

**WWNC**

**Quarterly Issues  
Second Quarter, 2015**

**Program: NCNN News Makers  
Saturday 7:00 AM**

**Duration: 30 minutes**

**Program: CHANGES  
Saturday 7:30 AM**

**Duration: 30 minutes**

## **WWNC PUBLIC SERVICE (TRAFFIC/WEATHER/NEWS)**

### **2:00 LOCAL NEWS-**

- 9 PER WEEKDAY
- 45 PER WEEK
- (AVERAGE OF) 180 PER MONTH

### **4:00 LOCAL NEWS-**

- 5 PER WEEKDAY
- 25 PER WEEK
- (AVERAGE OF) 100 PER MONTH

### **:60 LOCAL NEWS-**

- 15 PER WEEKDAY
- 75 PER WEEK
- (AVERAGE OF) 300 PER MONTH

### **:30 LOCAL WEATHER-**

- 2 every ten minutes/6A-9A/2 PER HOUR ALL OTHER HOURS/60 PER DAY plus 2 per hour on weekends totaling 96
- 396 PER WEEK
- (AVERAGE OF) 1584 PER MONTH

### **:30 LOCAL TRAFFIC**

- 13 IN MORNING/5 IN AFTERNOON (WEEKDAYS ONLY)
- 18 PER DAY
- 90 PER WEEK
- (AVERAGE OF) 360 PER MONTH

### **Total local information commitment... units**

- Average of 508 minutes per week
- Average of 2032 minutes per month

WWNC  
Asheville, NC  
Quarterly Issues/Programs List  
Second Quarter, 2015  
07/01/2015

WWNC  
Quarterly Issues/Programs List

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WWNC provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

- **CAR CARE:** Keeping your car running properly is important for your wallet and the environment
  - **Cycle safety, primary, fire:** Motorcycle awareness, NC's Presidential Primary move, and smoke alarms save lives
  - **DUKE RABIES BLOOD:** Asheville is getting a power plant switch, summer raises awareness of rabies & the need for blood
  - **ENTREPRENEURSHIP:** Entrepreneurship booms in WNC. Advantage West helps with the growth.
  - **HEROIN BABIES HOMELESS:** Heroin issues, the March For Babies is coming up, and WNC Rescue Ministries talk homelessness
  - **MANNA HUNGER:** MANNA Food Bank discusses the hunger need in WNC, plus the upcoming Blue Jean Ball.
  - **MISSION CAMPS:** Survivors of breast cancer and stroke get rejuvenated with camps sponsored by Mission Foundation
  - **MISSION GENETICS:** Mission Health genetics experts talk about how genetics information improves treatments and outcome
  - **SKEETERS TICKS:** Mosquito and tick season in full swing. Prevention of critters and medical treatment for bites.
  - **SUMMER HUNGER:** MANNA, Buncombe Co. Schools, & Eblen Charities make sure kids don't go hungry during the summer.
  - **USE OF FORCE:** Buncombe co. sherrif Van Duncan talks about the Use of Force & what justifies officers using force
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**Section I  
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
ENTREPRENEURSHIP	CHANGES- ENTERPRENEURSHIP (4/4/15)	Entrepreneurship booms in WNC. Advantage West helps with the growth.	Matt Raker	04/04/2015 07:30 AM	029:46
MISSION GENETICS	CHANGES - MISSION GENETICS (4/12/15)	Mission Health genetics experts talk about how genetics information improves treatments and outcome	Lynn Dressler-Sharon Roberts	04/11/2015 07:29 AM	029:44
CAR CARE	CHANGES-CAR CARE (04/18/15)	Keeping your car running properly is important for your wallet and the environment	Jim Sexton & Brian White	04/18/2015 07:30 AM	029:27
HEROIN BABIES HOMELESS	CHANGES-HEROIN BABIES HOMELESS (4/25/15)	Heroin issues, the March For Babies is coming up, and WNC Rescue Ministries talk homelessness	V. Duncan, M. Woods, M.Lowe	04/25/2015 07:30 AM	029:44
Cycle safety, primary, fire	CHANGES- MOTORCYCLE SAFETY, PRIMARY, FIRE (5/2/15)	Motorcycle awareness, NC's Presidential Primary move, and smoke alarms save lives	S.Ensley, C. Pope, C. Brown	05/02/2015 07:30 AM	029:44
MISSION CAMPS	CHANGES-MISSION CAMPS (5/16/15)	Survivors of breast cancer and stroke get rejuvenated with camps sponsored by	Leslie Verner	05/16/2015 07:30 AM	029:49

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
		Mission Foundation			
DUKE RABIES BLOOD	CHANGES-DUKE RABIES BLOOD (5/23/15)	Asheville is getting a power plant switch, summer raises awareness of rabies & the need for blood	Various	05/23/2015 07:30 AM	029:47
MANNA HUNGER	CHANGES-MANNA HUNGER (5/30/15)	MANNA Food Bank discusses the hunger need in WNC, plus the upcoming Blue Jean Ball.	Cindy Threlkeld/Alisa Hixson	05/30/2015 07:30 AM	029:40
SKEETERS TICKS	CHANGES-SKEETERS TICKS (6/6/15)	Mosquito and tick season in full swing. Prevention of critters and medical treatment for bites.	Sue Morrison/Dr. Cass Ingram	06/06/2015 07:30 AM	029:43
SUMMER HUNGER	CHANGES-SUMMER HUNGER (6/13/15)	MANNA, Buncombe Co. Schools, & Eblen Charities make sure kids don't go hungry during the summer.	J. Ross, B. Stahl, M. Andrea	06/13/2015 07:30 AM	029:43
SUMMER HUNGER	CHANGES-SUMMER HUNGER (6/20/15)	MANNA, Buncombe Co. Schools, & Eblen Charities make sure kids don't go hungry during the summer.	J. Ross, B. Stahl, M. Andrea	06/20/2015 07:30 AM	029:43
USE OF FORCE	CHANGES- USE OF FORCE (6/26/15)	Buncombe co. sherrif Van Duncan talks about the Use of Force & what justifies officers using force	Van Duncan	06/27/2015 07:30 AM	029:55

**Section II  
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

ISSUE	PROGRAM / TITLE	DESCRIPTION	DATE/TIME	DURATION
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(Insert network and/or syndicator-provided programs lists here.)

**Section III  
PUBLIC SERVICE ANNOUNCEMENTS**

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
		000:30	005
		000:31	076
		000:32	079
		000:33	018
Sports Participation	ASHEVILLE RUNNING EXPERIENCE	000:16	019
Social Security	SOCIAL SECURITY ADMIN	000:15	071
Veterans Affairs	US DEPT OF VA	000:30	071
ASHEVILLE HUMANE SOCIETY	Asheville Humane Society	000:31	060
Asheville Parks & Rec	ASHEVILLE WELLNESS	000:31	054
BLOOD DONORS	RED CROSS	000:16	144
DISASTER RELIEF	American Red Cross	000:17	253
Domestic Violence	AD COUNCIL	000:30	005
FARMER'S THANK AMERC TEACHERS	Various	030:01	001
FINANCIAL WELLNESS	AD COUNCIL	000:15	209
FINANCIAL WELLNESS	AD COUNCIL	000:59	058
FINANCIAL WELLNESS	AD COUNCIL	001:00	102
FIRE PREVENTION	Asheville Fire Dept.	000:30	014
FOOD SAFETY	AD COUNCIL	000:15	078

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
FOOD SAFETY	AD COUNCIL	001:00	051
FUNDRAISER	Black Mountain Chamber	000:17	030
FUNDRAISER	Brother Wolf	000:18	033
GOLF	SHAWN BLANTON SCHOLARSHIP	000:33	080
HUNGER ACTION	FEEDING AMERICA	000:15	029
MARCH OF DIMES	March of Dimes	000:32	031
MARCH OF DIMES	March of Dimes	001:00	023
MILITARY AND VETERANS	AIR FORCE RESERVE	000:32	068
MILITARY AND VETERANS	ESGR	000:30	066
MILITARY AND VETERANS	SHOW YOUR STRIPES	000:28	007
MOTORCYCLE AWARENESS	CBA Buncombe Co	000:16	027
MOTORCYCLE AWARENESS	CBA Buncombe Co	000:31	011
MUSIC	NCHSAA	001:02	053
OLYMPIC SUPPORT	US OLYMPIC COMMITTEE	000:30	062
PET ADOPTION	AD COUNCIL	001:01	048
ROLLER GIRLS	Blue Ridge Roller Girls	000:14	001
ROLLER GIRLS	Blue Ridge Roller Girls	000:15	001
SPORTS	NCHSAA	000:31	073
SPORTS	NCHSAA	000:32	060
SPORTS	NCHSAA	001:01	062
TANNING, SKIN, TROUBLED KIDS	American Cancer Society	001:02	059
TEACHER RECRUITMENT	AD COUNCIL	001:00	049



## **NCNN PUBLIC AFFAIRS PROGRAMMING**

2<sup>ND</sup> QUARTER 2015  
(April 1<sup>st</sup> – June 30<sup>th</sup>)

CAROLINA NEWSMAKERS ARE PRESENTED IN BOTH  
30 AND 60-MINUTE VERSIONS.

PA BLOCK FOR APRIL 4/5

CAROLINA NEWSMAKERS

“INTERVIEW WITH LEW EBERT”, PRESIDENT AND CEO OF THE NORTH CAROLINA CHAMBER

ECONOMIC INDICATORS, IMPACT OF HOUSING COLLAPSE, STAGNATION OF JOB GROWTH, POPULATION GROWTH AND TRENDS IN NORTH CAROLINA, AGRICULTURE PRODUCTION IN NORTH CAROLINA, FUNDING EDUCATION, EDUCATING THE WORK FORCE, IMPACT OF THE COMMUNITY COLLEGE SYSTEM, INNOVATION IN NORTH CAROLINA, GAS TAX BILL PASSING, FUNDING TRANSPORTATION IN NORTH CAROLINA, NATURAL RESOURCES SUSTAINABILITY, FACTORS FOR ATTRACTING NEW BUSINESSES TO NORTH CAROLINA, TAX INCENTIVES, HOW THE CHAMBER IS STRUCTURED, VENTURE CAPITAL IN NORTH CAROLINA, ECONOMIC POTENTIAL OF ENERGY PRODUCTION, ECONOMIC IMPACT OF HEALTH CARE REFORM, IMPACT OF NORTH CAROLINA'S RELOCATION APPEAL FOR RETIREES, TAX STRUCTURE, POTENTIAL LEGISLATIVE REFORM, AND FUNDING INFRASTRUCTURE.

PA BLOCK FOR APRIL 11/12

CAROLINA NEWSMAKERS

“INTERVIEW WITH KORY SWANSON”, PRESIDENT AND CEO OF THE JOHN LOCKE FOUNDATION

KORY SWANSON BACKGROUND, INFRASTRUCTURE SPENDING IN LEGISLATIVE SESSION, PROBLEMS CAUSED BY POPULATION GROWTH, ECONOMIC INCENTIVES, MCCRORY ADMINISTRATION STANCE ON INCENTIVES, STATE OF



THE POLITICAL PARTY SYSTEM, REVISING REDISTRICTING, U.S. SENATE SEAT CHALLENGERS TO RICHARD BURR, ANALYZING GOVERNOR'S RACE IN 2016, IMPACT MOVING UP NORTH CAROLINA PRIMARY, HEALTH CARE IN NORTH CAROLINA, OVERVIEW OF CERTIFICATES OF NEED, MEDICAID SPENDING, ENTITLEMENT SPENDING, MODEL PEER STATES, JOHN LOCKE FOUNDATION 25TH ANNIVERSARY, HOW THE GENERAL ASSEMBLY SHOULD APPROACH THE LEGISLATIVE SESSION, AND RURAL AND URBAN DIVIDE

PA BLOCK FOR APRIL 19/20

CAROLINA NEWSMAKERS

“INTERVIEW WITH CHRIS SINCLAIR”, PARTNER AT CORNERSTONE SOLUTIONS, LLC

BALANCE OF POWER IN NORTH CAROLINA GOVERNMENT, VALIDITY OF SOURCES IN SOCIAL MEDIA, INFLUENCE AND IMPACT OF CABLE NEWS OUTLETS, GROWTH IN THE NUMBERS OF UNAFFILIATED VOTERS, STRATEGY FOR REVIVING DEMOCRATIC PARTY IN NORTH CAROLINA GOVERNMENT, FINDING CENTRIST CANDIDATES WITH THE CURRENT PRIMARY SYSTEM, INFLUENCE OF THIRD PARTY AND OUTSIDE MONEY IN ELECTIONS, NORTH CAROLINA AS A SWING STATE, MOVING THE DATE OF THE NORTH CAROLINA PRIMARY, POTENTIAL PRESIDENTIAL CANDIDATES AND THEIR OUTLOOKS, IMPACT OF LACK OF OPPOSITION FOR HILLARY CLINTON, JEB BUSH OUTLOOK AS PRESIDENTIAL CANDIDATE, NORTH CAROLINA GOVERNOR RACE, RICHARD BURR SENATE SEAT POTENTIAL OPPOSITION, POTENTIAL CAMPAIGN ISSUES FOR 2016 PRESIDENTIAL RACE, IMMIGRATION REFORM, AND HEALTH CARE REFORM IN NORTH CAROLINA LEGISLATIVE SESSION.

PA BLOCK FOR APRIL 25/26

CAROLINA NEWSMAKERS

“INTERVIEW WITH JANET COWELL”, TREASURER OF THE STATE OF NORTH CAROLINA

STATUS OF THE NORTH CAROLINA PENSION, INTEREST RATES, SHIFT AWAY FROM PENSION PLANS IN PRIVATE SECTOR, POTENTIAL CHANGES TO STATE PENSION PLAN, STATUS OF THE STATE HEALTH PLAN, STATUS OF FINANCIAL HEALTH OF CITIES AND COUNTIES IN NORTH CAROLINA, CHALLENGES PRESENTED TO SMALLER MUNICIPALITIES, OPERATION OF STATE AND COMMUNITY BANKS, SCALE IN BANKING SERVICES, BOND RATING OF NORTH CAROLINA, DEBT AFFORDABILITY REPORT, TRANSPORTATION FUNDING AND REVENUE, FUNDING UNIVERSITIES AND COLLEGES IN NORTH CAROLINA, FINANCIAL LITERACY IN K-12 EDUCATION, LESSONS LEARNED FROM

RECESSION, SECOND NORTH CAROLINA INNOVATION FUND, AND RECOVERING LOST PROPERTY

PA BLOCK FOR MAY 2/3

CAROLINA NEWSMAKERS

“INTERVIEW WITH MIKE WALDEN”, WILLIAM NEAL REYNOLDS DISTINGUISHED PROFESSOR OF AGRICULTURAL AND RESOURCE ECONOMICS AT NC STATE UNIVERSITY

TRENDS IN NORTH CAROLINA ECONOMY, CONSUMER SPENDING, ENERGY PRODUCTION AND CONSUMPTION IN THE UNITED STATES, IMPACT OF IMPROVING RELATIONSHIP WITH CUBA, CONSEQUENCES OF EXPANSION AND INCREASED PRODUCTION IN NORTH CAROLINA, IMPACT OF AGING POPULATION IN NORTH CAROLINA, PREDICTING GROWTH REGIONS, TAX STRUCTURE IN NORTH CAROLINA, INTEREST RATE TRENDS, INFLUENCE OF ADVERTISING ON THE ECONOMY, ENTITLEMENT SPENDING, AFFORDABLE HEALTH CARE ACT, RETIREMENT AGE, POPULATION TRENDS, REVIVING DEPRESSED URBAN AREAS, AND INCENTIVE PACKAGES.

PA BLOCK FOR MAY 9/10

CAROLINA NEWSMAKERS

“INTERVIEW WITH RENEE ELLMERS”, UNITED STATES CONGRESSWOMAN FOR NORTH CAROLINA’S SECOND DISTRICT

DEVELOPMENTS WITH UNC NURSING AND PHARMACY SCHOOLS, 21ST CENTURY CURES INITIATIVE, FUNDING MEDICAL RESEARCH, IMPORTANCE OF MILITARY IN NORTH CAROLINA, ENERGY AND COMMERCE COMMITTEE, HYDRAULIC FRACTURING RESEARCH AND DEVELOPMENT, BI-PARTISAN POLITICS, HUMAN TRAFFICKING, IMPORTANCE OF PHARMACISTS IN HEALTH CARE, ASSESSING THE AFFORDABLE HEALTH CARE ACT, U.S. BORDER CONTROL, UNITED STATES RELATIONSHIP WITH IRAN, UNITED STATES ECONOMY AND JOBS.

PA BLOCK FOR MAY 16/17

CAROLINA NEWSMAKERS

“INTERVIEW WITH RANDY WOODSON”, CHANCELLOR OF NORTH CAROLINA STATE UNIVERSITY

THE ROLE OF CHANCELLOR, COST OF EDUCATION IN NORTH CAROLINA, STATE FUNDING FOR EDUCATION, UNIVERSITY ADMISSIONS, MOST POPULAR DEGREES AT NC STATE, IMPACT OF OUT OF STATE STUDENTS, GIFT TO NC STATE VET SCHOOL, AGRICULTURE IN NORTH CAROLINA, ROLE OF CENTENNIAL CAMPUS, ECONOMIC IMPACT OF RESEARCH UNIVERSITIES, EVOLUTION OF CURRICULUM IN HIGHER EDUCATION, PROSPERITY OF NORTH CAROLINA WITH SHIFT OF ECONOMY, IMPORTANCE OF FOREIGN EXCHANGE STUDENTS, HOW GRADUATE STUDENTS IMPACT UNDERGRADUATES, COLLABORATION BETWEEN NC STATE AND UNC CHAPEL HILL, BENEFITS OF OPERATING WITHIN THE UNIVERSITY SYSTEM, ATTRACTING AND RETAINING TALENT, COMPETING WITH PRIVATE UNIVERSITIES, ROLE OF ATHLETICS WITHIN UNIVERSITIES, AND DEFERRED MAINTENANCE.

PA BLOCK FOR MAY 23/24

CAROLINA NEWSMAKERS

“INTERVIEW WITH JOHN SKVARLA”, NORTH CAROLINA SECRETARY OF COMMERCE

BUSINESS INCENTIVES, ATTRACTING BUSINESSES TO NC, EDUCATION SYSTEM IN NC, SHIFT OF INDUSTRIES IN NC, IMPACT OF RESEARCH UNIVERSITIES TO THE STATE, PREVIOUS EXPERIENCE WITH DENR, INTERNATIONAL TRADE AND OPPORTUNITIES, INFLUENCE OF FOREIGN EXCHANGE STUDENTS, ECONOMIC OPPORTUNITIES WITH CHINA, ACCESS TO BROADBAND INTERNET, TYING ECONOMIC ZONES WITHIN THE STATE TOGETHER, ADDRESSING INFRASTRUCTURE NEEDS IN THE STATE, INFLUENCE OF TOURISM ON THE STATE ECONOMY, BACKGROUND OF NC WORKS PROGRAM, AND PROJECT PHOENIX

PA BLOCK FOR MAY 30/31

CAROLINA NEWSMAKERS

“INTERVIEW WITH DAVID PRICE”, UNITED STATES CONGRESSMAN FOR NORTH CAROLINA’S FOURTH DISTRICT

FOREIGN POLICY, STATE OF THE MIDDLE EAST, INFLUENCE OF IRAN, INFLUENCE OF EGYPT AND RELATIONSHIP WITH THE UNITED STATES, STATUS OF AFGHANISTAN, HANDLING THE ISLAMIC STATE, TIME IN CONGRESS, LAND GRANT UNIVERSITIES, REVENUE GENERATED FROM RESEARCH UNIVERSITIES, COST OF TUITION, MILITARY, GAS AND OIL PRICES, NORTH CAROLINA ECONOMY, HEALTH CARE, AND IMMIGRATION

PA BLOCK FOR JUNE 6/7

CAROLINA NEWSMAKERS

“INTERVIEW WITH NICK PETRO”, WARNING COORDINATION METEOROLOGIST AT THE NATIONAL WEATHER SERVICE RALEIGH

WEATHER FORECASTING, DIVERSITY IN JOBS FOR METEOROLOGISTS, THREAT OF LIGHTENING, WEATHER SAFETY BEST PRACTICES, THREAT OF TORNADOS AND TRACKING, THREAT OF WATER SPOUTS, IMPACT OF ATMOSPHERIC PRESSURE, FLASH FLOODING, DROUGHT AND FLOOD CONDITIONS, LONG RANGE RAIN AND HEAT PREDITICIONS, EL NINO AND LA NINA, AND HURRICANE THREATS AND PRECAUTIONS

PA BLOCK FOR JUNE 13/14

CAROLINA NEWSMAKERS

“INTERVIEW WITH JOHN HOOD”, PRESIDENT OF THE JOHN WILLIAM POPE FOUNDATION

DIVISIONS BETWEEN NORTH CAROLINA SENATE AND HOUSE, DEBATE OVER THE BUDGET, USE OF THE RAINY DAY FUND, GOVERNOR MCCRORY'S PROPOSED BOND ISSUE, PROPOSED LEGISLATION ON HEALTH CARE AND MEDICAID, HEALTH CARE LEGISLATION IMPACT ON HOSPITALS, GENERAL ASSEMBLY DEBATE ON IMPROVING EDUCATION, ASSESSING DEMOCRATIC AND REPUBLICAN PARTIES IN NORTH CAROLINA, 2016 VOTING POPULACE, MAKEUP OF CONGRESSIONAL DISTRICTS, AND BIOGRAPHY OF GOVERNOR JIM MARTIN.

PA BLOCK FOR JUNE 20/21

CAROLINA NEWSMAKERS

“INTERVIEW WITH PAT MCCRORY”, GOVERNOR OF NORTH CAROLINA

DIFFERENCES IN SENATE AND HOUSE BUDGETS, SENATE ECONOMIC DEVELOPMENT BILL, PROPOSED TAX REFORM, REDISTRIBUTION OF COUNTY TAXES, BOND REFERENDUM, DMV LEGISLATION, HELPING MILITARY VETERANS GET JOBS, TRAVEL AND TOURISM, IMPACT OF RESEARCH UNIVERSITIES IN NORTH CAROLINA, MEDICAID SPENDING, PENDING RULING ON THE AFFORDABLE CARE ACT, INCENTIVES FOR NEW BUSINESSES, TRANSPORTATION IN NORTH CAROLINA, RADIO ISLAND, CONNECT CAROLINA INITIATIVE, AND HISTORICAL TAX CREDIT.

PA BLOCK FOR JUNE 27/28

CAROLINA NEWSMAKERS

“INTERVIEW WITH TOM JENSEN”, EXECUTIVE DIRECTOR OF PUBLIC POLICY  
POLLING

PRESIDENTIAL CANDIDATE POOL, NORTH CAROLINA PRIMARY ROLE AND DATE, STRAIGHT-BALLOT VOTERS, ROLE OF UNAFFILIATED VOTERS AND SWING VOTERS, GETTING PEOPLE TO VOTE, IMPACT OF SEGMENTATION OF CABLE TELEVISION NEWS, GAY MARRIAGE POLLING, POLLING REGARDING THE CONFEDERATE FLAG, RENAMING BUILDINGS AND REMOVING CONTROVERSIAL SYMBOLS, POLLING ON GUN CONTROL, BASEBALL FANS IN NORTH CAROLINA, POLLING ON PETE ROSE, RESULTS REGARDING THE CHARLOTTE HORNETS, CAROLINA HURRICANES, AND CAROLINA PANTHERS, RICHARD BURR APPROVAL, GOVERNOR PAT MCCRORY APPROVAL, ROY COOPER RECOGNITION, GENERAL ASSEMBLY APPROVAL RATING, INFLUENCE OF DONALD TRUMP ON THE ELECTION, OUTLOOK FOR HILLARY CLINTON, VOTER ENGAGEMENT, AND SUPREME COURT APPROVAL.

