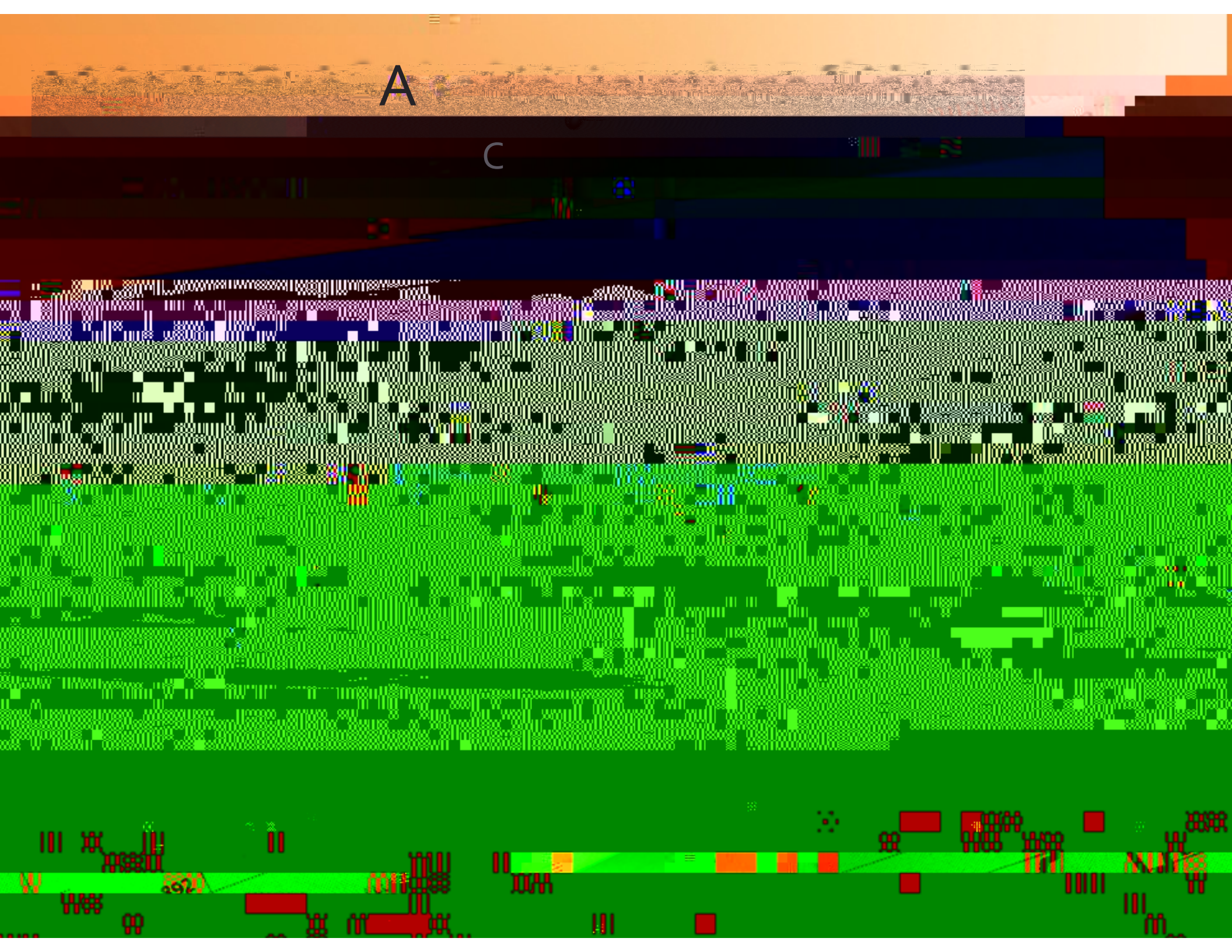


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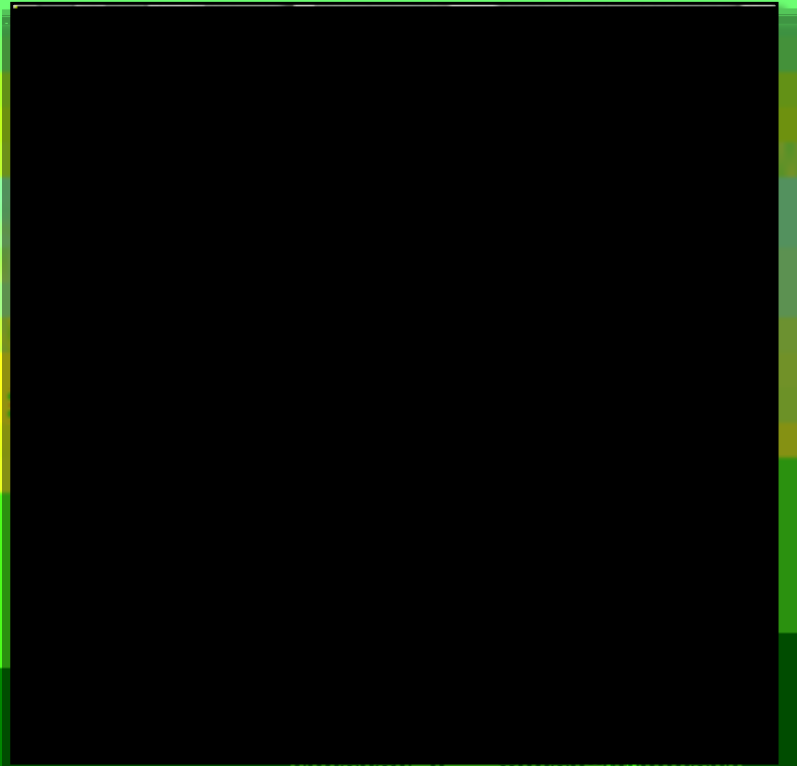
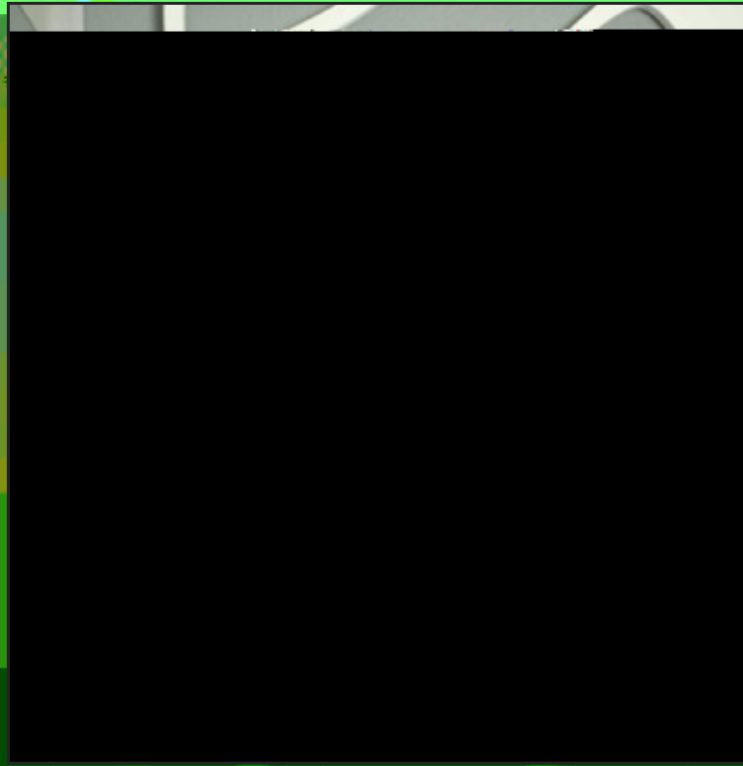
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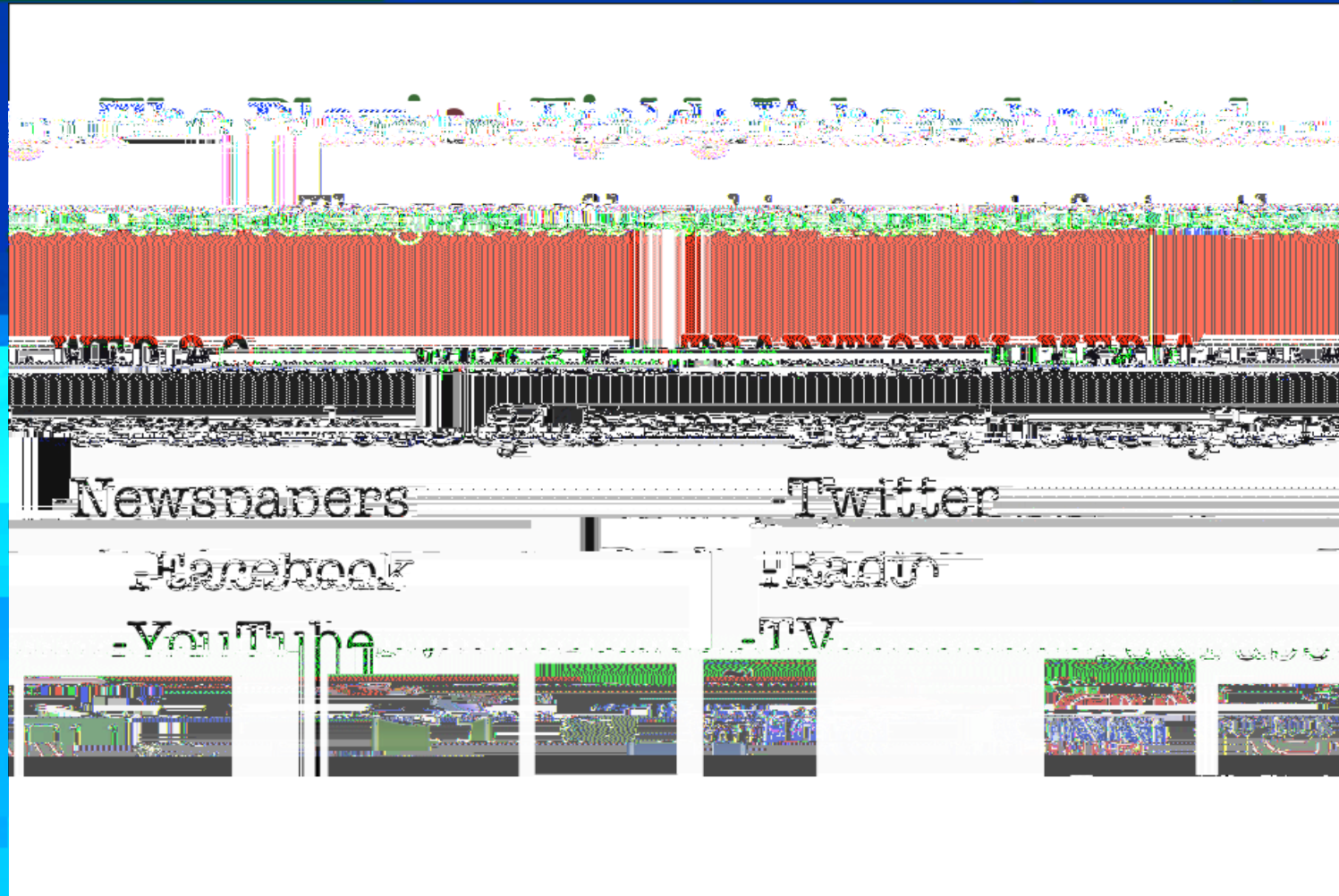
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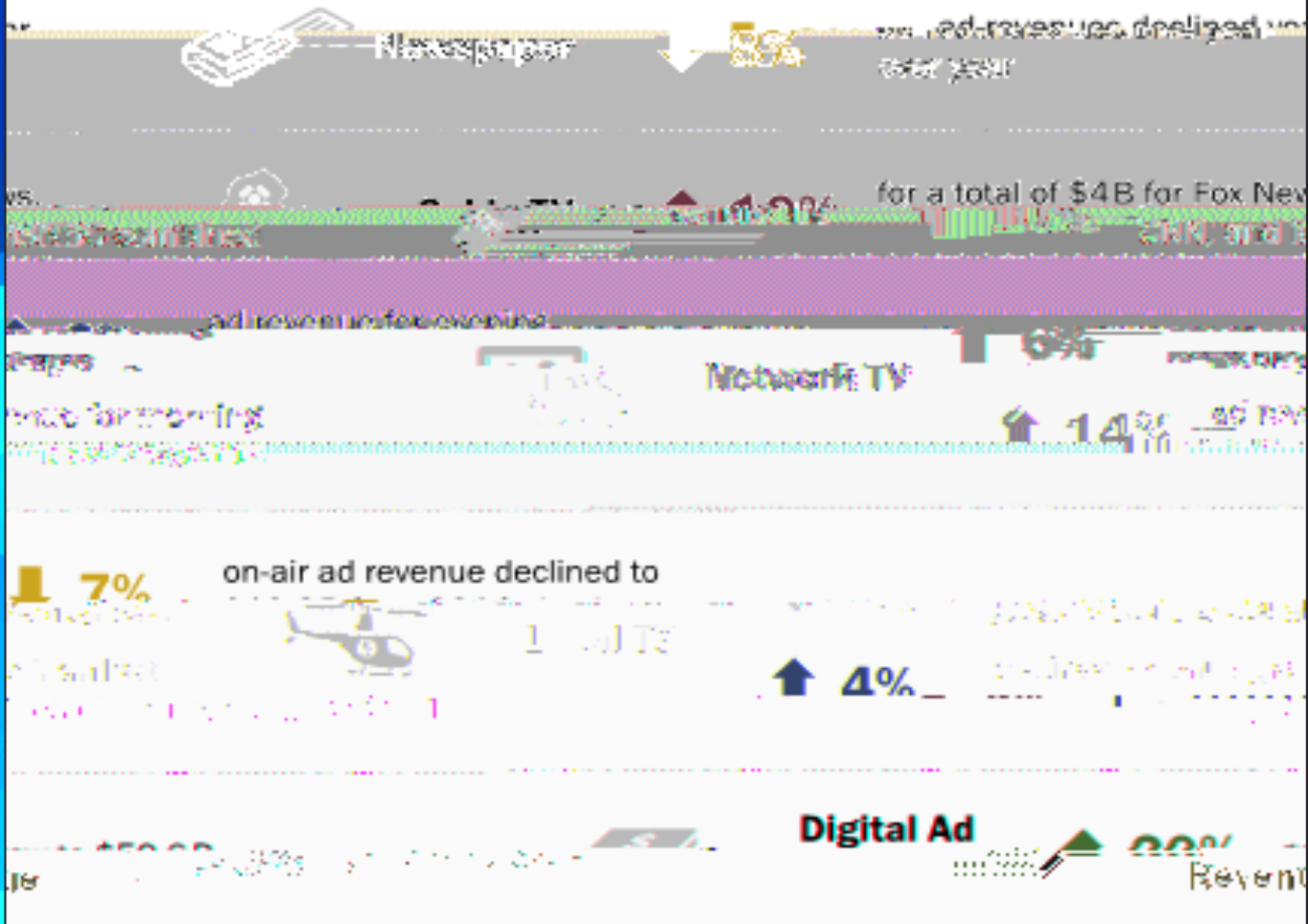


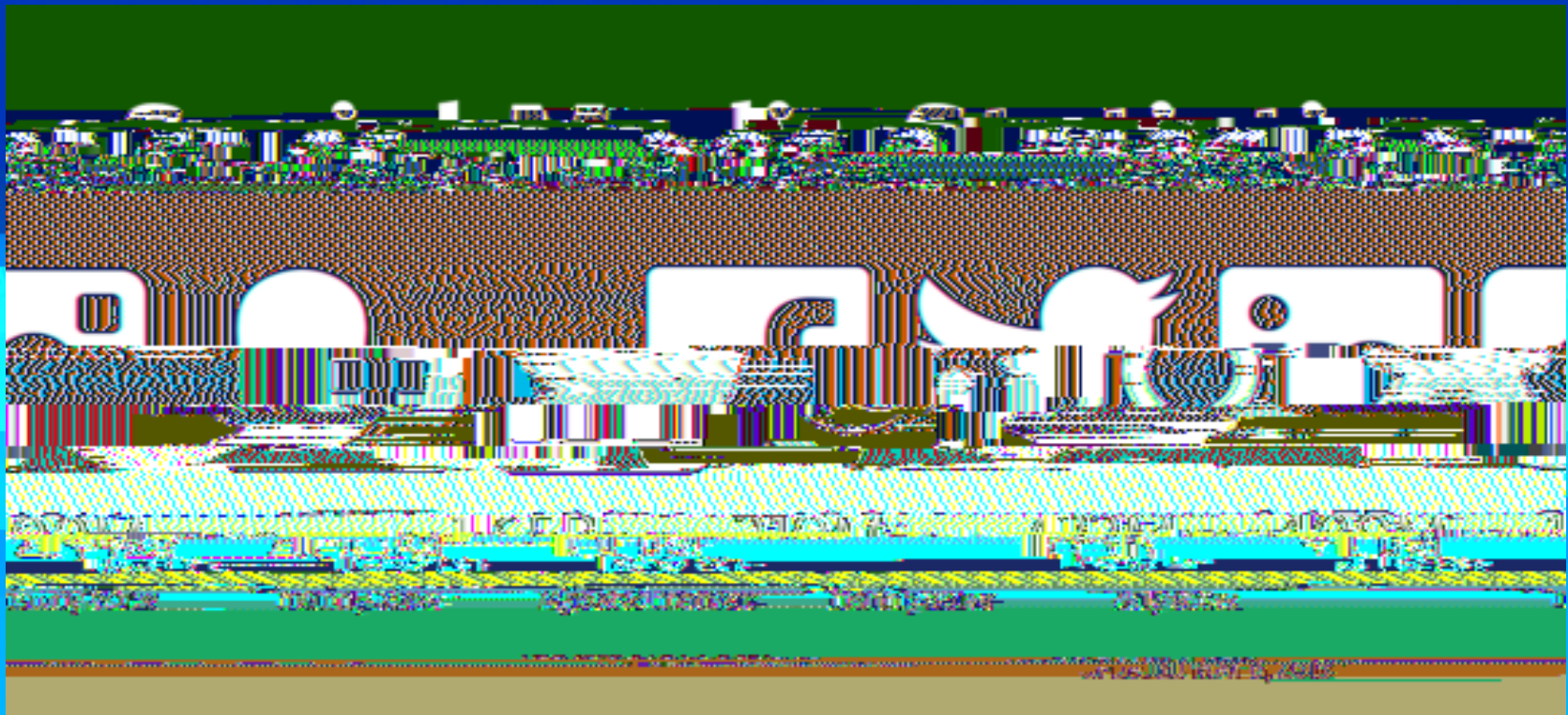
About four-in-ten Americans often get news online

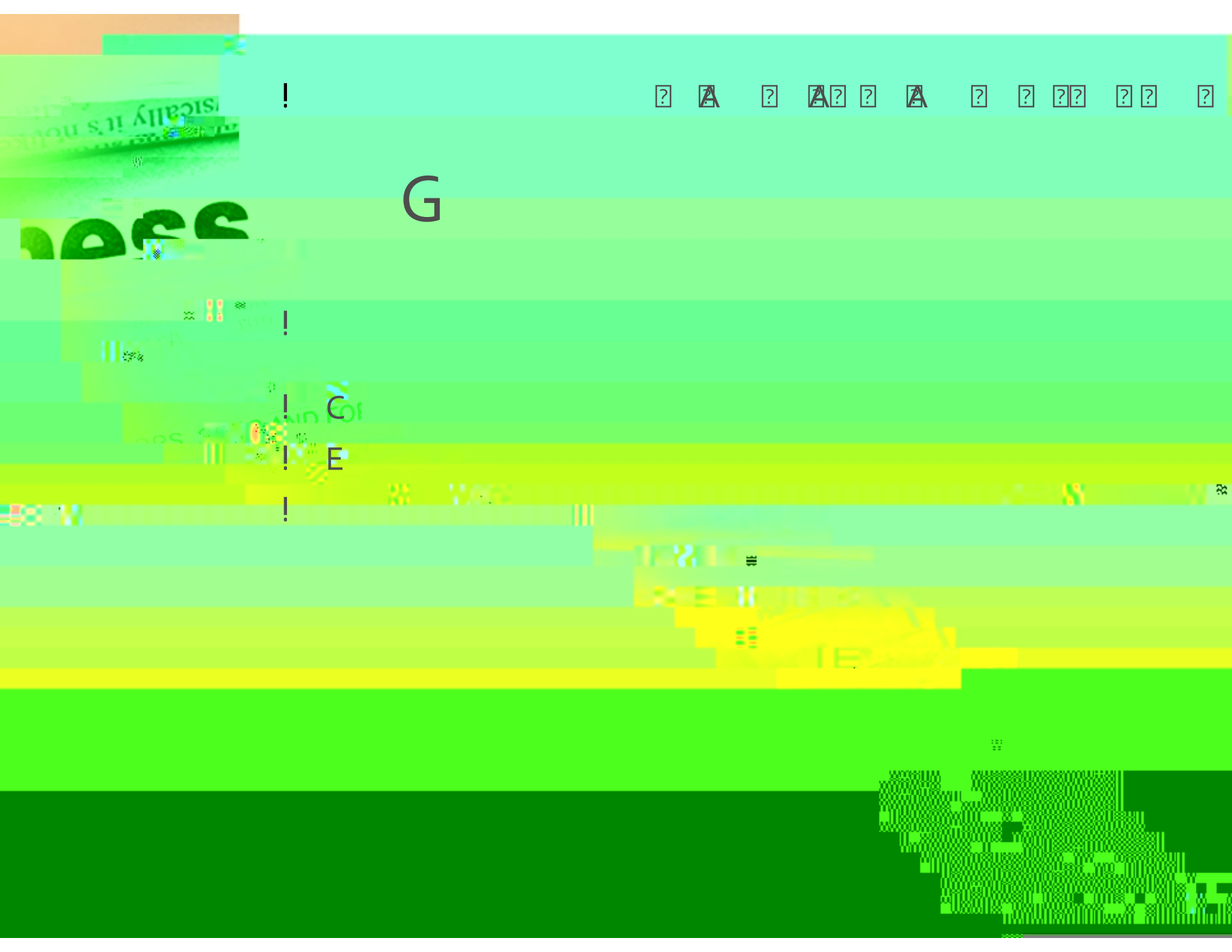
% of U.S. adults who often get news on each platform



Kennedy's annual economic forecast 2015 vs 2014







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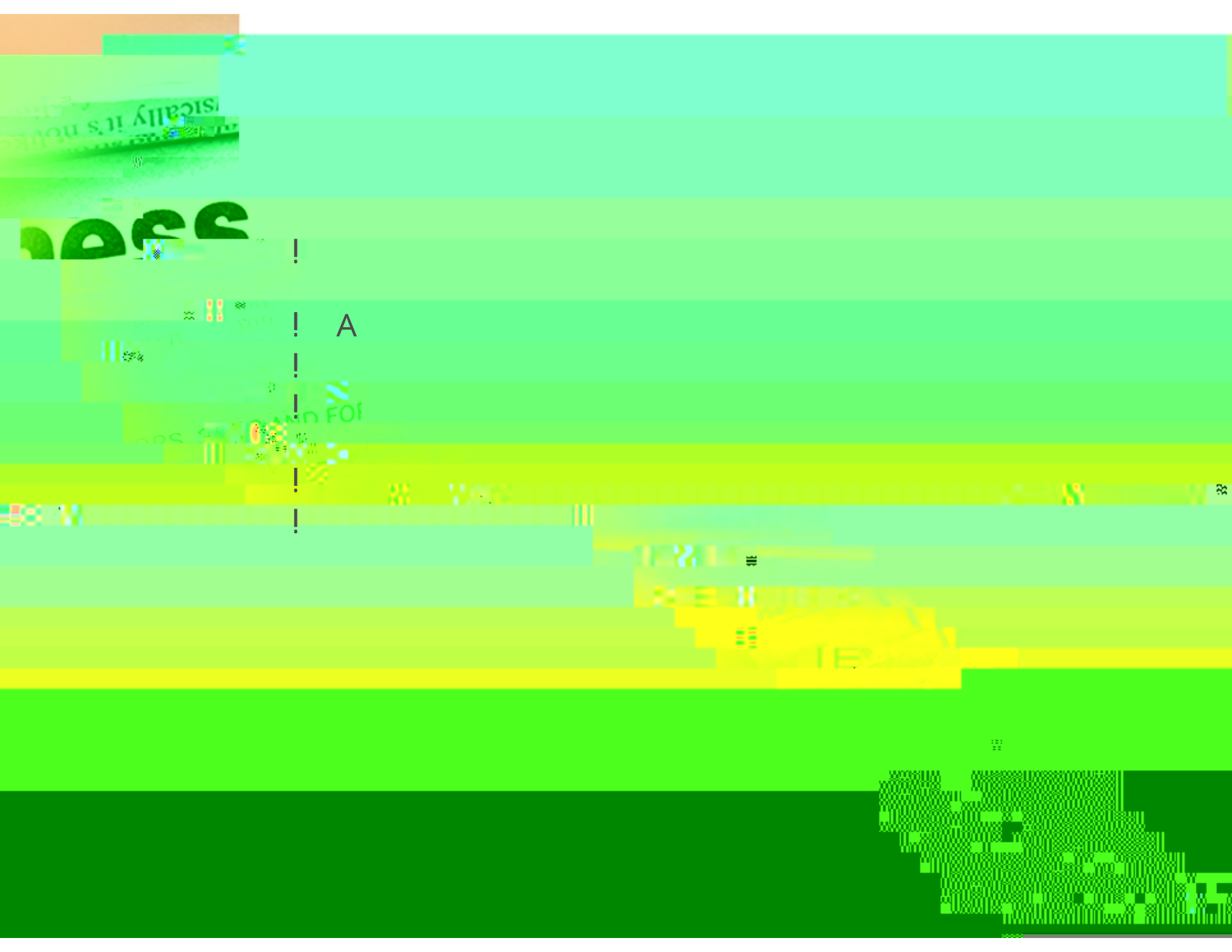
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➤ Response is crucial!◀

! Organizations MUST be prepared to respond with immediacy and authenticity !

! 24-hour news cycle has morphed into nearly hourly cycles of perception and information!

! Perception IS reality!



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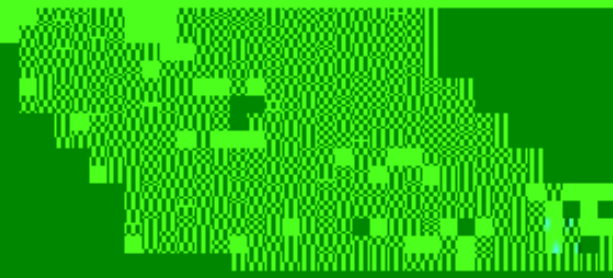
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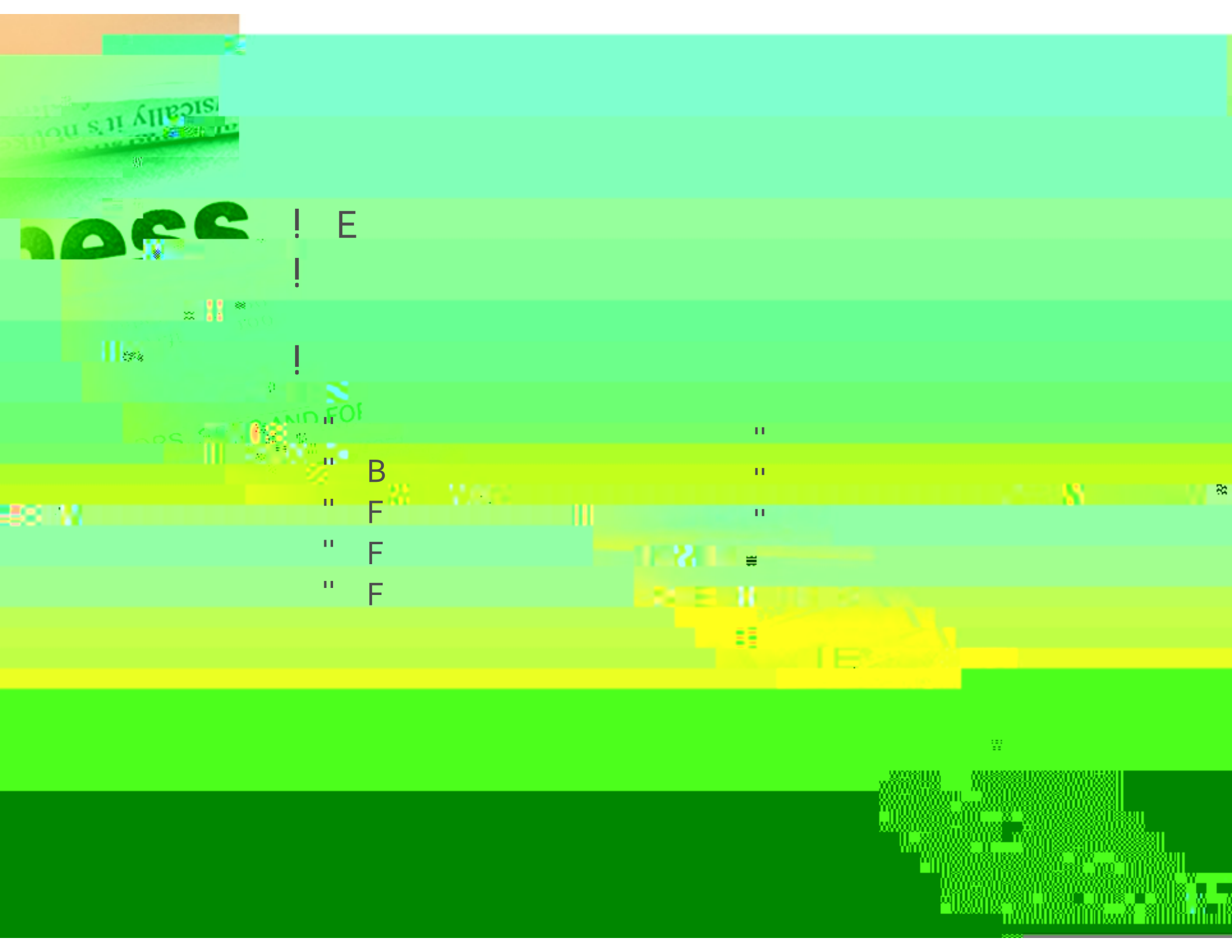
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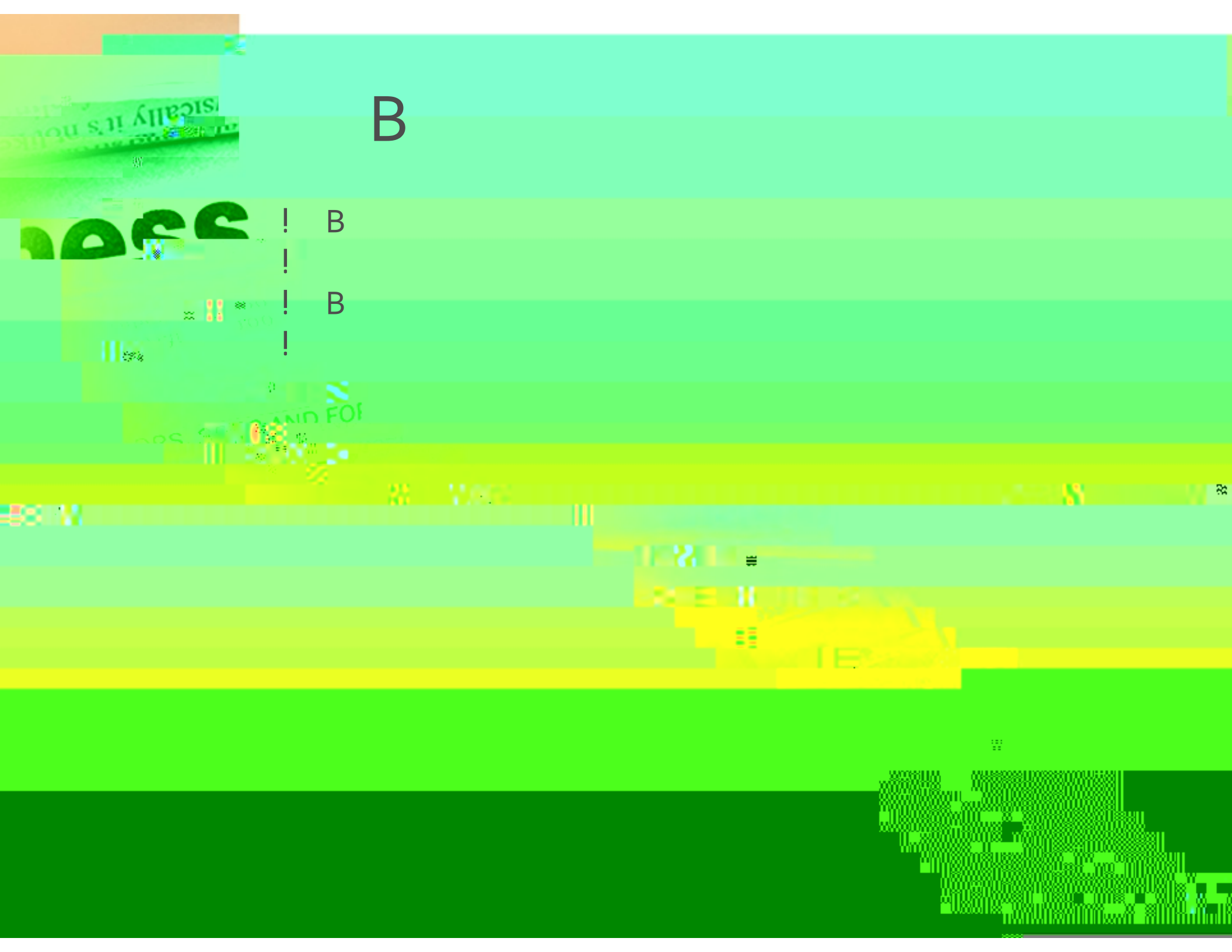
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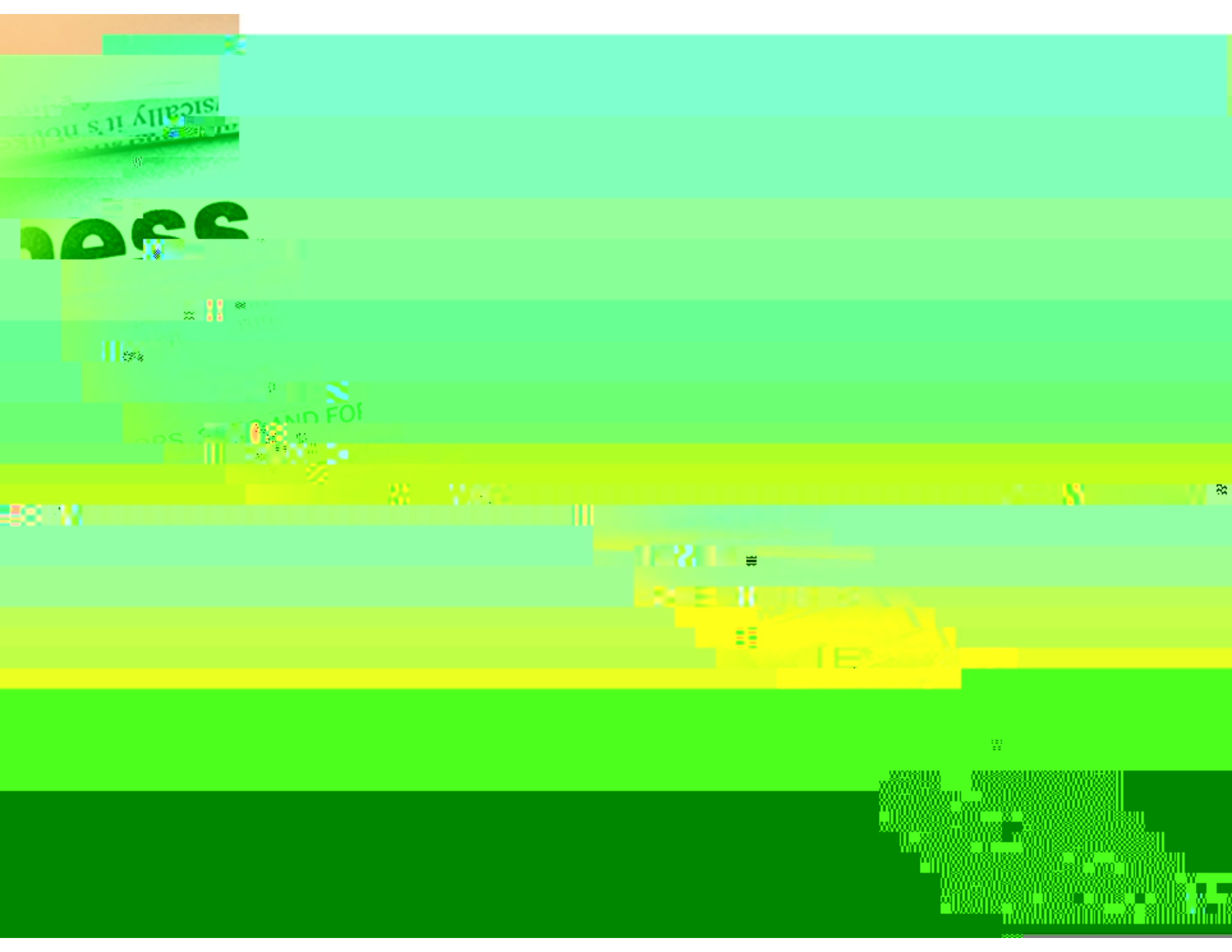
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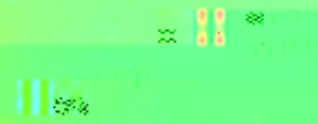
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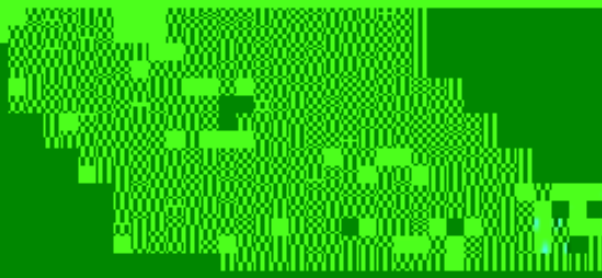


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INTERVIEWS

RADIO



Know if you're live.
Think about verbal vs.
nonverbal communication

Remember you are not the only person in the room. You are also the audience.

CONSIDER SOCIAL MEDIA



QUICK TIPS FOR INTERVIEWS

TV



- Sitting or standing- either way, be comfortable
- Be aware of your surroundings; think visual

RADIO

PRINT

- Don't expect to see a draft

CONFERENCING



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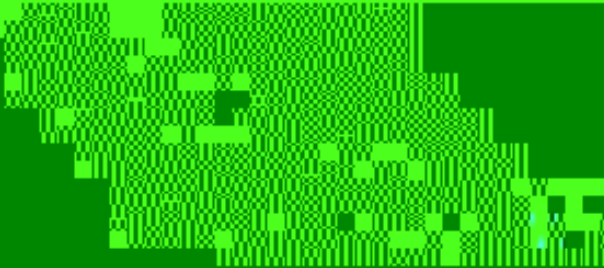
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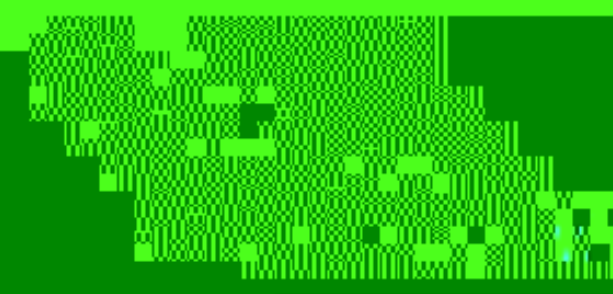
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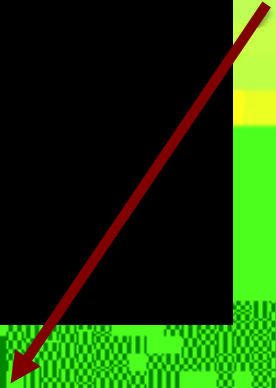
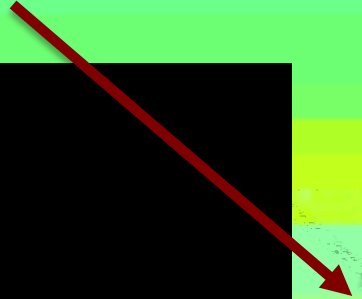
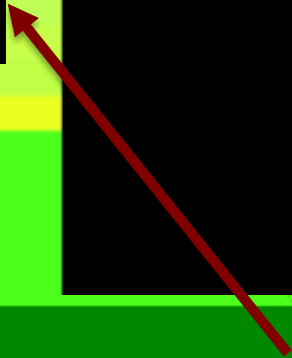
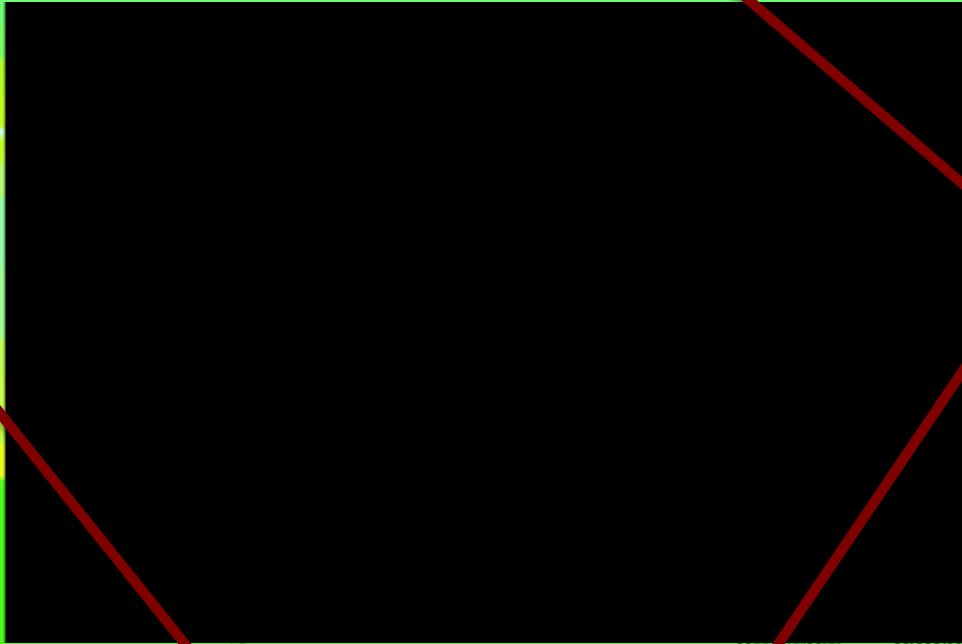
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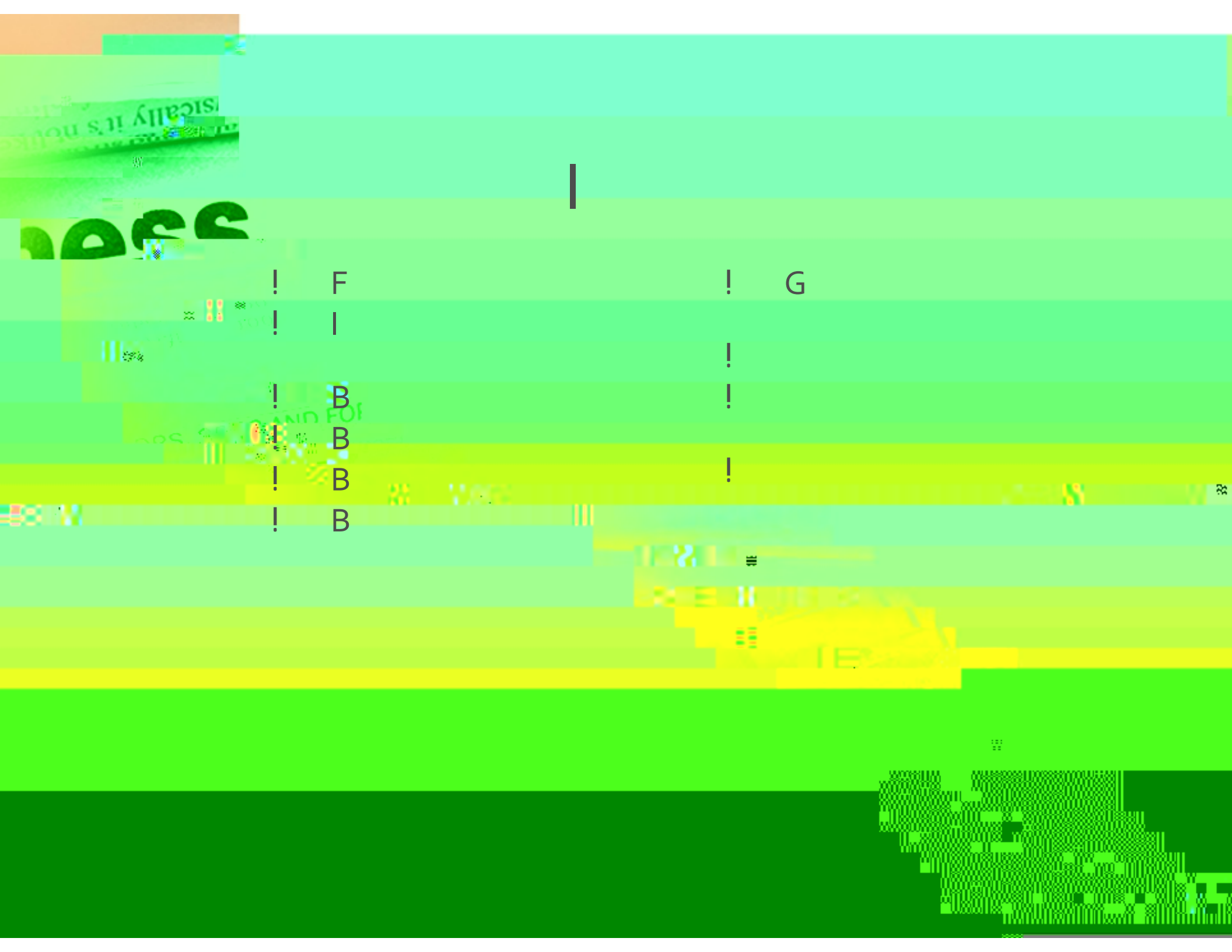


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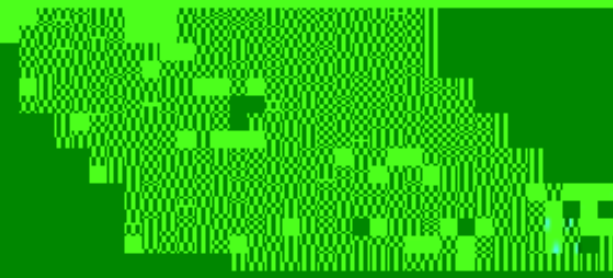
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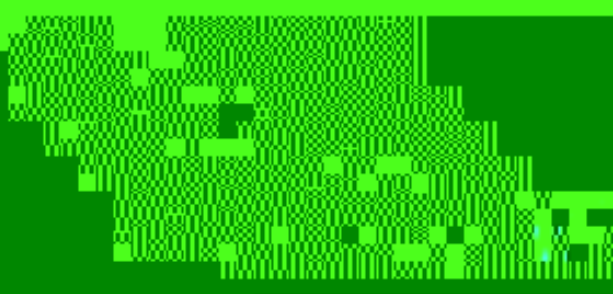
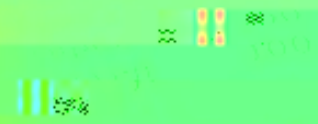
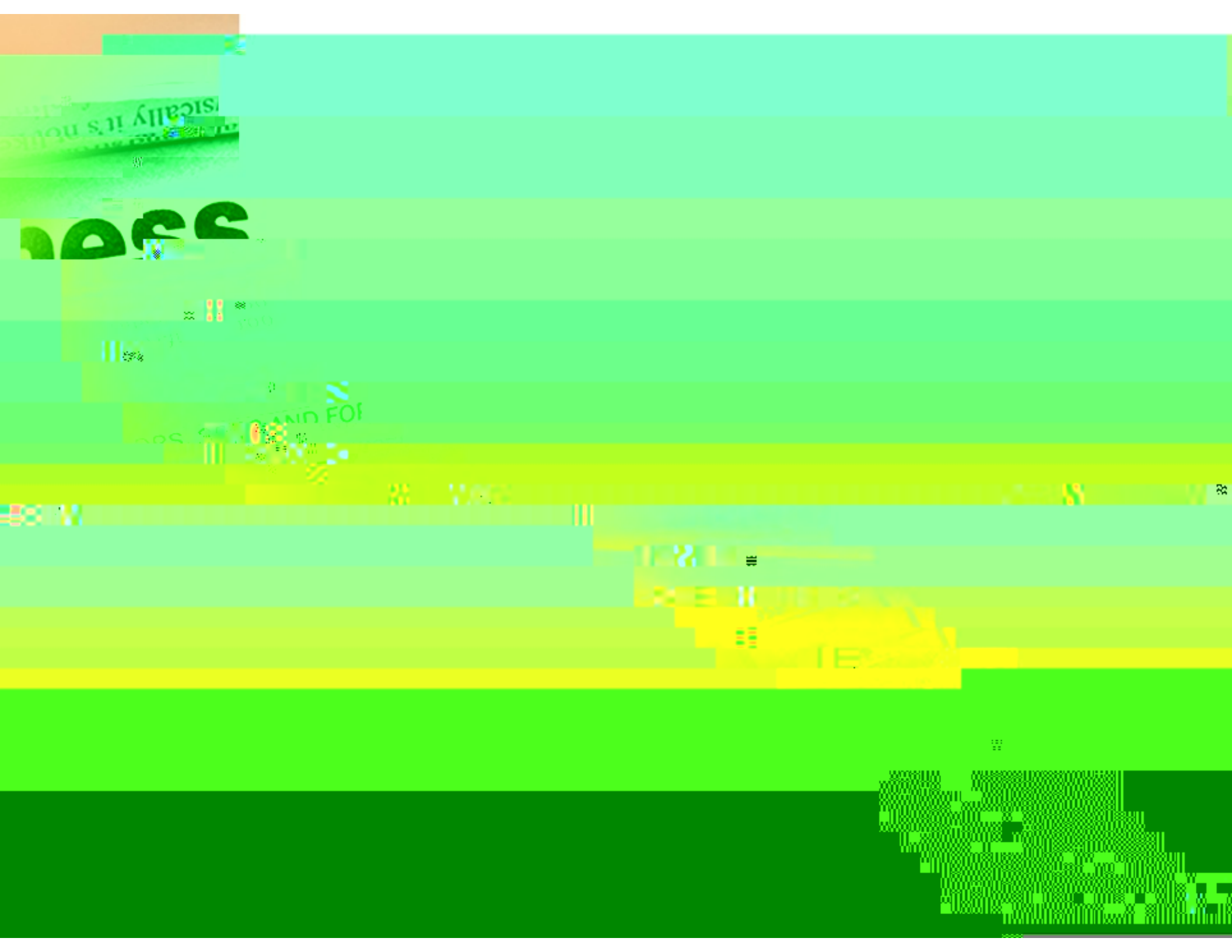
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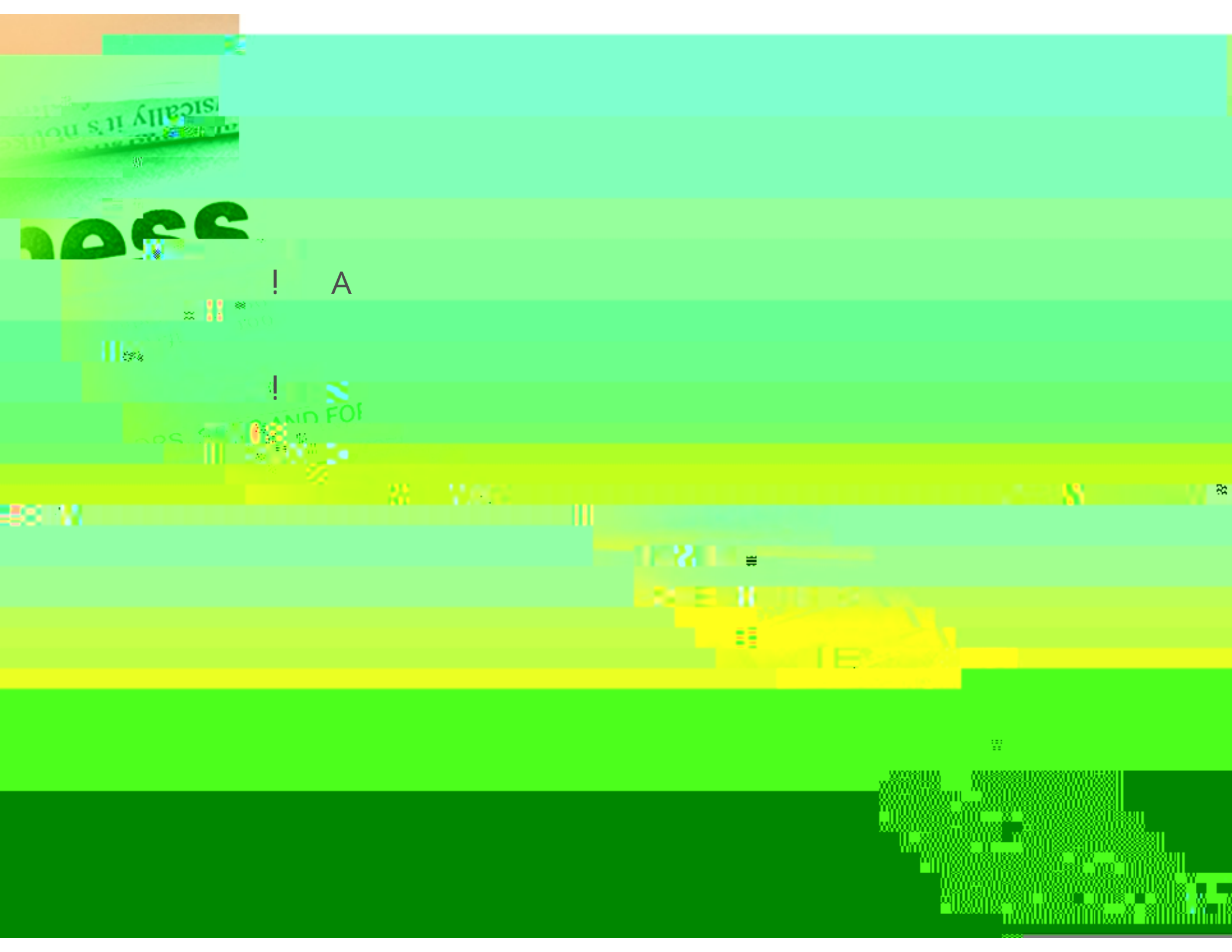
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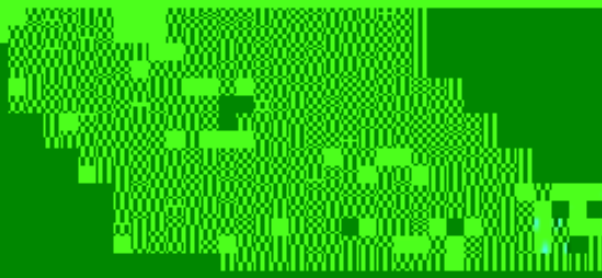
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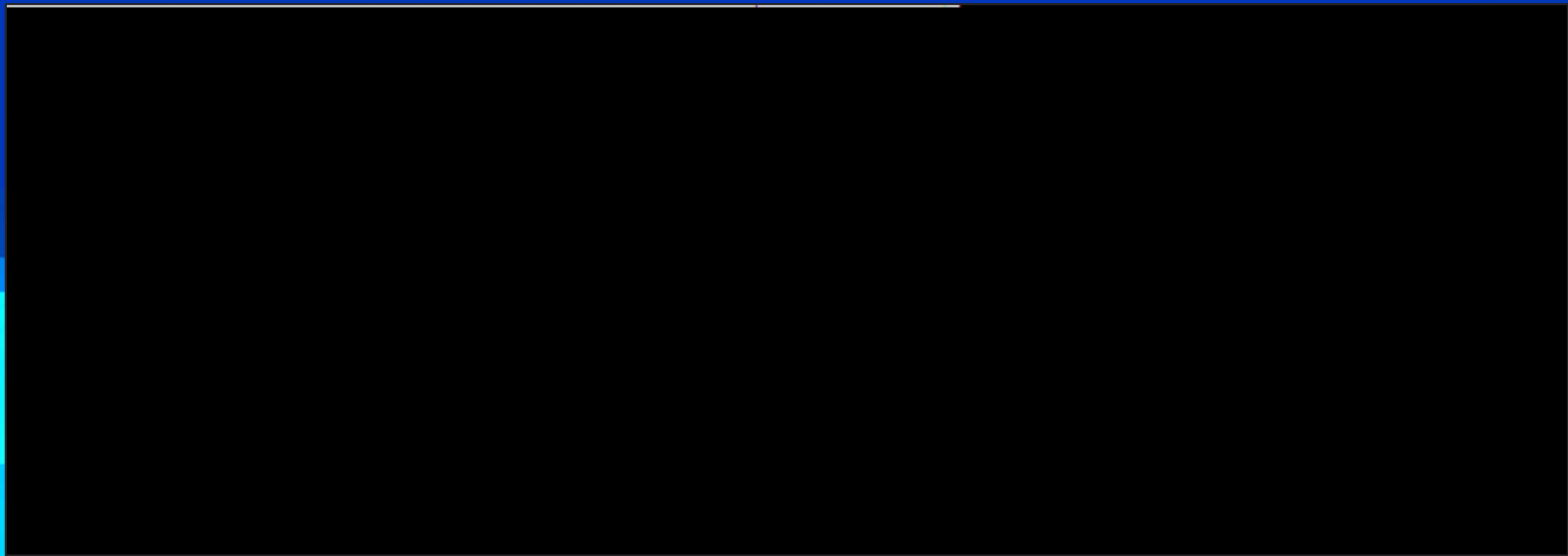
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