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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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 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."