

PRESS RELEASE

Gordon Calls for Independent Pell/Embold Transparency Review After Two Fake-Poll Scandals

Calls on Rhode Island Foundation to fund independent review and asks Ahern to make bipartisan transparency pledge

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GORDON CALLS FOR INDEPENDENT PELL/EMBOLD TRANSPARENCY REVIEW AFTER TWO FAKE-POLL SCANDALS

Republican Attorney General candidate Alan Gordon is calling for an independent review of the Pell Center/Embold Research Rhode Island poll after two polling organizations — Median Strategies and Wedgewood Polls — admitted fabricating election surveys during the 2026 cycle.

Gordon said the Rhode Island public should not have to rely on institutional reputation alone when the underlying information needed to validate a politically consequential poll remains unavailable.

The Pell/Embold methodology states that 815 likely Rhode Island voters were surveyed October 5–8, with 452 recruited through targeted Facebook/Instagram/web advertising and 363 through voter-file-based text messages. Embold also says it dynamically raised and lowered advertising spending and texting during fielding to recruit groups it considered underrepresented, then applied post-stratification weighting.

“That may be legitimate methodology, but legitimacy should be demonstrable,” Gordon said. “We should be able to see the targeting, the unweighted results, the weighting factors, the design effect, the effective sample size, and how the Attorney General numbers changed as different groups were recruited.”

Gordon said the need for independent disclosure is heightened by the many documented Democratic and Obama-era professional connections surrounding Embold and its parent, Change Research — including former Democratic National Committee technology leadership, Obama-administration and Hillary Clinton veterans, an investor network founded by Obama campaign and administration alumni, and polling partnerships with former Obama aides.

The public-source analysis does not conclude that those relationships prove manipulation. Gordon said they make transparency more important.

“All of those documented Obama-era and Democratic connections around Embold and Change Research are exactly why the answer should be more disclosure, not less,” Gordon said. “If the poll is sound, the underlying records should strengthen confidence in it.”

Gordon has formally asked Rhode Island Foundation President and CEO David Cicilline to fund or underwrite an independent polling-methodology expert or statistician who can work with the Pell Center and Embold Research to obtain the missing information and publish the results.

Gordon cited the Rhode Island Foundation’s documented history of funding Pell Center initiatives, including an \$87,500 commitment to a Pell Center project in 2023.

“The Rhode Island Foundation has helped support Pell Center work,” Gordon said. “That makes it an appropriate independent institution to help fund the transparency necessary to protect the credibility of the Pell name.”

Gordon also called on Democratic Attorney General candidate Kimberly Aherne to join him in a bipartisan commitment: regardless of who wins the election, the next Attorney General should examine credible allegations of election-related or governmental conduct that appears to lack transparency, within the lawful authority of the office and without regard to party.

“This is bigger than one poll,” Gordon said. “People across the country have heard for years that the process is rigged. Whether you agree with that claim or reject it, distrust itself has become a groundswell that threatens confidence in the institutions that hold our civic order together. The answer is evidence, openness and records people can examine for themselves.”

DOCUMENTS

Seat of Wisdom Foundation — Civic Affairs & Public Integrity

<https://TheHealingChurchRI.com/SeatOfWisdom/civic-affairs/>

Pell Center / Embold AAPOR Methodology Statement

<https://TheHealingChurchRI.com/SeatOfWisdom/documents/Pell-Center-AAPOR-Methodology-October-2026.pdf>

Detailed Pell Center Transparency Request

<https://TheHealingChurchRI.com/SeatOfWisdom/documents/Pell-Center-Follow-Up-Email-2026-10-23.html>

Public-Source Review of Embold Research’s Democratic and Obama-Era Connections

<https://TheHealingChurchRI.com/SeatOfWisdom/documents/Embold-Research-Background-Analysis-2026-10-20.pdf>

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<https://AlanGordonRI.com/>