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Education, economy, and race relations shape strong preference for Hillary Clinton among Black American voters

(WASHINGTON, DC.) With the election only days away, a new national poll shows that Black American voters overwhelmingly plan to vote for Hillary Clinton as their choice for President of the United States. Their choice is influenced by concerns about high quality, affordable education, income inequality, jobs, the economy, race relations and racial justice.

The National Black Voter Poll found a high degree of engagement by registered black voters in the election, with 96% of respondents saying they will cast ballots. The same number said their friends also intend to vote. Nearly all respondents in the survey said they voted in both the 2008 and 2012 elections.

Taken together, the data predict a high voter turnout among Black American voters in the November 8, 2016 election and a strong preference for Hillary Clinton over Donald Trump.

A substantial majority (89%) indicated they will vote for Clinton, and two-thirds (67%) said they strongly favor Clinton. Another 23% declared "moderate support" for her. A slightly higher percent (74%) said they have "overall favorable feelings" for Clinton, compared to 2% who said they had favorable feelings for Trump.



Dr. Benjamin Chavis (NPPA Fred Allen)

When asked "Do you think Donald Trump is a racist?" 84% responded, "Yes."

In contrast to feelings toward the current election year's candidates, 90% of respondents said they have "overall favorable feelings" toward President Barack Obama.

Findings are based on a national random sample of more than 900 voters from 22,000 telephone calls made between Oct. 21 and 30, 2016 by researchers in a joint National Newspaper Publishers Association - Howard University poll. This was the first national-level scientific study focused exclusively on voters who identify as African American, Afro-Hispanic or other black identity.

The goal of the research was to

develop a profile of Black American voters in a year when race is believed to be a defining factor in the outcome of presidential and congressional races.

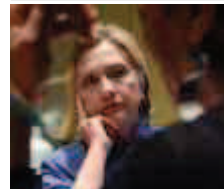
The vast majority of respondents in the survey identified as Democrats. To the question "In general, do you think of yourself as Democrat, Republican, or something else?" 82% of respondents said "Democrat" and only 2% said Republican. Another 16% said they are either "Independent" or "Other" (9% and 7%, respectively).

A large majority of respondents (87%) identified high quality education as an influence in their decisions, and a nearly equal percent

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**Early Voting ends Friday
Election Day
is Nov. 8**



Clinton rolls out plan for mental health

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Trash man has a big fan in Plano

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Alvin Ailey dancers to play on KERA

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COMMENTARY

Early voting is critical to our democracy

By Glynda C. Carr and Kimberly Peeler-Allen

(TriceEdneyWire.com) - With a few days left until Election Day some are speculating what the overall turnout will be among Black women.

Black women were among the most active voters in the 2008 and 2012 elections. In fact, Black women make up 6.3 percent of the total U.S. voting age population, but

represented 9 percent of the 2012 and 2014 electorate due to their higher voter turnout.

Over the past several election cycles, Black women have demonstrated that their robust involvement is an absolutely essential foundation of any winning coalition.

Black women's participation in the last two Presidential elections tran-

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People In The News...

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'Social Impact Scoring System' spurs a movement of competitive kindness

By Merilee Kern, MBA

Are you using your superpowers for good? One optimistic online community called xocial (pronounced soh-shuhl) is now giving cause-conscious and otherwise kindhearted individuals the ability to do good, see good, feel good and measure good.

Not only does xocial connect people and organizations to causes they care about and inspire them to take action amid friendly competition, the xocial platform also actually measures the impact of their efforts to make the world a better place. For this, participants continually build their XO score, representing their social impact. "Your XO score is a representation of your overall positive social



impact," says CEO Colin Duetta. "You build your score by completing challenges and engaging with others in the xocial community. It's a credit score for your soul."

Duetta goes on to explain that the XO score methodology provides a benchmark

that helps spur the spirit of competition — the favorable kind where everyone ultimately wins. The numerical measurements allow users to compete with each other to see who can do the most good. The XO score also puts the phenomenon of social media to more productive

use. Instead of measuring popularity, xocial measures an individual's or organization's positive social impact. "We want technology to make people better parents, friends, coworkers, bosses and citizens, and also help enable businesses to promote the greater good," says Duetta.

"We want the competitive kindness movement to inspire the next generation of social responsibility," Duetta continued. "xocial's goal is to channel the universal human drive to 'compete' into actions that benefit the causes an individual cares about." He further explains that, while traditional philanthropy focuses on financial giving or attending singular or one-off events, the xocial platform engages both first-

time and lifestyle do-gooders in supporting social causes regardless of their level of skill, special interest or financial donation.

The bottom line? xocial allows anyone to become a superhero (cape not required). Simple campaigns can be built online for free, and anyone can create one: moms, dads, grandparents, kids, companies, charities, schools, teachers, hospitals, offices and neighborhood groups — there are no limitations on who can organize a campaign or join one already underway.

Just search for a cause you care about, click to join and compete in challenges to earn points.

It's up to each campaign organizer whether they want to offer prizes or special recognition for top-scoring

participants. But, when the competition is about compassion, all participants are winners, right?

Individuals can revel in the knowledge they are making a real difference; families can be brought closer together; teamwork can be improved; businesses can establish a new hub of corporate social responsibility and amplify existing efforts; employers can create a more positive workplace culture; charities can increase fundraising, create more buzz and attract, engage and retain the next generation of do-gooders; and teachers can instill real-world character-building lessons using technology to help others...not just for "selfies." Thanks to xocial, good vs.

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PROGRAM, continued from Page 11

the education side, K-12 school districts, charter school management, parochial schools, private schools, colleges and universities," Parsons said.

"On the corporation side, we work with several Fortune 500 companies on their social responsibility foundation and we work with international nonprofits," he said.

Parsons' story isn't unique. The Goldman Sachs 10,000 Small Businesses curriculum is designed by Babson College, the leading business school for entrepreneurship. Just six months after their graduation, 68.7 percent of all alumni see revenue growth.

Also, 47.9 percent of the alumni create new jobs within that same timeframe.

As a comparison, 23 percent of U.S. Small Businesses added new jobs in 2015.

For Parsons, the program was a key step to understanding growth opportunities for his business.

"What was interesting for us, and me is that the program helped me to understand that we can't solve every problem and that was difficult for me," Parsons

said.

"I am an African-American business man and an alum of the nation's largest HBCU and our goal was to expand our services to work with so many more HBCUs and help them with any challenge they may have," he said.

"One of the things I learned the hard way is that we have to connect with clients who can afford our services. As a small business owner, there

are some challenges that you can't fix at the time. I had to realize that you just can't tackle every issue," Parsons said.

While participants in 10,000 Small Businesses hail from a wide array of industries, they engage in the program from their shared experience as entrepreneurs.

Georgia alumni include firms focused on staffing, health and fitness, security, childhood education, senior care, and other industries.

Through the peer-to-peer

learning environment, the participants focus on overcoming universal business challenges — like human resources, access to finance, and leadership.

"I learned that my gift was in nurturing relationships," Parsons said. "But, I also learned that my weakness was that I needed to be a better master of the financials. I did not know initially that it was my weakness until I went through the program and it was a skill set that was honed in the Goldman Sachs pro-

gram," he said.

With an eye to the future, Parsons is ready to keep growing his business.

"After the sobering realization that we don't have the financial strength to tackle every issue that I'd love to, I look forward to building our assets to the point where we can help solve some of the problems that currently we cannot."

Business owners are invited to apply to the next cohort of Goldman Sachs 10,000 Small

Businesses before their upcoming deadline on November 2. Learn more at www.10ksbapply.com.

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The two students, who worked on a drone that uses a hammer to tap bridges to test their structural quality, were thrilled about their accomplishment.

Mason, who is majoring in electrical engineering, said, "This is super-surprising! I can't believe I did this. It was an amazing experience!" He added that he's planning to transfer to the University of North Texas and eventually earn a master's degree. "It was really cool to see how our progress paid off. We worked so hard, and we saw how our project worked. It's inspiring!"

"It's unbelievable! All I can do is thank God. This will make my mama proud," Ayorinde exclaimed. He added that he hopes to transfer to a four-year university after he earns his associate degree in mechanical engineering at Mountain View.

The interns' experience at the lab provided a window into the world of scientific research and its importance in national history.

Ian Grey spent his internship at Bradbury Science Museum, LANL's public facility which displays some of the lab's work. As a physics major, Grey's fundamental understanding of the subject helped him convey to the public the kind of

research that is conducted at LANL.

"The museum tells the whole story of the lab, and I like explaining how different things connect," Grey said. "They use so many scientific methods and disciplines, and to see how they all come together to work on a single project is one of the things that I enjoyed."

Grey said visiting the magnetic lab was one of the highlights of his internship. That lab houses one of the strongest, non-destructive magnets in the world, and it is used for high-level energy and superconductor research. "When it's in operation, the whole building hums and the floor vibrates," he said. "You don't hear it, but you feel it in your feet. It's eerie!"

For these Mountain View students, their experience at Los Alamos was only the beginning.

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Branding, business and entrepreneurship success pundit, Merilee Kern, MBA, is an influential media voice and lauded Communications Strategist. She also serves as the Executive Editor of "The Luxe List" through which she spotlights noteworthy brand endeavors. Merilee may be reached online at www.TheLuxeList.com. Follow her on Twitter here: twitter.com/LuxeListEditor and Facebook here: [www.Facebook.com/TheLuxeList](https://www.facebook.com/TheLuxeList).