



**PENN**  
**SCHOEN**  
**BERLAND**

**FOR MORE INFORMATION:**

BETH LESTER  
202.962.3042  
blester@ps-b.com

## **The George Washington University to create Society of Presidential Pollsters**

**Washington, D.C., February 23, 2010** – The George Washington University today announced the creation of a Society of Presidential Pollsters. The society will create a national membership organization for the individuals who have served as pollster to the president. In addition, the University will establish an archive of presidential polls, including those from prominent pollster Mark Penn, who plans to donate a portion of his polls that he presented for six years to President Bill Clinton. Both the society and archive will be founded through a University endowment from Mr. Penn. GW's Graduate School of Political Management will be responsible for implementing and managing the society, and the University's Gelman Library will house the poll collection's archive.

"The establishment of the Society of Presidential Pollsters and archive of presidential polls will add to GW's already unique and powerful position as a University in our nation's capital and the world of politics," said Chris Arterton, dean of the Graduate School of Political Management at GW. "These two initiatives will bring together some of the most influential people in American politics and provide a behind-the-scenes look at the private polling that has helped administration's present their policies to the American public since before the Kennedy administration."

The endowment will be used to both establish the society and create an archive of presidential polls. It will provide funding to create and promote a professional and honorary association of men and women who have served as pollsters to the President of the United States. Membership to the society will be extended to all of those who have served in this capacity.

The endowment also will provide funding for the Gelman Library System to maintain a collection of private polls and data. This will include oral histories from presidential pollsters to record their recollections of the role of polling in the political process. One of the goals of the endowment will be to create an archive of polls dating back to Franklin Delano Roosevelt's presidency, spanning parties and pollsters.

"The presidential pollster is increasingly a key role in the White House and has been filled by fascinating people from both political parties," said Mr. Penn. "The Society of Presidential Pollsters will provide a platform for those of us lucky enough to serve our nation's presidents to record and explore our role historically, and in the future."

Mr. Penn is worldwide CEO of Burson-Marsteller, a leading global public relations and public affairs agency, and President of Penn Schoen Berland, a strategic research firm. He has

served as a senior adviser to corporate leaders like Bill Gates, Steve Ballmer and Bill Ford, and helped to elect over 25 leaders around the world, including serving as senior adviser to President Bill Clinton, Secretary of State Hillary Rodham Clinton and UK Prime Minister Tony Blair.

###

### **About Penn Schoen Berland**

Penn Schoen Berland is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients. We have over 30 years of experience leveraging unique insights about public opinion to provide clients with a competitive advantage - what we call Winning Knowledge™. We execute polling and message testing services for Fortune 100 corporations and have helped elect more than 30 presidents and prime ministers around the world. Penn Schoen Berland is a part of Young & Rubicam Brands, a subsidiary of WPP, one of the world's leading communications services networks. More information is available at [www.psbresearch.com](http://www.psbresearch.com).

### **About The George Washington University**

In the heart of the nation's capital with additional programs in Virginia, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the District of Columbia. The University offers comprehensive programs of undergraduate and graduate liberal arts study, as well as degree programs in medicine, public health, law, engineering, education, business and international affairs. Each year, GW enrolls a diverse population of undergraduate, graduate and professional students from all 50 states, the District of Columbia, and more than 130 countries.