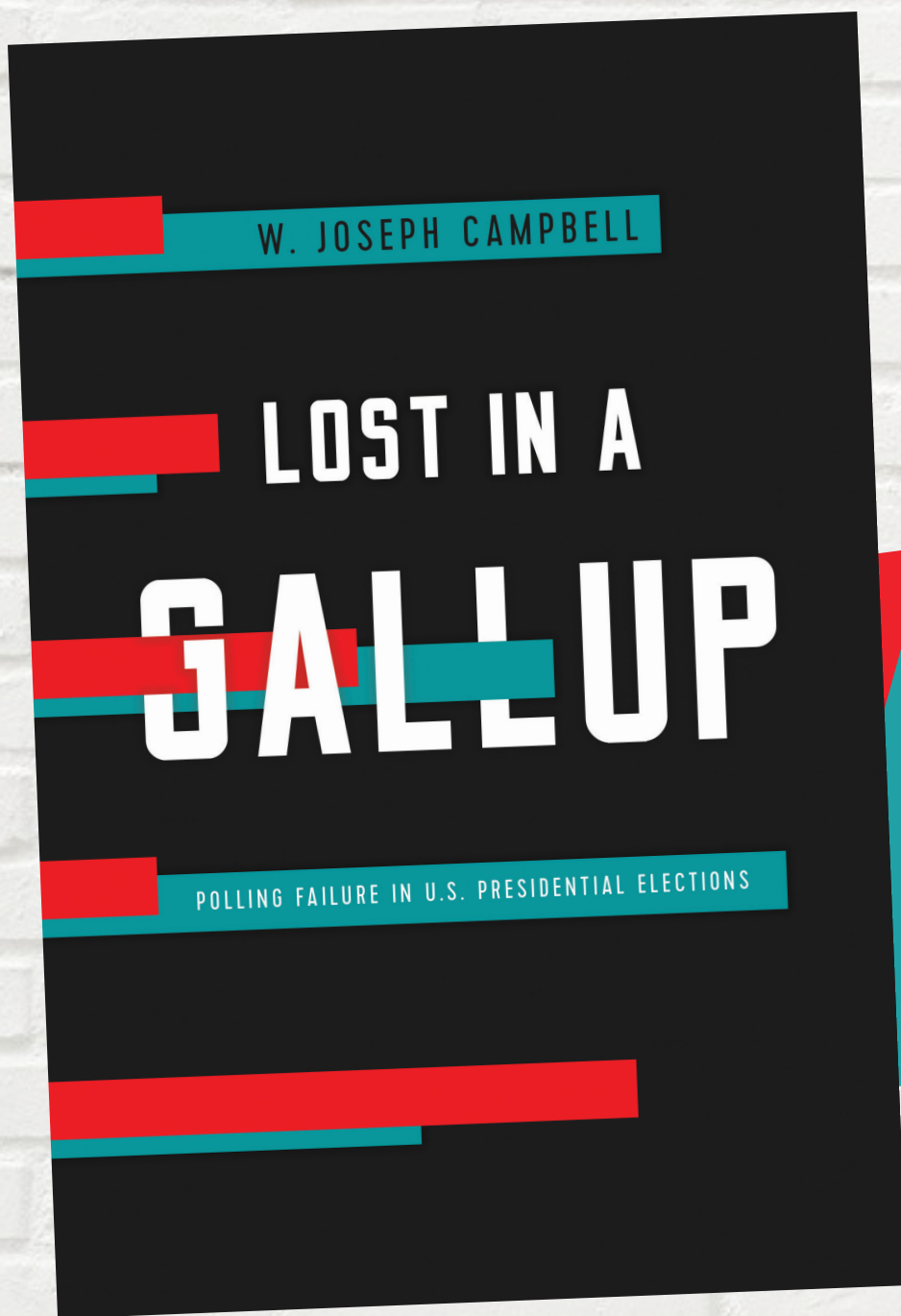


# PRESIDENTIAL POLLING: Problems and Pitfalls

W. JOSEPH CAMPBELL, PH.D.

Dr. Campbell will be discussing his latest book, *Lost in a Gallup: Polling Failure in U.S. Presidential Elections*.

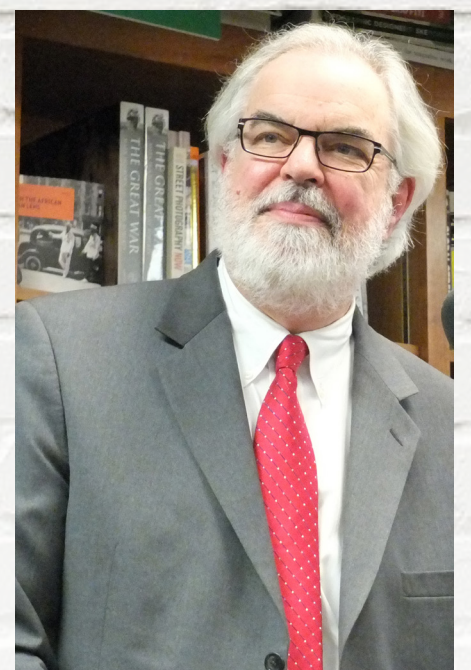


WEDNESDAY  
**October 28, 2020**  
6:00 PM CST | via Zoom

Register for this *Free*  
Event online at:  
[z.umn.edu/lostinagallup](https://z.umn.edu/lostinagallup)

From the Publisher: “*Lost in a Gallup* examines in lively and engaging fashion the history of polling flops, epic upsets, unforeseen landslides, and exit poll fiascos in American presidential elections. Drawing on archival collections and contemporaneous sources, W. Joseph Campbell presents insights on notable pollsters of the past, including George Gallup, Elmo Roper, Archibald Crossley, Warren Mitofsky, and Louis Harris. The story is one of media failure, too, as journalists invariably take their lead from polls in crafting campaign narratives.”

Dr. W. Joseph Campbell is a full professor in the School of Communication’s Communication Studies program, at the American University in Washington, D.C. He joined the AU faculty in 1997, after some 20 years as a professional journalist. Assignments in his award-winning journalism career took him across North America to Europe, West Africa, and parts of Asia. Campbell is the author of seven books, including most recently *Lost in a Gallup: Polling Failure in U.S. Presidential Elections*.



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For questions about this event please contact: Chelsey Miller | [crmiller@d.umn.edu](mailto:crmiller@d.umn.edu) | 218-726-7196 | Kathryn A. Martin Library, 416 Library Drive, Duluth, MN 55811. Closed Captioning will be enabled for the duration of the webinar. The University of Minnesota is an equal opportunity educator and employer.