

WNED-AM 970 and Leadership Buffalo present



with

Pollster John Zogby

President & CEO, Zogby International

Tuesday, April 15, 2008

WNED Studios, 140 Lower Terrace, Buffalo, NY

12:15 pm—Lunch (guests must be seated by 12:45 pm)

1:00 pm—live broadcast on WNED-AM 970/HD2 94.5 and wned.org/AM

RSVP (by April 10): shiller@leadershipbuffalo.org or (716) 849-2626, ext. 17

"All hail Zogby, the maverick predictor who beat us all," proclaimed the *Washington Post* in November 1996 after Zogby alone called that presidential election with pinpoint accuracy. John Zogby has been praised as "the most accurate pollster" (*Seattle Post Intelligencer*, *Cleveland Plain Dealer*, *USA Today*) and "the pace setter in the polling business" (*New York Post*). He also has distinguished himself in Canada, where he alone called the popular vote victory of the Liberals over the Parti Quebecois in the Quebec election of 1998.



With his dynamic intellect and engaging style, the president and CEO of Zogby International is a sought-after speaker and political commentator.



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His firm has polled, researched and consulted around the world for a wide spectrum of business, government and political groups. A staple on the media scene, Zogby has polled for Reuters News Agency and NBC News. His clients also include nearly every daily newspaper in New York State, including *The Buffalo News*, as well as television stations throughout the United States. In this pivotal election year, Zogby International is partnering with Reuters and C-Span for Election 2008.



Zogby regularly appears on network news programs and is a political commentator for the Canadian and British Broadcasting Corporations. His expert analyses have been published on the opinion pages of major national newspapers. He also is a founding contributor to the prestigious website, *The Huffington Post*.

Zogby has taught history for 25 years. His forthcoming book (2008, Random House) presents a portrait of the new American consumer.

BUFFALO CITY FORUM is pleased to welcome John Zogby for its first event of 2008. Join WNED News Director Jim Ranney for an interesting lunchtime discussion with the pollster on Tuesday, April 15.

The dynamic speaker series presented by WNED and Leadership Buffalo continues on Tuesday, May 20 with businessman and community leader Bill Strickland.

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