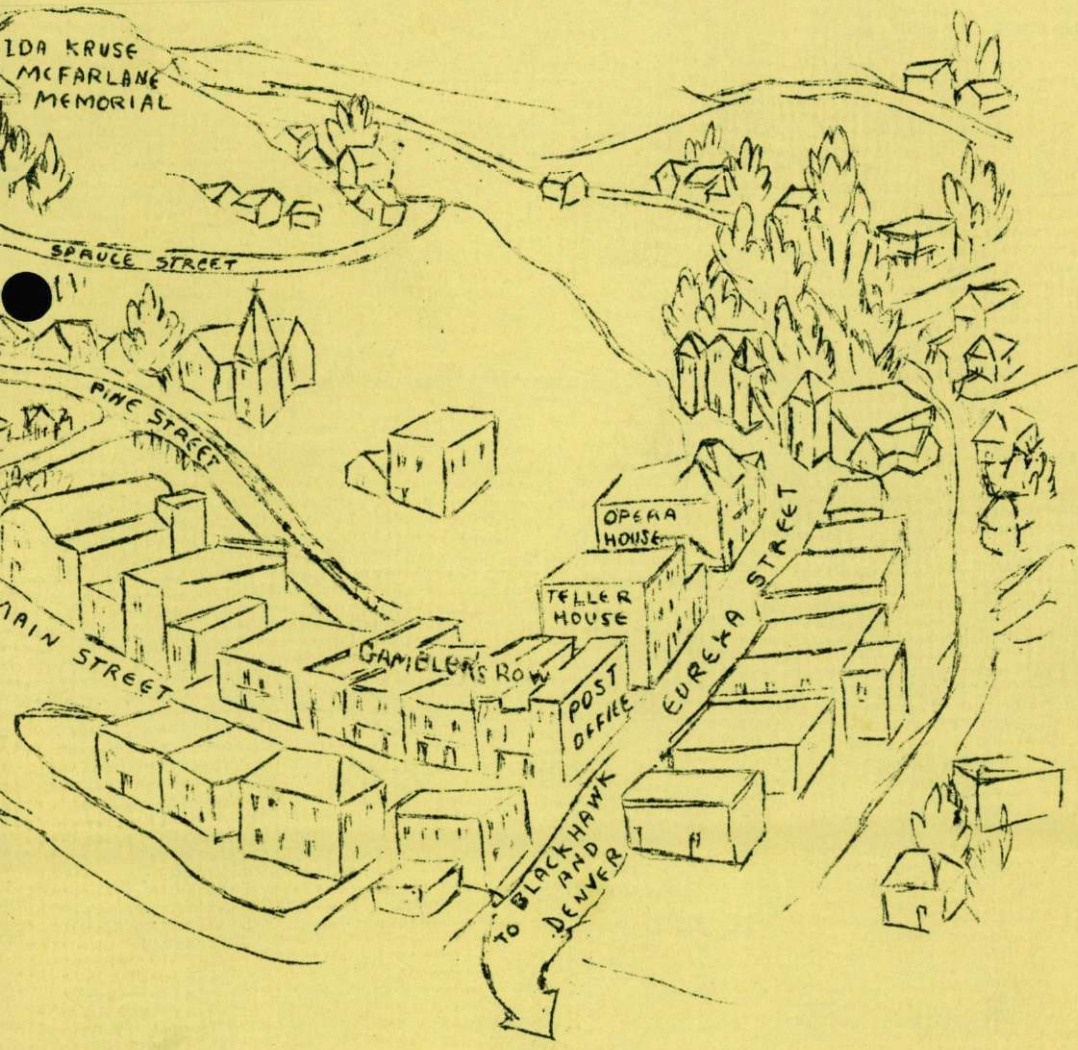


from Shearley

Central City Conference on PUBLIC OPINION RESEARCH



PROGRAM AND WHO'S WHO

Opera House
Central City, Colorado

July 29, 30, 31, 1946

P R O G R A M

MONDAY, JULY 29

10:00--12:00 a.m.

OPERA HOUSE

Public Opinion and International Affairs

Welcome: Caleb F. Gates, Chancellor, University of Denver

Panel: Dr. George Gallup, Director, American Institute
of Public Opinion, Chairman
Dr. Henry David, British Broadcasting Corpora-
tion
Professor Stuart Dodd, University of Washington
(Seattle)
Professor Luzzato Fegiz, DOXA, Milan, Italy

Topics: Contribution to world peace of research on in-
ternational affairs.
Development of an International Barometer of
Public Opinion, with sample questions that
have been (or might be) used for such a Baro-
meter.

2:30--4:30 p.m.

OPERA HOUSE

The Role of Opinion Research: Research Standards

Greeting: Mr. S. Arthur Henry, Member of Executive Commit-
tee, and Trustee, NORC

Panel: Dr. George Gallup, Director, American Institute
of Public Opinion, Chairman
Dr. Clyde Hart, Office of Price Administration
Dr. Julian Woodward, Elmo Roper, Inc.

Topics: The role of opinion research in the United
States.
Research ethics, including such elements as:
selection of issues; reporting of results; the
need for national research standards.

8:00--10:00 p.m.

OPERA HOUSE

Interviewing Problems

Panel: Mr. Donald R. Murphy, Editor, Wallaces' Farmer,
Chairman
Mrs. Dorothy Corey, Facts Consolidated
Mr. Paul Sheatsley, Eastern Representative, NORC

Topics: Selection, training, and supervision of inter-
viewers.
Interviewer morale; the cheater problem.
Interviewer pay, status, responsibilities.
Interviewer bias in selection of respondents
and in influence upon respondents' answers.

- A N D -

8:00--10:00 p.m.

TELLER HOUSE*

Local (City or State) Survey Problems

Panel: Mr. Henry J. Kroeger, General Manager, The Iowa
Poll, Chairman
Mr. Joe Belden, Director, The Texas Poll
Mr. Lloyd E. Borg, Director, The Minnesota Poll

Topics: Subject matter in local polls.
Report-writing and liaison with newspaper and
other clients.
Special sampling procedures.

*Second floor, dining room.

TUESDAY, JULY 30

10:00--12:00 a.m.

OPERA HOUSE

Validity in Public Opinion Surveys

Panel: Dr. Isador Lubin, Confidential Reports, Inc.,
Chairman
Mr. Edward L. Bernays, Public Relations Counsel,
New York City
Mr. E. Palmer Hoyt, Publisher, The Denver Post
Dr. Herbert Hyman, Brooklyn College

Topics: Semantics and public opinion surveys.
Validity of respondents' statements as against
actual behavior.
Intensity, consistency of responses.

2:30--4:30 p.m.

OPERA HOUSE

Sampling Problems

Panel: Dr. Morris Hansen, Bureau of the Census, Chair-
man
Professor Norman C. Meier, University of Iowa
Dr. Lucien Warner, Research Department, Life
Mr. Elmo C. Wilson, Director of Research,
Columbia Broadcasting System

Topics: Sample design and application.
Relative validity of quota and area control
methods.
Bureau of Census plans for expansion of census
schedules.
Special sampling problems (such as in sample
census, surveys on social issues, surveys of
special groups, election predictions).

- A N D -

2:30--4:30 p.m.

TELLER HOUSE

Wording and Order of Questions

- Panel: Professor Floyd L. Ruch, University of Southern California, Chairman
Dr. Theodore Lentz, Attitude Research Laboratory
Dr. Laszlo Radvanyi, Instituto Cientifico de la Opinion Publica Mexicana, Mexico City
- Topics: Proper use of open questions, categorical questions, battery of questions, "cafeteria" questions.
Order of questions.
Avoidance of stereotypes; other problems of wording.
The split ballot: problems of interpreting results.

8:00--10:00 p.m.

OPERA HOUSE

Public Relations Research

- Panel: Mr. Dilman M. K. Smith, Vice President, Opinion Research Corporation, Chairman
Lt. Comdr. Paul Berkman, Evaluation Section, Office of Public Information, U. S. Navy
Mr. Edward D. Whittlesey, Director of Publicity, University of Denver
- Topics: Applications, implications of public relations research.
Relationship of research firm to client.

- A N D -

8:00--10:00 p.m.

TELLER HOUSE

Use of Special Groups (Panels)

- Panel: Dr. Elizabeth Herzog, Correspondence Panels, Bureau of the Budget, Chairman
Mrs. Emily Ehle, Director, The American Leadership Panel
Miss Jean Elvins, formerly with OWI
Mr. David Wallace, Research Director, Time, Inc.

WEDNESDAY, JULY 31

9:00--11:00 a.m.

Radio Research

OPERA HOUSE

Panel: Mr. Hugh Terry, Manager, Station KLZ, Denver,
Chairman
Mr. Allen Miller, Rocky Mountain Radio Council
Mrs. Janette Sayer Smith, formerly in radio re-
search at Harvard and Columbia Universities
Mr. Elmo C. Wilson, Director of Research,
Columbia Broadcasting System

Topics: Validity of various methods of measuring radio
audiences.
General patterns of listening within various
sub-groups.
Implications of new devices to measure listening.

- A N D -

9:00--11:00 a.m.

Newspaper Research

TELLER HOUSE

Panel: Mr. Carl J. Nelson, Director, Publications Re-
search Service
Mr. Joe Belden, Director, The Texas Poll
Professor Chilton R. Bush, Stanford University

Topics: Validity of various methods of measuring reader-
ship.
General patterns of readership within various
sub-groups.
Analysis of newspaper content as to quantity
and type.

11:00--12:00 a.m.

Closing General Session

OPERA HOUSE

W H O ' S W H O

Name	Association	City
Bancroft, Caroline	Writer and journalist	Central City
Baxter, Dick	Graduate student, University of Iowa	Seattle
Baxter, Robert E.	Research Director, Los Angeles <u>Times</u>	Los Angeles
Belden, Joe	Director, The Texas Poll	Austin
Bell, Dr. James W.	Northwestern University	Evanston
Bemis, Edward A.	Managing Director, Colorado Press Association	Denver
Berkman, Lt. Comdr.	Office of Public Information, U. S. Navy	Washington
Bernays, Edward	Public relations counsel	New York
Beville, H. M., Jr.	Director of Research, National Broadcasting Company	New York
Borg, Lloyd E.	Director, The Minnesota Poll	Minneapolis
Bowers, Raymond		Washington
Bush, Prof. Chilton R.	Leland Stanford University	Palo Alto
Cahalan, Prof. Don	University of Denver; Re- search analyst, NORC	Denver
Carmichael, Dr. Fitzhugh	Director, Business and Social Research, University of Denver	Denver
Connelly, Gordon M.	Special Representative, NORC	Denver
Cooley, Mrs. Nancy	Chicago Certified Interviewers Association	Chicago
Corey, Mrs. Dorothy	Facts Consolidated	Los Angeles
Cramer, Edison H.	Bureau of Labor Statistics	Denver
Currie, Miss Keo	Vice President, Needham, Louis and Brorby	Chicago

Name	Association	City
David, Dr. Henry	Director of Research, British Broadcasting Company	New York
Dodd, Prof. Stuart C.	University of Washington	Seattle
Ehle, Mrs. Emily L.	Director, American Leadership Panel	Radnor, Pa.
Elvins, Miss Jean	Former OWI analyst	New York
Fegiz, Prof. Luzzato	DOXA	Milan, Italy
Field, Harry H.	Director, NORC	Denver
Flowerman, Samuel	Department of Scientific Research, American Jewish Committee	New York
Ford, Robert N.	Research Service, Veterans Administration	Washington
Fuller, C. Dale	Asst. Professor, International Relations, University of Denver	Denver
Gallup, Dr. George	Director, American Institute of Public Opinion	Princeton
Gates, Caleb F.	Chancellor, University of Denver	Denver
Hahn, Maxwell	Vice President, The Field Foundation, Inc.	New York
Hailey, H. W.	Business Manager, <u>Rocky Mountain News</u>	Denver
Halbert, Olive	Head, Coding Department, NORC	Denver
Hansen, Morris H.	Statistical Asst. to Director, Bureau of the Census	Washington
Hart, Clyde W.	Special Asst. to Administrator, OPA	Washington
Harvey, Robert E.	Sales Manager, National Analysts, Inc.	Philadelphia
Henry, S. Arthur	Member of Executive Committee and Trustee, NORC	Denver
Herzog, Dr. Elizabeth	Correspondence Panels, Bureau of the Budget	Washington

Name	Association	City
Hess, Richard	Columbia Broadcasting System	New York
Hoyt, E. Palmer	Publisher, The Denver <u>Post</u>	Denver
Huse, Robert	Information Service, Social Security Board	Washington
Hyman, Dr. Herbert	Brooklyn College; NORC	New York
King, Dr. A. J.	Statistical Laboratory, Iowa State College	Ames
Kinney, Grover	Monitor Publications	Denver
Kroeger, Henry J.	General Manager, The Iowa Poll	Des Moines
Lentz, Dr. Theodore	Attitude Research Laboratory Washington University	St. Louis, .
Lewis, Mrs. Inez J.	Colorado State Superintendent of Schools	Denver
Lubin, Dr. Isador	President, Confidential Reports, Inc.	Washington
Lundberg, Prof. George	University of Washington	Seattle
Maloney, John F..	Research Director, <u>Reader's Digest</u>	Pleasantville
McPhee, William	Research Enterprises	Denver
Meier, Dr. Norman C.	State University of Iowa	Iowa City
Miller, Allen	Director, Rocky Mountain Radio Council	Denver
Miller, J. T.	Director of Research, Meredith Publishing Company	Des Moines
Moore, Carroll S., Jr.	Carroll Moore Research	Princeton
Moore, Dr. Harry E.	University of Texas	Austin
Moore, Henry B.	University of Colorado	Boulder
Mosher, Miss Elizabeth	Head, Statistical Department, NORC	Denver

Name	Association	City
Hess, Richard	Columbia Broadcasting System-	New York
Name	Association	City
Murphy, Donald R.	Editor, <u>Wallaces' Farmer</u>	Des Moines
Nafziger, Ralph O.	University of Minnesota	Minneapolis
Nelson, Carl J.	Director, Publications Research Service	Chicago
Pearson, George W.	Research Enterprises	Denver
Pearson, Mrs. Mary R.	Head, Interviewing Department, NORC	Denver
Radvanyi, Dr. Laszlo	Instituto Cientifico de la Opinion Publica Mexicana	Mexico City
Remmers, Prof. H. H.	Purdue Public Opinion Poll for Young People	Lafayette
Ruch, Prof. F. L.	University of Southern California	Los Angeles
Sanders, Wilford	Editorial Director, Canadian Institute of Public Opinion	Toronto
Schuetz, Miss Anne	Special Representative, NORC	Denver
Sheatsley, Paul B.	Eastern Representative, NORC	New York
Smith, Dilman M. K.	Vice President, Opinion Research Corporation	Princeton
Smith, Mrs. Jeannette S.	Formerly in radio research Harvard and Columbia	Denver
Spurr, John C.	Director of Research, McGraw-Hill Publishing Company	New York
Tamulonis, Miss Valerie	Graduate student in public opinion, University of Denver	Shenandoah Pa.
Terry, Hugh	Manager, Station KLZ	Denver
Van Patten Mrs. Louise M.	Editor of Publications, NORC	Denver
Verner, Miss Helen W.	Graduate student, Pennsylvania State College	State College

Name	Association	City
Wallace, David	Research Director, <u>Time</u> , Inc.	New York
Warner, Dr. Lucien H.	<u>Life</u>	New York
Watson, Dr. Albert N.	Research Department, Curtis Publishing Company	Philadelphia
Whittlesey, Edward D.	Director of Publicity, Uni- versity of Denver	Denver
Williams, F. Douglas	Former Associate Director of NORC	New York
Willing, Jules Z.	Confidential Reports, Inc.	New York
Wilson, Elmo C.	Research Director, Columbia Broadcasting System	New York
Winter, Norman	American Cancer Society	New York
Woodward, Dr. Julian	Elmo Roper, Inc.	New York

