

Introduction of Dr. George Gallup
North Carolina Retail Merchants Association
Raleigh, North Carolina
February 21, 1973

INTRODUCTION OF DR. GALLOP

Our speaker for today is Dr. George Gallup.

His achievements and honors are great, and I will not try to list them all for you. Among his many accomplishments is the fact that he is a founder of the American Institute and of the British Institute of Public Opinion. He has served as a member of the Council on Foreign Relations and has been awarded the Distinguished Citizen Award of the National Municipal League. He has written several books on public opinion and is noted for his work with young people as the founder of Quill and Scroll, the International Society for high school journalists.

As everyone knows, Dr. Gallop is in the business of measuring public opinion. He's good at it. He seems to know how people will vote before they themselves do. But things have not always been that certain.

Dr. Gallop got his start in National Political Prognostication in 1948 by predicting a substantial victory for Thomas Dewey over Harry Truman. You will all remember President Dewey and his term in office which we still affectionately call the "Dewey Years."

But times and methods change and Dr. Gallop has been remarkably successful of late. In fact, I want you all to know that there is absolutely no truth to the rumor that he predicted a landslike victory for George

McGovern last November nor did he ever say that he was one thousand percent certain that Thomas Eagleton would be the next vice president of the United States.

In all sincerity, I am greatly honored to introduce Dr. Gallop, a man whose name has become synonymous with integrity and accuracy, and I am more than pleased that he has chosen to come to North Carolina to speak to you.

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Our speaker for today is Dr. George Gallop.

His list of awards and achievements is most impressive, and I will give you just a few of them. He was born in 1901 in Jefferson, Iowa. He received his Bachelor's degree from State University of Iowa in 1923 where he also earned his Master's and Doctorate. He is founder of the American Institute and of the British Institute of Public Opinion. He is noted with his work with young people and, in fact, founded Quill and Scroll, the International Honor Society for high school journalists.

He is a former member of the Council on Foreign Relations and has been awarded the Distinguished Citizen Award of the National Municipal League. He has also received the award for distinguished achievement from Syracuse University and the Christopher Columbus International Prize for outstanding achievement in communication. In addition, he has written several books on public opinion.

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