

2009 Breaux Symposium: By the People, For the People: Redefining Public Opinion Polling in an Age of Segmented Markets and Personalized Communication

--Panelist Bios--



MARK BLUMENTHAL is editor and publisher of Pollster.com, the web site that publishes poll results and a daily running commentary that explains, demystifies and critiques political polling for political insiders and the general public. Pollster.com is partly an outgrowth of Blumenthal's Mystery Pollster blog, which he started in September 2004. As a polling analyst for The National Journal, Blumenthal writes a weekly column for NationalJournal.com. In May of 2007, along with Pollster.com co-creator Charles Franklin, Blumenthal received the Warren J. Mitofsky Innovators Award from the American Association for Public Opinion Research. In 2005, the National Council on Public Polls awarded Blumenthal and the Mystery Pollster blog a special citation for its work explaining polls to the Internet reader. Blumenthal has been in the political polling business for more than 20 years, conducting and analyzing political polls and focus groups for Democratic candidates and market research surveys for major corporations. In January 2007, after 15 years with his former partners David Petts and Anna Bennett in the firm Bennett, Petts and Blumenthal (BPB) he decided to devote all of his time to Pollster.com. He earned a Political Science degree from the University of Michigan and has done course work towards a Masters degree at the Joint Program in Survey Methodology (JPSM) at the University of Maryland. He has guest lectured American University and at training seminars sponsored by EMILY's List, the Democratic National Committee and the National Democratic Institute for International Affairs. He served as Communications Chair of the American Association for Public Opinion Research (AAPOR) from 2007 to 2008.



CHARLIE COOK is publisher of *The Cook Political Report*, and political analyst for the National Journal Group, where he writes weekly for *National Journal* magazine and *CongressDailyAM*. Widely regarded as one of the nation's leading authorities on U.S. elections and political trends, Charlie has appeared on the ABC, CBS and NBC evening news programs, "Meet the Press," and "This Week..." He has served as an election night for NBC since 1994. *The New York Times* has called Cook, "...one of the best political handicappers in the nation" and noted that *The Cook Political Report* is "...a newsletter that both parties regard as authoritative."



CHARLES FRANKLIN is Professor of Political Science at the University of Wisconsin, Madison and co-developer of Pollster.com. Franklin's specialty is the graphical and statistical analysis of public opinion and voting behavior. His work at Pollster.com (with partner Mark Blumenthal) has become a widely cited source of non-partisan analysis of polling trends, winning the "Innovator's Award" in 2007 from the American Association for Public Opinion Research, cited by the New York Times Magazine as one of the "Year in Ideas of 2008" and picked by Edward Tufte for best visualization of the 2008 election. Franklin has served on numerous scientific boards, including the National Election Study. He is past president of the Society for Political Methodology, and was elected a Fellow of the Society in 2009.



ANNA GREENBERG is a leading Democratic pollster and polling expert. She advises campaigns, advocacy organizations, and foundations in the United States and has helped elect Congressman Rahm Emanuel (IL-5), Congresswoman Gabrielle Giffords (AZ-8) and Senator Amy Klobuchar (MN). She has worked closely with a wide range of groups including the AFL-CIO, EMILY's List, Women's Voices. Women Vote, USAction, and MoveOn.Org. Greenberg is one of America's leading experts in public opinion and religion, youth, and women's health and conducts research on religion and values in public life for Religion and Ethics Newsweekly and the United Nations Foundation and women's health for the National Women's Health Resource Center, the American Psychological Association, and the Association of Reproductive Health Professionals. Through her firm, Greenberg, Quinlan, Rosner, she directs work with the W.K. Kellogg Foundation and the Center for Rural Strategies and has helped shape and advance their research program on perceptions of rural America. Greenberg is a leading expert in research with difficult to reach audiences, web-based research and ad testing and directs Greenberg Quinlan Rosner's innovations in advanced micro-targeting and segmentation analysis. Greenberg has taught at Harvard University's John F. Kennedy School of Government and was a visiting scholar with the Pew Research Center for the People and the Press. She serves on the advisory board of the Center for Reproductive Rights, the Boisi Center for Religion and American Public Life at Boston College and is a research fellow at American University's Center for Congressional and Presidential Studies. She holds a BA in Government from Cornell University and PhD in Political Science from the University of Chicago.



DR. SUSAN HERBST is Executive Vice Chancellor for the University System of Georgia, and Professor of Public Policy. Her research focuses on public opinion, mass media, and the nature of the policy-making process in the United States. Previously, she was professor and chair of the department of Political Science, Northwestern University, Dean of Liberal Arts, Temple University and Provost at The University of Albany/SUNY, where she also served as acting president from 2006-07. She is editor of a book series on American politics, public opinion and political behavior with the University of Chicago Press. Her current work focuses on the nature of public opinion in the United States, and most recently, the ways that media shape presidential political speeches and rhetoric. Dr. Herbst earned her bachelor's degree with honors in political science from Duke University, Durham, N.C., and a doctorate in communication theory and research from the University of Southern California, Annenberg School for Communications, Los Angeles.



SCOTT KEETER is director of survey research for the Pew Research Center in Washington, DC. His published work includes books on political participation and civic engagement, religion and politics, public opinion, and American elections, along with articles and chapters on survey methodology, political communications, and health care topics. A native of North Carolina, he attended Davidson College as an undergraduate and received a Ph.D. in political science from the University of North Carolina at Chapel Hill. He has taught at George Mason University, Rutgers University and Virginia Commonwealth University. Since 1980 Keeter has been an election night analyst of exit polls for NBC News, and has served as Standards Chair and Councilor-at-Large for the American Association for Public Opinion Research.

MODERATOR



ROBERT MANN holds the Manship Chair in Mass Communication. Prior to joining the Manship School in 2006, he served as communications director to Louisiana Governor Kathleen Blanco. He joined the governor's staff in 2004 after serving 17 years as state director and press secretary to U.S. Senator John Breaux of Louisiana. Prior to his service on Breaux's staff, he was press secretary to U.S. Senator Russell Long of Louisiana. He was also press secretary for the 1990 re-election campaign of U.S. Senator J. Bennett Johnston of Louisiana, and communications director for the 2003 Blanco campaign.

SYMPOSIUM IDEATOR & ORGANIZER



ROBERT "KIRBY" GOIDEL is director of the Manship School's Research Facility, which includes the Public Policy Research Lab and the Media Effects Lab. As senior public policy fellow of the Reilly Center for Media & Public Affairs, he directs the annual Louisiana Survey and provides analysis of the findings to government, organizations and the media. Goidel works closely with diverse constituencies to develop survey instruments, analyze data, prepare reports and present research findings. He received his Ph.D. in political science from the University of Kentucky and is the author of two books and numerous journal articles. He is a professor in the Manship School of Mass Communication and the department of political science.