

## Media Polls — An Insider's View

Our Christmas luncheon is traditionally a lively session. This year will be no exception.

Combining the insight of research with the dynamics of the political arena gives the media a powerful tool to make the news, not just report it. At our December luncheon, Mr. Nick Panagakis will address these kinds of issues and share his insider's view of the science and art of media polling.

The luncheon will be held on Tuesday, December 11, 1990 at the Midland Hotel, 172 W. Adams at LaSalle in downtown Chicago. Registration will start at 11:45 a.m. and lunch will be served starting at noon.

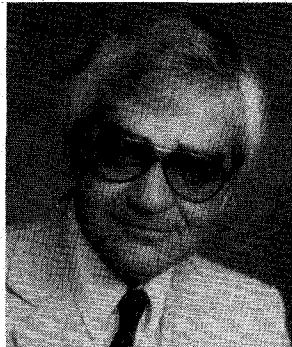
Mr. Panagakis will describe the methodology he uses in conducting telephone and exit polls. He will discuss data analysis, interpretation of results and the issues of fairness.

You will learn what happens in a newsroom on election night as the votes are counted and reported. How does a research professional deal with early calls by the media and horse-race journalism?

Finally, Mr. Panagakis will review the 1990 primaries and general elections in Cook County and preview the upcoming mayoral election.

As president of Market Shares Corporation for 15 years, Mr. Panagakis brings a wealth of research experience to bear as his firm serves news media clients in major midwestern cities. These clients include WBBM-TV, the *Chicago Tribune*, WTMJ-TV, the *Milwaukee Journal*, the *Star*, and station KMBC in Kansas City. He is an active member of professional organizations in the opinion research and public polling fields.

He is a regular contributor to *Illinois Issues* magazine. His titles include, "Voting Early — Voting Often," which sets the tone for a talk we'll all enjoy.



Mr. Panagakis promises to sprinkle his talk liberally (not a political position) with anecdotes from his many experiences at the forefront of political polling. If you must miss a luncheon, don't make it December.

To make reservations, call Sheila Proietti, (312) 727-4373, or Kenneth Wollenberg, (312) 727-7575, by noon, Friday, December 7, 1990. The cost is \$20 for members and \$22 for non-members. If you make reservations and then are unable to attend, please let Kenneth know, since the Chapter must pay for luncheons prepared for no-shows.

As usual, the Chapter's Lucile Derrick Fund will purchase a limited number of luncheon tickets for students who wish to attend.

## Chicago ASA Help Line

The following Chicago Chapter ASA members have volunteered to answer your statistical software-related questions. Volunteers should be expected to answer only questions relating to *statistical software*, not questions relating to statistical procedures and their use in data analysis.

Don't be shy about using this valuable resource; it's one of the best services that the Chicago ASA provides to the Chicago statistical community. But, please use this service wisely. Treat these volunteers as you would like to be treated yourself. Before you call them, try to isolate your problem as best you can and check your documentation. (Don't expect any help if your software is an illegal copy and you have no documentation!) Remember, also, that some of the software vendors have their own help lines, so they should be availed of before calling on our volunteers. Try not to take up more than a few minutes of a volunteer's time. Don't expect answers which require a lot of time to provide, or specific answers to matters involving complex issues.

The Help Line is not intended to provide volunteers to give advice on issues that would  
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# Chicago ASA Help Line

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otherwise entail the engagement of a paid consultant. You should be aware, though, that some of these volunteers are consultants in their area of expertise and that their voluntary help may evolve into a consulting engagement.

That this is a Chicago ASA service in no way implies that the Chapter warrants the service offered. Chicago ASA has not checked the volunteers to see if they really do know their stuff, so you're on your own with any advice received.

## Help Line Volunteers:

### 1. Statistical Packages

#### DataDesk 3.0

Eric Ziemer  
M-F 9:00 a.m. — 4:30 p.m. 312-727-3951  
M-F 6:30 p.m. — 10:00 p.m. 312-728-0258

#### NCSS (most options)

Jerry Enenstein  
M-Sa 9:00 a.m. — 10: p.m. 708-475-4403

#### SAS

Gerry Keith  
M-F 8:00 a.m. — 5:00 p.m. 312-727-2506

#### Pete McGuire

M-F 3:00 p.m. — 4:00 p.m. 708-291-5232  
MwTh 6:00 p.m. — 7:00 p.m. 708-392-5496

#### SPSS

Jerry Enenstein  
M-Sa 9:00 a.m. — 10:00 p.m. 708-475-4403

#### Jim Kennedy

MwF 9:00 a.m. — 5:00 p.m. 708-441-9474

#### STATISTIX

Jerry Enenstein  
M-Sa 9:00 a.m. — 10:00 p.m. 708-475-4403

### 2. Statistical Application Areas

No volunteers

### 3. Statistically Oriented Programming Languages

#### C-programming

Lazar Primack  
M-F 9:00 a.m. — 5:00 p.m. 312-822-6387

#### LAHEY FORTRAN

Jerry Enenstein  
M-Sa 9:00 a.m. — 10:00 p.m. 708-475-4403

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### 4. Hardware/Operating Systems/Peripherals as they affect the use of statistical packages

#### Macintosh Computer Systems

Eric Ziemer  
M-F 9:00 a.m. — 4:30 p.m. 312-727-3951  
M-F 6:30 p.m. — 10:00 p.m. 312-728-0258

#### Ed Hirschland

M-F 8:00 a.m. — 6:00 p.m. 312-201-1111

If you are interested in volunteering to answer questions in any Help Line category, write or call Help Line Editor Linda Clark at LMC Consulting Co., 1127 Dartmouth Rd., Flossmoor, IL 60422-1639; 708-798-0677.

## Advertising for 1991 Membership Directory

The directory for the Chicago Chapter, ASA, is planned for publication in early 1991. Those individuals and organizations wishing to advertise should contact:

V. Pres. Membership, ASA  
c/o AIM, Suite 203  
907 N. Elm  
Hinsdale, IL 60521

or call Merl Kardatzke at

office: 708-654-0240  
home: 312-779-8508.

The deadline for camera-ready copy is Jan. 31, 1991.

**Editor: Kathy Morrissey (708) 564-6380**

*Parameter*, the official newsletter of the Chicago Chapter of the American Statistical Association, is published 11 times per year as a service for its members. Materials for publication should be submitted to the editor at Household Bank — 2N, 2700 Sanders Rd., Prospect Heights, IL 60070. **Deadline for the January *Parameter* is Dec. 20.**

*Parameter* offers a free placement service for ASA Chicago Chapter members. Job applicants should send a draft of their advertisement and a resume to the editor at the above address. Applicant names will remain confidential if requested.