

Good day, ladies.

I've been in North Carolina for only a few hours and it's clear that this is a state in play in our election. Advertisements, yard signs and voter registration efforts around every turn. This is a place outside of the bubble that Shirley drew our attention to today. To that, I am especially excited to remind you that when we meet again on October 19, we will be joined by Ashlee Humphreys and Harlan Loeb to discuss the implications of the changing media environment for businesses. They are going to push us into those trenches!

In the meantime, I know you will be awash in political news, now drawing on the insights from Peter and Craig.

As you look to grow your political knowledge, I wanted to point out some of the sites that Peter highlighted. As he noted, the burden is on us to consume a variety of sources. You likely see now how this need for effort runs counter to the concept of convenience that we've discussed the past two weeks. This is challenging, and why more and more people choose to consume entertainment news as compared to political news. If you're up for adding more political news to your media diet, you might consider checking out some of these sites:

Vox.com, which bills itself as an explainer of the news, providing the context we've talked about the past two weeks;

RealClearPolitics.com, which is an aggregator of political news with attention to citing sources and representing a variety of viewpoints; and

FiveThirtyEight.com, which uses statistical analysis to examine the nuances of the election (and many other topics).

And I hope, too, you have a renewed interest in the upcoming presidential debates. Craig noted that the United States sets the standard for debates, which are a measure of democratic function around the world. I love to be reminded about the power of the League of Women Voters in establishing the integrity of debates in our country. Craig talked eloquently about why the debates draw his attention and introduced the concept of "demeanor evidence." We are going to see our two major party candidates in action again next week, now in the town hall format, which should expand on what we know about the ability of Clinton and Trump to connect with an audience of citizens. Enjoy!

Please remember we will not meet next week. Our next meeting will be October 19.

We are learning for life, rdm