

Calling the Election

Floyd Ciruli

Media History

1980 – 2016

As head of the Denver-based consulting firm Ciruli Associates, Floyd Ciruli has provided political commentary, analysis and polling for the past 35 years for Denver's media outlets, including:

- Election commentary for KOA, beginning in 1980 with the legendary Bob Marten and continuing to the present with regular political and election commentary and analysis.
- Exit polls for KMGH Channel 7 in 1983 for Denver's mayoral race and election night analysis. Also conducted exit polls for 9KUSA in Denver's 1987 mayoral race. Correctly called the two close election victories of Federico Peña. Provided election night on-air analysis.
- On-air commentary and election analysis for 9KUSA, beginning with the 1988 Adams County airport election. Started with anchors Ed Sardella and Mike Landis. Over 28- year history, has worked with many news directors, including the station's longest serving, Patti Dennis.
- Called election winners for 9KUSA as a part of election night coverage for major national and state elections from 1988 through the 2014 election of U.S. Senate and governor. Now involved in the 2016 presidential election. Has represented 9KUSA at national conventions, beginning with the 1988 Democratic Convention in Atlanta.
- Conducted election polling and campaign and election analysis for consortium of media outlets: 9KUSA, *Rocky Mountain News* and KOA, in late 1980s. In mid-1990s, *The Denver Post* replaced *Rocky Mountain News*. Cited by Nate Silver's 538 website as one of the country's most accurate pollsters.
- Served as regular commentator for Colorado print and electronic media since late 1980s. Has been quoted in Colorado media thousands of times regarding political subjects and election analysis since mid-1980s. Regularly wrote guest editorial columns on election results and political topics for Vince Carroll at *Rocky Mountain News* and now at *The Denver Post*, for Sue O'Brien at *The Denver Post* and for Neil Westergaard at the *Denver Business Journal*.
- Comment on Colorado elections that have national implications for national print, television, radio and online media outlets, including FOX News, CBS, NBC, NPR, PBS The News Hour, *Washington Post*, *New York Times*, *Los Angeles Times* and *The Economist*

- Started one of Colorado's first political websites in 2000, "The Buzz." Added a blog in 2008 for regular commentary on Colorado, national and international political topics, especially related to public opinion. The site is frequently referenced by local and national media outlets.
- Taught courses in media and public opinion at the University of Colorado – Denver's School of Public Affairs, often with former editorial writer Bob Ewegan of *The Denver Post*.
- Helped establish a graduate center, The Crossley Center for Public Opinion Research, on the University of Denver campus to train students in public opinion, media and foreign policy. Participates and presents at national and international survey research associations' conferences on topics of media, politics, foreign policy and public opinion.

March 2016