

# Pollster John Zogby to speak May 4 in JPH Lecture Series



John Zogby, the hottest pollster in the United States today, will speak May 4 in the John Paul Hammerschmidt Lecture Series at North Arkansas College. His presentation, “The Way We’ll Be: The Zogby Report on the Transformation of the American Dream,” is open to the public free of charge at 7 p.m. in the L.E. “Gene” Durand Center on Northark’s Center Campus.

“All hail Zogby, the maverick predictor who beat us all,” proclaimed *The Washington Post* in November 1996 after Zogby alone called that presidential election with pinpoint accuracy, coming within one-tenth of 1% of the result. Since then, he has polled for Reuters News Agency and NBC News. His other clients include MSNBC, CNBC, Fox News, Knight-Ridder Newspapers, Gannett News Service, and numerous major newspapers.

He also has polled, researched and consulted for a wide spectrum of business media, government, and political groups including Coca Cola, Microsoft, CISCO Systems, Philip Morris, St. Jude’s Children’s Research Hospital, MCI, Reuters America, and the United States Census Bureau.

Zogby regularly appears on all three nightly network news programs, *The Today Show*, and *Good Morning America*, and is a frequent guest for Fox News and MSNBC specials, along with *Hardball with Chris Matthews*. He also is a regular political commentator for Canadian Broadcasting Corporation and the British Broadcasting Corporation. His analytical expertise has been published on the opinion pages of *The New York Times*, *The Wall Street Journal*, *Financial Times*, *Christian Science Monitor*, *Philadelphia Inquirer*, *Newsday*, and *Boston Globe*. He is a founding contributor to The Huffington Post.

Zogby holds degrees in history from Le Moyne College and Syracuse University and has taught history for 25 years. He is a Senior Advisor at the Kennedy School of Government at Harvard University, and serves as the first-ever Senior Fellow of the Catholic University Life Cycle Institute in Washington, DC.

The author of *The Way We’ll Be: The Zogby Report on the Transformation of the American Dream*, a Random House publication, Zogby will be signing copies of his book following the lecture. The cost of the book is \$25.

This will be the 19th presentation in the JPH Lecture Series. As a speaker in the series, Zogby follows Astronaut and Cosmonaut Dr. Jerry Linenger, Sherpa mountain guide Jangling Tenzing Norgay, CIA officers Tony and Jonna Mendez, internationally syndicated columnist Gwynne Dyer, former North Vietnam prisoner of war Colonel Edward L. Hubbard, 1972 Olympic 800-meter-run champion Dave Wottle, FDNY Chief Richard “Pitch” Picciotto, Harrison native and music therapy specialist Dr. Frederick (Ted) Tims, Savant Syndrome expert Dr. Darold Treffert, retired Wal-Mart senior vice-chairman Don Soderquist, “Homeless to Harvard” heroine Liz Murray, Navy Commander (retired) Scott Waddle of the USS Greenville, *Arkansas Democrat-Gazette* staff writer and Iraq war correspondent Amy Schlesing, animator/filmmaker Gary Goldman, former college and pro football great Keith Jackson, Clinton School of Public Service Dean James L. “Skip” Rutherford, Terry Frei, author of *Horns, Hogs, & Nixon Coming: Texas vs. Arkansas in Dixie’s Last Stand*, and award-winning journalist Juan Williams of FoxNews Sunday and PBS.