

## 4th Annual PAMRO Conference

About three years ago, media researchers and advertising practitioners from several African countries came together in Johannesburg to establish the first and only forum on the continent aimed at fostering accurate comparable regional and continental media research.

Since then the organization has rotated annual conferences to countries as widespread as Ghana and Kenya. This year the conference takes place at the Victoria Falls, Zimbabwe.

From the outset PAMRO has sought to make the organization accessible and relevant to not only research professionals, but also to the users of media research which includes advertisers, marketers, manufacturers, government institutions, NGO's and media owners (TV, radio, newspaper, magazine, outdoor, experiential marketing, etc.). Supported and motivated by leading research organizations, media owners, advertisers and marketers, PAMRO today has a growing membership stretching through 17 African countries with leading media institutions such as the BBC World Service, Canal France Internationale (CFI), Voice of America (VOA) and the Conference for International Broadcast Audience Research (CIBAR) also prominent.

PAMRO's 4th Annual Meeting and All Africa Media Research Conference is scheduled to take place at the Kingdom Hotel, Victoria Falls, Zimbabwe from Sunday 22 to Wednesday 25 September 2002.

Administration and secretarial services for PAMRO are provided by the South African Advertising Research Foundation (SAARF). Anyone interested in obtaining further details and/or registering to attend are invited to contact:

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Further information is also available on the SAARF website - [www.saarf.co.za/pamro/fourthconference.htm](http://www.saarf.co.za/pamro/fourthconference.htm).