LISA MEGARGLE GEORGE

CURRENT POSITION

Associate Professor
Department of Economics
Hunter College and the Graduate Center
City University of New York
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EDUCATION

The Wharton School, University Of Pennsylvania — Philadelphia, PA
Doctor of Philosophy, Applied Economics — May 2001
Master of Arts, Applied Economics — May 1998

Cornell University — Ithaca, NY
Master of Engineering, Civil Engineering — May 1990
Bachelor of Science, Operations Research and Industrial Engineering — May 1989

PROFESSIONAL EXPERIENCE

Michigan State University, East Lansing, MI
*Assistant Professor, Department of Economics***,** 2001-2003

Office of Naval Reactors, U.S. Navy and Energy Departments, Washington, DC
Senior Engineer and Special Assistant to the Director for Regulatory Affairs, 1990-1995

- Responsible for environmental compliance by nuclear-powered ships and support facilities.
- Directed National Laboratory research concerning transport and storage of nuclear materials.
- Managed relations with Congress, regulators and the press on environmental issues.

FIELDS OF INTEREST

Economics of Media, Empirical Applied Microeconomics, Industrial Organization, Political Economy

PUBLICATIONS

Papers

Baker, Matthew J. and George, Lisa M. (2010) "The Role of Television in Household Debt: Evidence from the 1950's," *The B.E. Journal of Economic Analysis & Policy*: Vol. 10: Issue 1 (Advances), Article 41.

George, Lisa M. (2009) "National Television and the Market for Local Products: The Case of Beer." *Journal of Industrial Economics*, Vol. 57, No. 1 pp. 85-111.

George, Lisa M. (2008) "The Internet and the Market for Daily Newspapers." *The B.E. Journal of Economic Analysis & Policy*, Vol. 8, No. 1 (Advances), Article 26.

PUBLICATIONS (CONTINUED)

George, Lisa M. (2007). "What's Fit to Print: The Effect of Ownership Concentration on Product Variety in Daily Newspaper Markets." *Information Economics and Policy,* Vol. 19, No. 3-4, pp. 285-303.

George, Lisa M. and Joel Waldfogel (2006). "The *New York Times* and the Market for Local Newspapers." *American Economic Review,* Vol. 96, No. 1, pp. 435-477.

George, Lisa M. and Joel Waldfogel (2003). "Who Affects Whom in Daily Newspaper Markets?" *Journal of Political Economy,* Vol. 11, pp. 765-785.

Ambrose, Brent, Lisa M. George and Peter Linneman (1998). "Casino Development: What We Need To Know." *Wharton Real Estate Review,* Vol. 2.

George, Glenn R. and Lisa M. George (1998). "The Naval Reactors Program: From *Nautilus* to the Millennium." *Nuclear News,* October 1998.

Book Chapters

George, Lisa M. "Technology, Disruption and the Economic Foundations of the Media Firm" in Kabat, Patrick S., ed. *Subsidize This Book: Journalism, Business Models, and the Hidden Forces That Shape Our News And Inform Our Democracy*. New Haven: Yale ISP Press, 2010 *forthcoming*.

George, Lisa M. and Joel Waldfogel (2008). "National Media and Local Political Participation: The Case of the *New York Times*" in Roumeen Islam, ed., *Information and Public Choice: From Media Markets to Policymaking.* Washington, DC: World Bank Publications, pp. 33-48.

George, Lisa M. "Ownership Concentration and Product Variety in Daily Newspaper Markets" in Lorrie F. Cranor and Shane Greenstein, eds., *Communications Policy and Information Technology: Promises, Problems, Prospects.* Cambridge, Mass: MIT Press, 2002.

WORKING PAPERS

"Newsroom Diversity and Minority Readership." The project uses newspaper-level data on the race and Hispanic status of newsroom staff and zipcode-level newspaper circulation over 5 years to estimate the relationship between newsroom diversity and minority readership of US daily newspapers.

"The News Hour: Measuring the Value of Local Television News." The project estimates a two-sided structural model of television news viewing and advertising in order to evaluate the substitutability of television programming. Welfare estimates indicate that additional programming is more important for advertisers than viewers.

ONGOING RESEARCH

"The Role of Televised Pharmaceutical Advertisements in Treating Underserved Groups." The project uses data from the Medical Expenditure Panel Survey (MEPS) to examine whether the introduction of television advertising for pharmaceutical products differentially increased treatment rates among minorities and individuals without college education. With Brendan Cunningham.

"Talking and Spending: Campaign Finance, Corporate Lobbying and Implications for Reform." Examines the relationship between information lobbying and cash contributions in the pursuit of political influence. With heterogeneous lobbying costs, contribution limit should advantage "talkers" over "spenders." The research uses data from Alaska to examine who wins and who loses from reform.

CONFERENCE PRESENTATIONS & INVITED TALKS

"The Economics of Newspapers in a Digital Age." Federal Trade Commission Workshop: *From Town Crier to Bloggers: How Will Journalism Survive the Internet Age*, Washington, DC, December 2009.

"The Economics of Newspapers in a Digital Age." Yale Law School Conference: *Journalism and the New Media Ecology*, New Haven, CT, November 2009.

"The Effect of Minority Staffing on Readership in US Daily Newspaper Markets." 7th Workshop on Media Economics, Siena, Italy, October 2009.

Keynote Address: "National Media and the Market for Local Beer." LICOS Centre for Institutions and Economic Performance, Leuven, Belgium, May 2009.

"The Role of Television in Rising Household Debt: Evidence From The 1950's." Federal Communications Commission Seminar. Washington, DC, January 2009.

"The Role of Television in Rising Household Debt: Evidence From The 1950's." 6th Workshop on Media Economics, Zurich, Switzerland, October 2008.

"National Television and the Market for Local Products: The Case of Beer." 5th Workshop on Media Economics, Bologna, Italy, October 2007.

"National Media and Local Political Participation." World Bank Conference: *Effects of Mass Media on Public Policy*. Washington, DC, April 2007.

"The Internet and the Market for Daily Newspapers." 4th Workshop on Media Economics, Washington, DC, November 2006.

"The Internet and the Market for Daily Newspapers." Telecommunications Policy Research Conference (TPRC): The 34th Research Conference on Communication, Information and Internet Policy. Alexandria, VA, September 2006.

"Comments on the Law and Policy of Peer-to-Peer Networks." Columbia Institute for Tele-Information, Columbia Business School and Fu Foundation School of Engineering and Applied Science, Columbia University: *Conference on Peer-to-Peer Video as a Mass Medium*. New York, NY, September 2004.

"National Television and the Market for Local Products: The Case of Beer." Federal Communications Commission Seminar. Washington, DC, October 2004.

"Does the New York Times Spread Ignorance and Apathy?" Center On Development, Democracy and the Rule of Law, Institute for International Studies, Stanford University. Palo Alto, CA, March 2004.

"What's Fit to Print: The Effect of Ownership Concentration on Product Variety in Daily Newspaper Markets." Turku School of Economics and Business Administration: World Media Economics Conference. Turku, Finland, May 2002.

"Who Benefits Whom in Daily Newspaper Markets?" Center for Operations Research and Econometrics (CORE): Workshop on Competition in the Media and Advertising Markets. Aix-en-Provence, France, October 2001.

"What's Fit to Print: The Effect of Ownership Concentration on Product Variety in Daily Newspaper Markets." Telecommunications Policy Research Conference (TPRC): The 29th Research Conference on Communication, Information and Internet Policy. Alexandria, VA, October 2001.
First Prize, Student Paper Competition.

GRANTS

2010-2011	Reynolds Journalism Institute: Amount: $8,000.
2010-2011	PSC-CUNY Competitive Research Award. Amount: $3,900.
2009-2010	PSC-CUNY Competitive Research Award. Amount: $3,900.
2008-2009	PSC-CUNY Competitive Research Award. Amount: $3,200.
2007-2008	PSC-CUNY Competitive Research Award. Amount: $5,500.
2006-2007	PSC-CUNY Competitive Research Award. Amount: $2,000.
2005-2006	PSC-CUNY Competitive Research Award. Amount: $4,500.
2005-2006	Gender Equity Project Sponsorship Grant, Hunter College. Amount: $10,000.
2004-2005	Gender Equity Project Sponsorship Grant, Hunter College. Amount: $10,000.
2004	Graduate Research Technology Initiative (GRTI) Grant, CUNY. Amount: $10,000.

TEACHING

Teaching Interests
Economics: Microeconomics, Industrial Organization, Political Economy, Law & Economics
Business: Business and Public Policy, Political Strategy for Business, Media and Information Markets

Teaching Experience
Department of Economics, Hunter College, CUNY
Introduction to Economics. (Undergraduate survey course.)
Business & Public Policy. (Undergraduate field course.)
Law & Economics. (Masters field course.)
Industrial Organization (Masters field course.)

Department of Economics, Michigan State University
Intermediate Microeconomics. (Undergraduate honors course.)
Private Enterprise and Public Policy. (Economic foundations of regulation.)

The Wharton School, University of Pennsylvania
Business in the Political Environment. (Business and regulatory strategy in a political environment.)

PROFESSIONAL ACTIVITIES

Editor in Chief (effective 1/1/11)
Information Economics and Policy

Referee
American Economic Review
B.E. Journal of Economic Analysis & Policy
Canadian Journal of Economics
Information Economics and Policy

Member
American Economic Association
Committee on the Status of Women in the Economics Profession
American Political Science Association
Association for Public Policy and Management
Academy of Management
American Nuclear Society
Board of Trustees, Cornell Club of Philadelphia (1997-2001)

HONORS AND AWARDS

First Prize, Telecommunications Research Policy Conference Student Paper Competition, 2001
Amy Morse Public Policy Prize, University of Pennsylvania, 1996
University of Pennsylvania Doctoral Fellowship, 1995-1999
U.S. Department of Energy Superior Achievement Award, 1995
McMullin Scholarship, 1989-1990
Naval ROTC Scholarship 1985-1989
Society of American Military Engineers Gold Medal, 1987
Garden State Scholar, 1985
New Jersey Scholar, 1984