

WWNC

**Quarterly Issues
Third Quarter, 2012**

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

Duration: 30 minutes

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

Duration: 30 minutes

WWNC
Asheville, NC
Quarterly Issues/Programs List
Third Quarter, 2012
10/01/2012

WWNC
Quarterly Issues/Programs List

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:

- **ARTS EDUCATION:** NC Stage Company/Asheville says theatre help students learn school subjects, social lessons & imore
- **ASHEVILLE DOWNTOWN A. 25 YRS.:** Discussion about how in their 25 years the Asheville Downtown Association has impacted Asheville
- **ASTHMA:** Mission Children's Hospital's asthma program discusses signs, symptoms, triggers, treatment & more
- **BRAIN BASED LEARNING:** Discussion about brain-based learning
- **CHILDREN 1st-SUCCESS EQUATION:** Impact of poverty on children & their families, and Children First Communities in Schools
- **CHILDREN HEALTHCARE:** Discussion about children's healthcare, Medicaid changes, proposals and the access to rural areas.
- **Domestic Violence:** Discussion about the 106 domestic violence related homicides in 2011 in North Carolina
- **ECONOMIC IMPACT OF ARTS:** Discussion about the impact of non-profit arts organizations on WNC economy .
- **Food Aid:** Cuts to funding at the state and federal levels for food banks, food stamps and nutrition programs
- **FOOD AID PROGRAMS:** Discussed funding cuts to state & federal food banks, food stamps and nutrition programs
- **HURRICANE SEASON:** Drs. Chris and Paula Hennon discuss the origins of hurricanes and what the risk in NC is from them.
- **STAND UP TO CANCER:** How you can help fight cancer
- **WOMEN'S FINANCIAL HEALTH:** Discussion about the difference between women's financial health and men's

**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
HURRICANE SEASON	CHANGES-HURRICANE SEASON (7/7/12)	Drs. Chris and Paula Hennon discuss the origins of hurricanes and what the risk in NC is from them.	Drs. Chris & Paula Hennon	07/07/2012 07:30 AM	029:38
Domestic Violence	CHANGES-DOMESTIC VIOLENCE (7/13/12)	Discussion about the 106 domestic violence related homicides in 2011 in North Carolina	Valerie Collins	07/14/2012 07:30 AM	029:50
FOOD AID PROGRAMS	CHANGES-FOOD AID PROGRAMS (07-21-12)	Discussed funding cuts to state & federal food banks, food stamps and nutrition programs	Manna Representatives	07/21/2012 07:30 AM	029:21
CHILDREN 1st-SUCCESS EQUATION	CHANGES-CHILDREN FIRST-SUCCESS EQUATION (07/28/12)	Impact of poverty on children & their families, and Children First Communities in Schools	Greg Borom, Adrienne Ammerman	07/28/2012 07:30 AM	029:51
ASTHMA	CHANGES-ASTHMA (8/3/12)	Mission Children's Hospital's asthma program discusses signs, symptoms, triggers, treatment & more	Melinda Shuler	08/04/2012 07:30 AM	029:43
ASHEVILLE DOWNTOWN A. 25 YRS.	CHANGES-DOWNTOWN AVL 25 YRS (8/11/12)	Discussion about how in their 25 years the Asheville Downtown Association has impacted Asheville	Meghan Rogers	08/11/2012 07:30 AM	029:37
BRAIN BASED LEARNING	CHANGES-BRAIN BASED LEARNING (08/18/2012)	Discussion about brain-based learning	Peggy Daniels	08/18/2012 07:30 AM	026:34
ECONOMIC IMPACT OF	CHANGES-ECONOMIC	Discussion about the impact of non-profit	Diane Ruggiero/Charlie	08/25/2012 07:30 AM	029:37

ISSUE	PROGRAM / TITLE	DESCRIPTION	GUEST	DATE/TIME	DURATION
ARTS	IMPACT OF ARTS (8/25/12)	arts organizations on WNC economy .	Flynn		
STAND UP TO CANCER	CHANGES-STAND UP TO CANCER (9/1/12)	How you can help fight cancer	VARIOUS GUESTS	09/01/2012 07:29 AM	030:16
CHILDREN HEALTHCARE	CHANGES-CHILDREN HEALTHCARE (9/8/2012)	Discussion about children's healthcare, Medicaid changes, proposals and the access to rural areas.	Dr. Olson Huff	09/08/2012 07:30 AM	029:46
ARTS EDUCATION	CHANGES-ARTS EDUCATION (9/15/12)	NC Stage Company/Asheville says theatre help students learn school subjects, social lessons & imore	Charlie McCever	09/15/2012 07:30 AM	029:40
WOMEN'S FINANCIAL HEALTH	CHANGES-WOMEN'S FINANCIAL HEALTH (9/22/12)	Discussion about the difference between women's financial health and men's	Celeste Collins	09/22/2012 07:30 AM	029:47
Food Aid	CHANGES-FOOD AID (9/29/12)	Cuts to funding at the state and federal levels for food banks, food stamps and nutrition programs	MANNA Food Banks Reps	09/29/2012 07:30 AM	029:22

**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
Various	Various	000:15	867
Pet Adoption	Brother Wolf	001:00	001
Various	EBLEN CHARITIES	000:17	020
Various	EBLEN CHARITIES	000:18	046
Various	EBLEN CHARITIES	000:32	015
Various	EBLIN CHARITIES	002:00	001
Dental Health	GIVE KIDS A SMILE	000:31	001
Reading	Literacy Council of Buncombe	000:16	002
High School Sports	NCHSAA	001:02	004
At Risk Kids	Open Doors Asheville	000:30	016
Electrical Safety	PSA/BBB ELEC SAFETY/30	000:30	074
Asthma	PSA/CDC ASTHMA/30	000:30	072
Healthy Eating	PSA/CHILDHOOD OBESITY/30	000:30	017
Discrimination	PSA/HOUSING DISCRIMINATION/30	000:30	067
MS	PSA/MS CONNECT/30	000:30	067
Mtn Heritage Day	PSA/MTN HERITAGE DAY/30	000:30	012
Organ Donor	PSA/ORGAN DONOR/30	000:30	078
Recovery	PSA/RECOVERY/30	000:30	070
Selective Service	PSA/SELECTIVE SERVICE/30	000:30	066
Selective Service	PSA/SELECTIVE SERVICE/60	001:00	143
VA Benefits	PSA/VA BENEFITS/30	000:30	076
Vietnam Vets	PSA/VIETNAM WALL/30	000:30	068
Vietnam Vets	PSA/VIETNAM WALL/60	001:00	163
Blood	RED CROSS	000:17	004
Recruitment	US dept of Defense	001:00	365
Voter Education	VOTER FORUM PROMO	000:31	003
Voter Education	VOTER FORUM PROMO	000:32	011
Aids	actagainstaids.org	000:16	151
Reading	Literacy Council of Buncombe	000:15	021

ISSUE	ORGANIZATION OR TITLE	DURATION	RUNS
Reading	Literacy Council of Buncombe	000:16	354
Adopt	The Ad Council	000:16	571
ADOPT	The Ad Council	001:01	119
ANIMAL ADOPTION	Brother Wolf	001:00	402
ANIMAL ADOPTION	The Ad Council	000:31	101
CFL BULBS	The Ad Council	000:31	102
COMMUNITY INVOLVEMENT	9-11 DAY	000:30	101
COMMUNITY INVOLVEMENT	GLOBAL FUND	000:31	026
DENTISTRY	GIVE KIDS A SMILE	000:31	302
HEALTH AND FITNESS	AD COUNCIL	000:30	106
HEALTH AND FITNESS	AD COUNCIL	000:31	068
HEALTH AND FITNESS	STAND UP TO CANCER	000:30	028
NATURE	The Ad Council	000:59	135
NO TEXT AND DRIVE	The Ad Council	000:31	110
RESERVES	AIR FORCE RESERVE	000:31	107
SCOUTING	Boy Scouts of America	000:30	296
SPORTS	NCHSAA	001:02	1305
VETERANS	US dept of Defense	000:31	282
Zoolies	1-26 ACCIDENT	000:33	002
Zoolies	SCHOOL CLOSING 9/18	000:15	001



NCNN Public Affairs Programming

**3rd QUARTER 2012
(July 1st – September 30th)**

PA BLOCK FOR 06-30-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH DR. ANDY TAYLOR”, POLITICAL SCIENCE PROFESSOR, NC STATE UNIVERSITY

****ISSUES COVERED: 2012 STATE ELECTIONS; ANALYSIS OF GOVERNOR BEVERLY PERDUE’S TERM IN OFFICE AS GOVERNOR; GOVERNOR PERDUE’S USE OF THE VETO; 2008 ELECTION; 2010 MID-TERM ELECTIONS AND THE NEW REPUBLICAN MAJORITY IN THE NC GENERAL ASSEMBLY; THE RECESSION; STATE REVENUE; PAT MCCRORY’S STRATEGY TO WIN THE GOVERNOR’S RACE IN 2012; CAMPAIGN FINANCE AND CAMPAIGN SPENDING; THE JUNE GOVERNOR’S DEBATE; REDISTRICTING; THE GROWTH OF URBAN AREAS IN N.C.; NORTH CAROLINA AS A “BATTLEGROUND STATE”; GERRYMANDERING; REVIEW OF NC CONGRESSIONAL DISTRICTS; DEMOCRATIC NATIONAL CONVENTION IN CHARLOTTE IN SEPTEMBER; POLITICAL ADVERTISING AND POLITICAL ACTION COMMITTEES; SUPER PAC’S; THE ELECTORAL COLLEGE AND PROJECTED ELECTORAL VOTES FOR EACH CANDIDATE FOR PRESIDENT****

PA BLOCK FOR 07-07-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH RAN COBLE”, EXECUTIVE DIRECTOR, NC CENTER FOR PUBLIC POLICY RESEARCH

****ISSUES COVERED: SHORT SESSION VS. LONG SESSION OF THE NC GENERAL ASSEMBLY; STATE BUDGET; NC GENERAL ASSEMBLY OVERRIDING THE GOVERNOR’S VEToes; GOVERNOR PERDUE AS A “LAME DUCK” GOVERNOR; THE RECESSION AND ECONOMIC RECOVERY; NC EDUCATION REFORM; LITERACY; TEACHER TENURES AND TAX CREDITS FOR NON-PUBLIC SCHOOLS IN NC;

HYDRAULIC FRACTURING; NC HOUSE RULES AND PROCEDURES; NC MINING COMMISSION; NC ENERGY AND MINING COMMISSION; NATURAL GAS EXPLORATION AND THE CLOSENESS OF SHALE TO GROUND WATER IN THE POSSIBLE MINING AREAS IN NC; STATE-SANCTIONED GAMBLING IN NORTH CAROLINA; CHEROKEE INDIAN RESERVATION CASINOS; VIDEO SWEEPSTAKES; JULY RUNOFF ELECTIONS IN NC; VOTER TURNOUT; STATE TAX REFORM; REPEALING CORPORATE INCOME TAXES; NC CENTER FOR PUBLIC POLICY RESEARCH****

PA BLOCK FOR 07-14-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH DR. PETER UBEL, PROFESSOR OF MARKETING, DUKE FUQUA SCHOOL OF BUSINESS; AND PROFESSOR OF PUBLIC POLICY AT DUKE SANFORD SCHOOL OF PUBLIC POLICY; AND PHYSICIAN AT DUKE MEDICAL SCHOOL

****ISSUES COVERED: HEALTH, HEALTHCARE, AND MEDICAL RESEARCH; BEHAVIORAL ECONOMICS; MEDICAL COSTS; OBAMACARE AND HEALTH INSURANCE; VETERANS ADMINISTRATION; DRUG COMPANIES AND DRUG COSTS; HOSPITALIZATION; MEDICARE AND MEDICAID; LOCAL, STATE, AND FEDERAL GOVERNMENT; CANCER RESEARCH; END-OF-LIFE CARE; PATIENT’S QUALITY OF LIFE; PALLIATIVE CARE; MEDICAL CARE ALTERNATIVES; CONSUMERISM AND CONSUMER AWARENESS; AFFORDABLE CARE; NUTRITION AND OBESITY; PATIENT PREFERENCES AND MEDICAL CARE****

PA BLOCK FOR 07-21-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH ROBERT ORR”, FORMER NC SUPREME COURT JUSTICE; FORMER EXECUTIVE DIRECTOR FOR THE NC INSTITUTE FOR CONSTITUTIONAL LAW; AND CURRENT LAW PARTNER AT POYNER SRUILL LLP.

****ISSUES COVERED: LITIGATION; NC APPELLATE COURTS; NC INSTITUTE FOR CONSTITUTIONAL LAW; NC UTILITIES COMMISSION; DUKE ENERGY/PROGRESS ENERGY MERGER; JUVENILES DEFINED BY NC COURT SYSTEM AND NC LAW; CRIME RATE IN NORTH CAROLINA; POPULATION GROWTH; THE RECESSION; POVERTY; LEGAL AND ILLEGAL IMMIGRATION; HISPANIC AND RACIAL ISSUES; SPORTS LITIGATION; UNC FOOTBALL SCANDAL; HIGHER EDUCATION IN NORTH

CAROLINA; MONEY AND COLLEGE ATHLETICS; ELIGIBILITY/GRADUATION RATES OF COLLEGE ATHLETES; EDUCATION; NCAA*****

PA BLOCK FOR 07-28-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH RUFUS EDMISTEN”, FORMER NC SECRETARY OF STATE, NC ATTORNEY GENERAL, AND IS HEAD OF THE LAW GROUP AT EDMISTEN, WEBB, AND MOORE

****ISSUES COVERED: EDUCATION; POLITICS; WATERGATE, THE WATERGATE TAPES, AND THE WATERGATE COMMITTEE; U.S. CONGRESS AND THE U.S. SUPREME COURT; FEDERAL GOVERNMENT; PROFILE OF U.S. SENATOR FROM NORTH CAROLINA, SAM ERVIN; MEDIA AND COMMUNICATIONS; INSTITUTE OF POLITICAL LEADERSHIP****

PA BLOCK FOR 08-04-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH BETH WOOD”, NC STATE AUDITOR

****ISSUES COVERED: STATE GOVERNMENT; NC COUNCIL OF STATE OFFICES; NC STATE AUDITOR’S OFFICE; NC STATE AGENCIES; PERFORMANCE AUDITS; NC GENERAL ASSEMBLY; STATE EMPLOYEES; NON-PROFITS; STATE AND FEDERAL GRANTS; ETHICS; STATE BUDGET CUTS; POPULATION GROWTH; FRAUD; TRANSPORTATION****

PA BLOCK FOR 08-11-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH LYNN MINGES”, ASSISTANT SECRETARY OF TOURISM, MARKETING AND GLOBAL BRANDING FOR THE NC DEPARTMENT OF COMMERCE

****ISSUES COVERED: NC TOURISM; THE RECESSION, THE ECONOMY, AND ECONOMIC RECOVERY; NC GEOGRAPHY; TRANSPORTATION; MEDIA AND COMMUNICATIONS; MARKETING; GLOBAL BRANDING; BUSINESS AND INDUSTRY; NC FILM INDUSTRY AND THE MONEY GENERATED; TAX CREDITS AND INCENTIVES FOR THE FILM INDUSTRY, AND OTHER TAX CREDITS FOR BUSINESS; NC INFRASTRUCTURE; NC OUTDOOR DRAMAS****

PA BLOCK FOR 08-18-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH BILLY RAY HALL”, PRESIDENT, NC RURAL ECONOMIC DEVELOPMENT CENTER

****ISSUES COVERED: NC RURAL AREAS; AGRICULTURAL ISSUES; THE GLOBAL ECONOMY; ECONOMIC DEVELOPMENT; NC GEOGRAPHY; NC MANUFACTURING; NC UNIVERSITY SYSTEM AND NC COMMUNITY COLLEGE SYSTEM; THE RECESSION; RURAL DEVELOPMENT; JOB CREATION; BUSINESS AND INDUSTRY; HIGH SCHOOL GRADUATION RATES; VOCATIONAL TRAINING; TRANSPORTATION; RAIL DEVELOPMENT; NORTH CAROLINA PORTS; SENIOR ISSUES; LEGAL AND ILLEGAL IMMIGRATION; POPULATION GROWTH; TAX REFORM; THE RURAL CENTER; FOOD PROCESSING; NC TAX SYSTEM; INCOME AND SALES TAXES; NC’S TAX STRUCTURE; SCIENCE AND TECHNOLOGY****

PA BLOCK FOR 08-25-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH JOHN HOOD”, PRESIDENT AND CHAIRMAN OF THE JOHN LOCKE FOUNDATION

****ISSUES COVERED: THE JOHN LOCKE FOUNDATION; ECONOMIC STAGNATION, ECONOMIC GROWTH, AND ECONOMIC RECOVERY; ECONOMIC STIMULUS PACKAGES; THE FEDERAL RESERVE; MEDICARE AND MEDICAID; HEALTH CARE, HEALTH INSURANCE, AND OBAMACARE; 2012 ELECTIONS; RURAL/URBAN ISSUES; TAX REFORM AND REGULATORY REFORM; PUBLIC AND PRIVATE INFRASTRUCTURE; EMPLOYMENT/UNEMPLOYMENT; CONTRASTS IN MEASURING NORTH CAROLINA’S ECONOMIC GROWTH; CORPORATE INCOME TAXES; REDISTRICTING; REPUBLICAN MAJORITY IN THE NC STATE LEGISLATURE; POPULATION GROWTH; HOW NORTH CAROLINA’S GEOGRAPHY AND URBAN AND RURAL AREAS AFFECT VOTING PATTERNS****

PA BLOCK FOR 09-01-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH DANA COPE”, EXECUTIVE DIRECTOR, STATE EMPLOYEES ASSOCIATION OF NORTH CAROLINA

****ISSUES COVERED: SEANC; STATE GOVERNMENT; STATE EMPLOYEES; TRADE UNIONS AND COLLECTIVE BARGAINING; 2012 NC GOVERNOR'S RACE; LABOR UNIONS; THE NC TAX CODE AND TAX REFORM; INCENTIVES FOR BUSINESS AND INDUSTRY; TAX SUBSIDIES; CONSUMERISM; EMPLOYMENT/UNEMPLOYMENT; JOB CREATION AND ECONOMIC RECOVERY; EDUCATION; 2012 PRESIDENTIAL RACE; CAMPAIGN STRATEGIES; NEGATIVE POLITICAL ADS; LEADERSHIP IN THE NC GENERAL ASSEMBLY****

PA BLOCK FOR 09-08-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH NICK PETRO”, WARNING COORDINATOR METEOROLOGIST AT THE NATIONAL WEATHER SERVICE OFFICE IN RALEIGH

****ISSUES COVERED: NWS OFFICE IN RALEIGH; THE ENVIRONMENT; HURRICANES AND WEATHER MODELS; EXCEPTIONAL DROUGHT IN THE MIDWEST; BAROMETRIC PRESSURE; THE JET STREAM; EL NINO; NORTH CAROLINA'S GEOGRAPHY/TOPOGRAPHY; FORMS OF PRECIPITATION; THE DISTINCTION BETWEEN SLEET AND FREEZING RAIN; PREDICTING HURRICANE TRACKS; CLIMATOLOGICAL DATA; NC TORNADIC ACTIVITY; WIDTH AND BREADTH OF TORNADOS; NC RAINFALL AND FLOODING;

PA BLOCK FOR 09-15-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH GARY PEARCE, CHIEF POLITICAL ADVISOR FOR GOVERNOR JIM HUNT, AND FORMER PRESS SECRETARY, AND CHIEF SPEECHWRITER FOR GOVERNOR HUNT. MR. PEARCE SHARES A BLOG WITH CARTER WRENN, “TALKING ABOUT POLITICS”.

****ISSUES COVERED: POLITICS AND POLITICAL PARTIES; REGISTERED VOTERS AND INDEPENDENT VOTERS; RNC AND DNC CONVENTIONS; DEFINITIONS OF LIBERALS AND CONSERVATIVES; 2012 PRESIDENTIAL ELECTIONS; ANALYSIS OF POLITICAL ADVERTISING; TRUTH IN ADVERTISING; THE RECESSION AND THE ECONOMY; CAMPAIGN FUNDRAISING AND CONTRIBUTIONS TO CAMPAIGNS; SOCIAL MEDIA; THE INTERNET AND ITS EFFECTS ON THE NEWSPAPER INDUSTRY; ANALYSIS OF GOVERNOR BEV PERDUE AND HER DECISION TO NOT SEEK RE-ELECTION****

PA BLOCK FOR 09-22-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH GARY BARTLETT”, EXECUTIVE DIRECTOR, NC STATE BOARD OF ELECTIONS

****ISSUES COVERED: 2008 ELECTION AND THE 2012 ELECTION; NC STATE BOARD OF ELECTIONS; COUNTY BOARD OF ELECTIONS; ELECTION DAY, NOVEMBER 6TH, 2012; PRIMARY ELECTION AND GENERAL ELECTION; NC VOTING RANKS; REGISTERED VOTERS IN NORTH CAROLINA; POPULATION GROWTH IN NORTH CAROLINA; INDEPENDENT/UNAFFILIATED VOTERS; ANALYSIS OF DEMOCRATIC/REPUBLICAN VOTERS AND INDEPENDENT VOTERS; EARLY VOTING; BALLOTS AND PROCEDURES DURING VOTING; PARTISAN AND NON-PARTISAN RACES; WRITE-IN VOTES AND COUNTING WRITE-IN VOTES; VOTER IDENTIFICATION IN NORTH CAROLINA AND OTHER STATES****

PA BLOCK FOR 09-29-12

CAROLINA NEWSMAKERS

“INTERVIEW WITH RON SCHOFIELD”, POLICY DIRECTOR FOR NC POLICY WATCH

****ISSUES COVERED: LIBERAL/CONSERVATIVE PHILOSOPHIES/VALUES; “ATTACK” POLITICAL ADS; FREE SPEECH; CIVIL LIBERTIES UNION; CAMPAIGN SPENDING; BROADCASTING COMPANIES’ REVIEW OF POLITICAL ADS; PAC’S AND SUPER PAC’S; PARAMETERS OF THE FIRST AMENDMENT; GOVERNMENT CENSORSHIP OF FREE SPEECH; U.S. CRIMINAL JUSTICE SYSTEM; ANALYSIS OF WAKE COUNTY SCHOOL BOARD AND THE ELECTION OF SCHOOL BOARD MEMBERS; SOCIAL ISSUES; IDEOLOGICAL DIFFERENCES ACROSS AMERICA; STATE/FEDERAL BUDGETS; PUBLIC EDUCATION; PRIMARY AND SECONDARY EDUCATION; TEACHER’S SALARIES; NON-PROFIT AND FOR-PROFIT CHARTER SCHOOLS; NC GOVERNOR’S RACE; REVIEW OF PAT MCCRORY’S AND WALTER DALTON’S CAMPAIGNS; 2012 ELECTION FORECAST****