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**JOURNALISM AWARD ANNOUNCEMENT
NATIONAL COUNCIL ON PUBLIC POLLS
EXCELLENCE IN MEDIA COVERAGE OF POLLS AWARD**

FOR IMMEDIATE RELEASE

November 5th, 2007

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National Council on Public Polls

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The National Council on Public Polls (NCPP) has named the Los Angeles Times the winner of the 2007 "Excellence in Media Coverage of Polls" Award. The award is given annually to a professional journalist(s) who best exemplifies accuracy and insight in reporting polls in the media.

The Los Angeles Times entry entitled "The Entertainment Poll" involved a multi-part series of articles by reporters Robin Abcarian, John Horn, Charles Duhigg, Matea Gold, Gina Piccalo, and Chris Gaither. The series detailed the results of a Los Angeles Times survey of young people age 12 to 24 about their use and opinions of entertainment media and technology.

The NCPP review committee noted that the Los Angeles Times entry illustrated how news stories may be enriched and common myths debunked with the incorporation of public opinion research.

NCPP President Lee Miringoff noted, "There were many strong entries, but the reviewers found the Los Angeles Times reports to be an exemplary way of how journalists may use surveys to add depth and dimension to news coverage and inform us all."

The review committee of the National Council on Public Polls included Lee Miringoff of the Marist Institute for Public Opinion, Jay Leve of Survey USA, Frank Newport of the Gallup Poll, Harry O'Neill Trustee Emeritus, Humphrey Taylor of Harris Interactive, and Evans Witt of Princeton Survey Research Associates. The NCPP Board of Trustees ratified the committee's recommendation.