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SUMMARY

Lisa M. George is an empirical applied economist specializing in industrial organization and political economy. Her research focuses on the economics of media markets, spanning traditional and new media. Professor George has published in top economics journals, including the *American Economic Review*, *Journal of Political Economy* and *Journal of Industrial Economics*. She is Editor-in-Chief of the media and telecommunications journal *Information Economics and Policy*.

Professor George is a leader in the media economics community. She serves on the scientific committee of the EU Media Pluralism Project at the Florence School of Regulation and on the newly-formed American Press Institute Research Advisory Group. Professor George has managed public and private grants and awards for research in media economics, including a 2011 award from the Time Warner Cable Research Program in Digital Communications and a 2010 Federal Communications Commission grant to study diversity in television news. Professor George co-organizes an annual Media Economics Workshop, now in its 11th year, and co-founded the new interdisciplinary New York City Media Seminar.

Professor George completed her Ph.D. in Applied Economics at the University of Pennsylvania. She also earned a Bachelor of Science and a Master of Engineering degree from Cornell University. Professor George currently holds a tenured Associate Professor position in the Department of Economics, Hunter College and the Graduate Center, City University of New York. She has served in the past as a Visiting Associate Professor of Business and Public Policy at the Wharton School, University of Pennsylvania and an Assistant Professor of Economics at Michigan State University. Before embarking on doctoral studies, Professor George served five years as an officer in the U.S. Navy.

APPOINTMENTS

2010-current	Hunter College and the Graduate Center, City University of New York Associate Professor of Economics
2011-2012	The Wharton School, University of Pennsylvania Visiting Associate Professor of Business and Public Policy
2003-2010	Hunter College and the Graduate Center, City University of New York Assistant Professor of Economics
2001-2003	Michigan State University Assistant Professor of Economics

EDUCATION

2001	Ph.D., Applied Economics, The Wharton School, University of Pennsylvania
1998	M.A., Applied Economics, The Wharton School, University of Pennsylvania
1990	M. Eng., Civil Engineering, Cornell University
1989	B.S., Operations Research and Industrial Engineering, Cornell University

PROFESSIONAL EXPERIENCE

1990-1995 Lieutenant, US Navy, Office of Naval Reactors, Washington, DC

FIELDS OF INTEREST

Industrial Organization, Political Economy, Economics of Media & Advertising

PUBLICATIONS

Journal Articles

George, Lisa M. "Out of Work?" [Review of the book *Out of Print: Newspapers, Journalism and the Business of News in the Digital Age*, by George Brock.] *Journal of Economic Literature*, forthcoming.

George, Lisa M., Filistrucchi, Lapo and Catherine Tucker (2012). "Editorial: The Economics of Digital Media Markets." *Information Economics and Policy*, Vol. 22: Issue 1 pp. 1-2.

George, Lisa M. and Christiaan Hogendorn (2012). "Aggregators, Search and the Economics of New Media Institutions." *Information Economics and Policy*, Vol. 22: Issue 1 pp. 40-51.

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.

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 & Sponsored Research

George, Lisa M., “Local News Online: Aggregators, Geo-Targeting and the Market for Local News” *Time Warner Cable Research Program on Digital Communications*, Washington, DC, Winter 2013.

George, Lisa M. and Felix Oberholzer-Gee, “Diversity in Local Television News,” *US Federal Communications Commission Quadrennial Review*, Washington, DC, July 2011.

George, Lisa M. “The Growth of Television and the Decline of Local Beer” in Swinnen, Johan, ed. *The Economics of Beer*. Oxford University Press, 2011.

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 & CURRENT RESEARCH

“Estimating Welfare in Two-Sided Market Games: The Case of Local Television News.” *With Matthew J. Baker (Hunter College and the Graduate Center, CUNY)*. This paper estimates a structural model of television viewing, advertising and station competition to estimate whether television markets produce too little or too much local news. We find that station competition leads to a small overproduction of local news from the viewer perspective and small under-production from the advertiser standpoint. The net production is close to optimal, with potential welfare gains most likely to arise from schedule adjustments rather than new broadcasts.

“Local News Online: Aggregators, Geo-Targeting and the Market for Local News.” *With Christiaan Hogendorn (Wesleyan)*. This paper estimates the effect of adding geo-targeted news links to the Google News page on local news reading and local news outlets. The paper extends the work supported by the Time Warner Cable Research program.

“Social Networks and the Demand for News.” *With Christian Peukert (LMU)*. This paper measures the effect of minority group size on minority readership in digital news markets, finding a strong positive relationship for both local and non-local news products which cannot be explained by supply-side models. The paper investigates whether social networks drive the relationship between groups size and consumption, with implications for media markets and policy.

“The Market for Diversity in Local Television News.” *With Felix Oberholzer-Gee (Harvard Business School)*. This paper develops a novel measure of product differentiation in local television news, showing that differentiation increases advertising prices. Results using digital text analysis indicate that content differentiation matters more than political differentiation in news markets.

“Paywalls and the Demand for News.” *With Joel Waldfogel (University of Minnesota)*. This research studies the effect of newspaper paywalls on readership in digital news markets.

“Content in Campaigns.” This paper demonstrates the link between electoral competition and the content of campaign advertisements, with implications for minority and majority turnout.

SELECTED CONFERENCE PRESENTATIONS & INVITED TALKS

“Local News Online: Aggregators, Geo-Targeting and the Market for Local News.” Fourth Annual Conference on Internet Search and Innovation *Searle Center on Law, Regulation and Economic Growth*, Chicago, IL, June 2013.

“Local News Online: Aggregators, Geo-Targeting and the Market for Local News.” Microsoft Session on Internet Competition, International Industrial Organization Conference, Boston, MA, May 2013.

“Digital Intermediaries in the Market for Online News.” 10th Workshop on Media Economics, University of the Andes, Bogota, Columbia, October 2012.

“The Market for Diversity in Local Television News” 9th Workshop on Media Economics, The New Economic School, Moscow, Russia, October 2011.

“Aggregators, Search and the Economics of New Media Institutions.” Conference on the Economics Of Information and Communication Technologies, Orange École Polytechnique & Telecom ParisTech, Paris, France, September 2011.

“The News Hour: Measuring the Value of Local Television News.” International Industrial Organization Conference (IIOC), Boston, April 2011.

“The News Hour: Measuring the Value of Local Television News.” Antitrust Seminar, US Department of Justice, Washington, DC, November 2010.

“The News Hour: Measuring the Value of Local Television News.” Workshop on Media Economics and Public Policy, Roosevelt House Public Policy Institute at Hunter College, New York, October 2010.

“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 Journalism 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 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.

SELECTED CONFERENCE PRESENTATIONS & INVITED TALKS (CONTINUED)

“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*.

SELECTED GRANTS & AWARDS

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| 2013-2014 | PSC-CUNY Competitive Research Award. Amount: \$5,900. |
| 2012 | Time Warner Cable Research Program in Digital Communications. Amount: \$20,000. |
| 2012 | GRTI Funding Program, The Graduate Center, CUNY. Amount: \$7,733. |
| 2010-2011 | Federal Communications Commission Media Ownership Study. Amount: \$200,000. |
| 2010-2011 | Reynolds Journalism Institute. Amount: \$8,000. |
| 2004-2011 | PSC-CUNY Competitive Research Awards. Amount: \$25,000. |
| 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 INTERESTS

Microeconomics, Industrial Organization & Strategy, Economics of Media & Entertainment Industries, Quantitative Methods

PROFESSIONAL ACTIVITIES

Editor-in-Chief

Information Economics and Policy

Industry & Scientific Leadership

International Industrial Organization Committee (IIOC), Program Chair, Media Economics

American Press Institute Research Advisory Group

Scientific Committee, Florence School of Regulation & European Union Media Pluralism Project

Organizer, Annual Workshop on Media Economics & Public Policy

Organizer & Founder, New York City Media Seminar

Conference Host, Roosevelt House Public Policy Institute at Hunter College, October 15-16, 2010

Professional & Community Service

American Economic Association

Committee on the Status of Women in the Economics Profession

American Political Science Association

Academy of Management

American Nuclear Society

Board of Education Special Revenue Committee, Haddonfield, NJ

Cornell Alumni Reunion Campaign Committee, (2013-2014)

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

REFERENCES

Simon P. Anderson

Commonwealth Professor of Economics

University of Virginia

Phone: 434.924.3861;

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Felix Oberholzer-Gee

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Harvard Business School

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Esther Thorson

Associate Dean for Graduate Studies and Research

Missouri School of Journalism

Research Director, Reynolds Journalism Institute

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Frederick R. Kappel Chair in Applied Economics

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