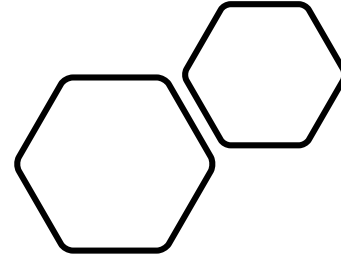


# Cheers! A message or noise?



J. Faith Peppers



National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE

One lone voice





One lone voice

Single institution  
news releases or  
media pitches

---



# Competing Voices

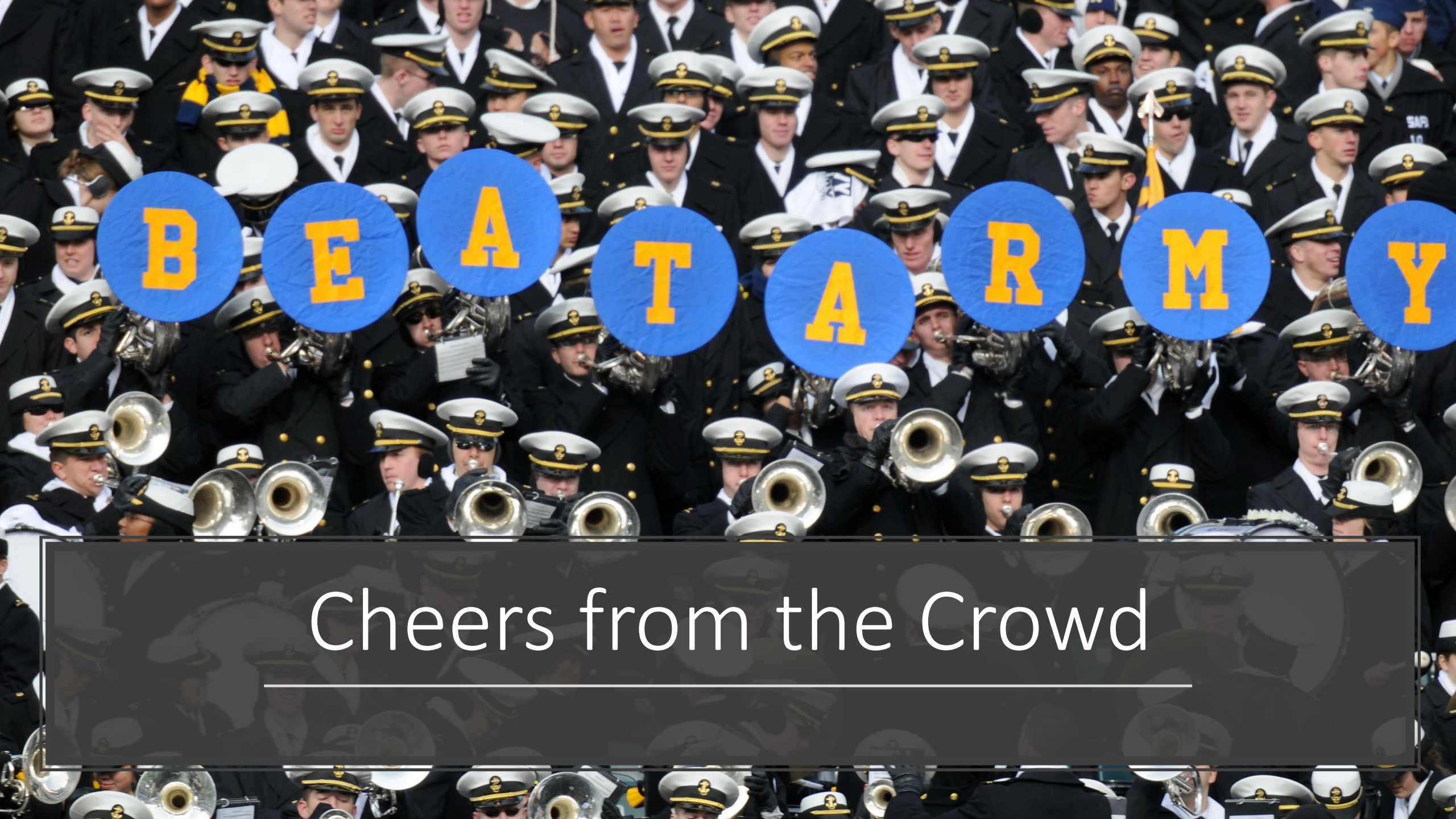


# NOISE

## What Media Hear

- When everyone talks at once
- When it's "You Name It" Day/Week





BEAT ARMY

Cheers from the Crowd

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# Here's an example:

☀️ 53°

The Atlanta  
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Dawgs, Gators one team in this field



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