time to review AAPOR’s organizational goals.

Cliff Zukin said it is hard to commit future Councils to what we do on long-range planning. The Long Range Planning Committee needs to do a vision and then do a process. How would a new section/interest group operate? Maybe we want more political individuals, maybe more marketing, etc. The Long Range Planning Committee itself could have a long life and re-educate every new Council. With the current arrangement AAPOR has with AMP, there is more institutional memory.

Cliff Zukin said he would come back to the Council in May with a recommended life cycle and a mission statement for the committee as well as an agenda and timeline for the Long Range Planning Committee. The Committee will also need a budget,

**Executive Office Report:**

Mike Flanagan reported that the Election Ballots were being mailed on March 4<sup>th</sup>. That mailing will also include the Revised Code of Ethic ballot. The AAPOR Newsletter will be mailed out on March 9<sup>th</sup> along with the Endowment Flyer. The AAPOR Executive Staff has been working with the Conference Committee and Conference Operations on finalizing the plans for the 2005 Annual Conference.

**Liaison with other Organizations:**

WAPOR. – The question was asked whether we have an official relationship with WAPOR. Do we need to establish a liaison or just continue to expect that a WAPOR member will always be on Council?

CMOR – They are currently collaborating on the push poll legislation.

TSM II – AAPOR had previously reported back to Clyde Tucker that we could invest more, but he said “no”. All sponsoring organizations were asked for and provided the same amount (\$5,000). All organizations share equally in profits or losses.

CASRO – Diane Bowers, the Executive Director, is interested in talking about what we can do together. Bob Groves went to one of their events and mentioned that their type of commercial sessions have been missing from AAPOR. She is on the conference program in May.

COSSA – Betsy Martin reported that Howard Silver is coming to the AAPOR Conference. Betsy has pledged to continue until 2006 and suggested there is an important link between their mission of increasing public awareness and ours of increasing awareness of surveys. They have a one-day annual conference each year and two AAPOR members usually attend – the President and Past President.

COPAFS: Diane Bowers is the lead in the technical advisory group’s (TAG) effort to have international standards of survey research. The comments will be sent to ANSI and their delegates will go to the technical committee meeting in Berlin in July. Tom Smith said that with the standards as written, most firms would meet the current standards fairly easily. However, it will affect US firms in the bidding for international business. They may need to follow the standards set up by the ISO, International Standards Organization, a powerful organization headquartered in Europe. There may be a significant additional amount of work in that the firms will have to document compliance.

ASA –Nancy Mathiowetz is doing the follow up to make sure that we get our royalties from conference monographs.

NCPP—Murray pointed out that NCPP was not included in the list and their work is very relevant to us.

### **MRA Certification Presentation.**

The Council was briefed by Larry Hadcock from the Marketing Research Association on their certification program.

### **Interviewer Falsification:**

Bob Groves has been successful in bringing more reason into the protocols set up by the Office of Research Integrity (ORI). They were originally going to prosecute an organization with the evidence of one interviewer falsifying one document.

### **AAPOR's Meeting Schedule.**

Cliff Zukin said that he feels that AAPOR's meeting schedule is too compressed. The new Council does not meet until September and then again in November, January and March. Cliff suggested that the Council have a meeting during the summer. Cliff said that there is a lot of work to do next year. If they added a day at the end of the conference, it was thought that everyone would be too tired. The Council suggested that the January meeting should be a couple of weeks later. California travelers agreed that it would be better to have a two day meeting rather than add another meeting date. Sandra suggested having phone meetings perhaps for committee reports and to leave the face meetings for the longer discussions and longer range issues.

### **Election Polls:**

Betsy Martin expressed disappointment that APPOR did not improve the climate for discussion of the election polls. She thought there was a big brouhaha at the last meeting in Phoenix and yet there wasn't much on the table. David Moore pointed out that Mike Traugott's newsletter column suggested that there was a biased inquiry and that incited people. Murray pointed out that she did not involve election pollsters in the beginning stages, and she also did this independently of NCPP, who monitors these polls. She was also attempting a level of review of the work in their area that is not done by AAPOR in any other area. Bob Groves pointed out that this is the tension between business and science in AAPOR, It leads to missing performance standards and limited disclosure, but there are immense benefits as well in terms of the involvement of the commercial sector.

Betsy feels that there needs to be more evidence-based discussions of election polls. Cliff Zukin wrote an article and it is on the AAPOR website. NCPP also did a paper on the issue, but there needs to be more. AAPOR could develop a FAQ for the website or a POQ issue on the topic. Betsy Martin would like AAPOR to invite commentary and review of specific issues or questions from expert practitioners, methodologists, and others, and create a forum for publishing them on the website. Others can do articles on this if they want, but there should not be an official AAPOR position. Betsy has developed a sample list of questions about pre-election polls which she passed out.

The comment was made that the POQ Poll Review section is a place where a lot of this can be addressed. Tom Smith pointed out that there is a conference session devoted to exit polls. Fritz Scheuren is the Discussant on this session and will ask tough questions. Betsy said she will go to the exit poll session and will ask the questions and see what the responses are. Murray offered to answer them after the meeting.

#### **Committee on Committees.**

Cliff Zukin said that AAPOR now has a very comprehensive Organizational Chart that includes 24 committees but that it still needed some work. He asked the chairs on Council to list the members and suggest the appropriate terms of office. Ad Hoc committees should be terminated when they furnish their reports to Council. The chart will be completed by May and a document will be circulated to Council. Tom suggested that we give some thought to the status of these committees, e.g. Public Relations should be permanent and not ad hoc since we will always have these issues.

**Resolved to adjourn the Council Meeting.** Motion made by Betsy Martin and seconded by Bob Groves. Motion passed unanimously.

Meeting adjourned at 3:35 p.m.

Respectfully submitted,

Sandra Berry  
Secretary/Treasurer