

THE GALLUP POLL®



NATIONAL CONSTITUTION CENTER

Independence Mall | Philadelphia, PA

**FOR IMMEDIATE RELEASE**

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**GALLUP AND NATIONAL CONSTITUTION CENTER PRESENT  
ELECTION-YEAR POLLING SEMINAR  
IN ASSOCIATION WITH NATIONAL PRESS CLUB  
Thursday, August 19, 9:30 a.m. – 2 p.m.**

*Gallup's Frank Newport to Speak; NCC's Richard Stengel Will Lead Panel  
On How Campaigns Use Polls.*

Philadelphia, PA (August 6, 2004) – The National Constitution Center and the Gallup Organization, in association with the National Press Club's Professional Affairs Committee, will present "Election Polling 2004: How to Interpret and Report on Polls in a Close Election" at the National Press Club in Washington, D.C. on Thursday, August 19, 2004, from 9:30 a.m. to 2 p.m. The intensive half-day session will zero in on the key issues and challenges in reporting on polls between now and November 2. Journalists and National Press Club members are invited to participate. The event is free, but reservations are required.

"Polling 2004" is split into three segments. The first is a lecture presented by senior members of the Gallup Poll team. The session, which will run from 9:30 to 10:45 a.m. will be a primer on how reporters should examine polls for a story and test a survey's credibility. It will also review emerging election polling techniques, trends and recent history.

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[www.constitutioncenter.org](http://www.constitutioncenter.org) in  
the multimedia archives.

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From 11 a.m. to 12:30 p.m., Richard Stengel, former national editor of *Time* magazine and current President and CEO of the National Constitution Center, will moderate a panel discussion composed of political pollsters and journalists. The panel will discuss the ways in which campaigns use polls, how campaigns spin polling results, and how journalists interpret and utilize this information. Panelists include: Jim Jordan, of Americans Coming Together and former campaign manager to John Kerry; Kim Alfano, a leading Republican consultant, Ryan Lizza of the New Republic; and Jake Tapper of ABC News.

Following the panel discussion will be a luncheon featuring Frank Newport, Editor-in-Chief of the Gallup Poll and Vice President of The Gallup Organization as the keynote speaker. Newport will give a historical view of polling, touching on the importance of Vice Presidential nominations, conventions, and debates.

“Polling, for better or worse, is often the way voters speak to leaders in a Democracy, which is why we all need to know more about it,” said Stengel. “As James Madison noted, public opinion ‘is the real sovereign’ in every democracy.”

“How well are polls – a major part of an election year news cycle – covered by journalists?” asked Newport. “Although one may disagree on the exact answer to that question, there is little disagreement that reporters can benefit from more training, more knowledge, more background, and better understanding of how polls work.”

Richard Stengel joined the National Constitution Center as President and CEO in March 2004. Prior to his work at the Center, he served as the national editor for *Time* magazine. In addition to his role at *Time*, Stengel, a Rhodes Scholar, is an author who has taught at the university level, and has served as a network on-air political

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commentator. Throughout his career, Stengel has cultivated an interest in politics and the mechanics of our democracy. As a senior writer and essayist at *Time*, he covered both the 1996 and 1988 presidential campaigns. During the 1998 -1999 academic school year, he taught a course at Princeton University called "Politics and the Press" before moving to a very different political arena in 1999 as a Senior Adviser and Chief Speechwriter for presidential candidate Bill Bradley.

As Editor-in-Chief of the Gallup Poll and Vice President of the Gallup Organization in Princeton, New Jersey, Frank Newport is in charge of the Gallup Poll assessment of American public opinion, which has been continuously measuring public moods and attitudes in the United States since the 1930's. His articles and reviews have appeared in the *American Sociological Review*, *The New York Times*, *The American Journalist Quarterly*, *the Journal of Political and Medical Sociology*, *Social Forces*, *Public Opinion Quarterly*, and *Public Perspective*. He is the co-author of *The Evangelical Voter: Religion and Politics in the U.S.* and contributed to both the 1996 and 1997 editions of *Where America Stands*, published by John Wiley.

### **About the National Press Club**

The National Press Club has been a part of Washington life, and more significantly of downtown Washington life, for nearly a century. Its members have included four generations of American and foreign journalists, plus many of the 20th Century's foremost newsmakers, including 17 consecutive Presidents of the United States — from Theodore Roosevelt to Bill Clinton. Most have spoken from the Club's podium, some as in the case of Mr. Carter and Mr. Reagan, to announce their candidacies for the highest office in the land.

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### **About The Gallup Organization**

The Gallup Organization has studied human nature and behavior for more than 70 years. Gallup employs many of the world's leading scientists in management, economics, psychology, and sociology. Gallup performance management systems help organizations increase customer engagement and maximize employee productivity through measurement tools, coursework, and strategic advisory services. Gallup's 2,000 professionals deliver services at client organizations, through the Web, at Gallup University's campuses, and in 40 offices around the world.

### **About the National Constitution Center**

The National Constitution Center, located at 525 Arch St. on Philadelphia's Independence Mall, is an independent, nonpartisan, nonprofit organization established by Congress in 1988 to increase understanding of the U.S. Constitution and its relevance to the daily lives of Americans. It is the first museum in the world devoted to dramatically telling the story of the Constitution from Revolutionary times to the present through more than 100 interactive, multimedia exhibit components, film, photographs, text, sculpture and artifacts. The Center also houses the Annenberg Center for Education and Outreach, which serves as the hub for national constitutional education and debates; and as a home for visiting scholars and experts. The National Constitution Center is the first museum in the country designated as a member of the National Archives Experience Alliance Initiative. For more information, please call 215.409.6600 or visit the Center's Web site at [www.constitutioncenter.org](http://www.constitutioncenter.org).

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