

[Newsweek: Joe Rogan Showed Donald Trump 'Unedited.' Millions Adored It](#)

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[Chris Lipp](#), professor of practice in business & legal studies and director of the Freeman School's Management Communication program, was interviewed by [Newsweek](#) for a story about the impact of Donald Trump's unedited appearance on Joe Rogan's podcast.

"Mainstream media may carry the perception that our words are prepared, undermining our ability to convey personal power. Whereas in unedited live engagement, we have the opportunity to speak in a way perceived as authentic and therefore powerful," Lipp said.

To read the article in its entirety, visit [newsweek.com](https://www.newsweek.com):

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