

Media research on the agenda

Time is running out to take advantage of early-bird discounted registration and hotel rates for the upcoming Pan African Media Research Organisation (PAMRO) meeting and conference in Zanzibar. On the agenda for this year's conference, to be held from 28 August to 1 September at the Zanzibar Beach Resort in Stone City, Zanzibar, are discussions and presentations on population and sampling matters.

The BMR's Professor Carel van Aardt and Markinor's Marie Harris will look at where Africa stands in terms of knowledge about HIV/Aids, and how the people of the continent perceive the disease.

Under the topic "New requirements for the future of media audience research measurement", speakers will cover how researchers can assist the growth of community media, and the integration of media consumption with consumers' income and expenditure patterns, to enable tighter targeting.

The conference will also update delegates on progress being made in the field of electronic measurement, looking specifically at Arbitron's Personal People Meter, the Swiss Radio Control Watch, as well as new outdoor, cellphone and Internet technologies.

On the subject of improving and verifying methodologies, SAARF's CEO, Dr Paul Haupt, will discuss the impact on radio listening levels and time spent listening when TV viewing is also measured in a diary.

Special rates apply only until the end of May. To book for the PAMRO conference, contact PAMRO's vice president, Piet Smit, on (011) 463-5340, or email: . For more information, visit www.pamro.org.