

LISA MEGARGLE GEORGE

CURRENT POSITION

Assistant Professor
Department of Economics
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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

PECO Energy Company, Wayne, PA
Assistant to the President, PECO Nuclear, Summer 1996

- Developed strategic plan for managing lobbying and trade association activities.

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

Empirical Applied Microeconomics, Industrial Organization, Political Economy, Law & Economics

PUBLICATIONS

George, Lisa (2006). "What's Fit to Print: The Effect of Ownership Concentration on Product Variety in Daily Newspaper Markets." *Information Economics and Policy*, forthcoming.

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

PUBLICATIONS (CONTINUED)

George, Lisa. "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.

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

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

WORKING PAPERS

George, Lisa. "National Television and the Market for Local Products: The Case of Beer." Hunter College Working Paper, March 2007.

George, Lisa. "The Internet and the Market for Daily Newspapers." Hunter College Working Paper, October 2006.

George, Lisa and Joel Waldfogel. "National Media and Local Political Participation: The Case of the New York Times." Hunter College Working Paper, March 2007.

CURRENT RESEARCH

"Ownership Rules, Competition and Variety in Media Markets." The Federal Communications Commission is considering relaxing rules that ban firms from owning newspapers and broadcast media in a single market. Using data from radio, TV and newspaper markets, this research considers the extent to which consumers view different media as substitutes and estimates the potential impact of rule changes on product variety and consumer welfare. With Joel Waldfogel.

"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.

"The Market for Lawyers: The Effect of Lawyer Supply on Demand for Litigation." Using bar exam data to instrument for lawyer supply, results suggest that growth in the number of lawyers does lead to more litigation. With Joel Waldfogel.

CONFERENCE PRESENTATIONS & INVITED TALKS

"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, Virginia, 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.

CONFERENCE PRESENTATIONS & INVITED TALKS (CONTINUED)

“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: 5th 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, Virginia, October 2001.

First Prize, Student Paper Competition.

GRANTS

2006-2007	PSC-CUNY Research Award. Amount: \$2,000.
2005-2006	PSC-CUNY 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

Business: Business and Public Policy, Political Strategy for Business, Media and Information Markets

Teaching Experience

Department of Economics, Hunter College, CUNY

Introduction to Economics. (Introduction to economic reasoning.)

Industrial Organization. (Masters field course.)

Department of Economics, Michigan State University

Private Enterprise and Public Policy. (Economic foundations of regulation.)

Intermediate Microeconomics. (Undergraduate honors course.)

The Wharton School, University of Pennsylvania

Business in the Political Environment. (Business and regulatory strategy in a political environment.)

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

HONORS AND AWARDS (CONTINUED)

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

PROFESSIONAL ACTIVITIES

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)

REFERENCES

Joel Waldfogel

Joel S. Ehrenkranz Family Professor; Professor of Business and Public Policy
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Howard Kunreuther

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