

**Chapter 1 : Social vs. Traditional Media | FTI Journal**

*Additional paid in capital is a value that is often included in the contributed surplus account in the shareholders' equity section of a company's balance sheet.*

A number of bob-sleds from the con ii try were to be seen in town Friday. The Immortal , King of the Carbonates and S. Hosea Toivuseud lias , we are pleased to- notice , been reappointed U The young folk of Querida will indulge in a grand social hop on the evening of the 31 st inst. Thompson , of Denver , and U. S reii imeyer , of. Gibson the wellknow lumber merchant of Canon City , visited our town this week. Gibson contemplates locating a lumber yard here in the near future. The lads , Masters Menzel aud Wadlelgh , who ran the show plow through onr thoroughfares and broke the roads to the school house Thursday afternoon ,, deserve hot only the thanks of the , community , lint compensatory recognition as I Tvell. I It wont be long ere he will be solicking republican aid to re-elect II him lo the U. Senate , and he I will get il , we d-nt think , ; Rev. Blake , of Indianapolis , is in our midst , to permanently reside. He takes up the work vacated by Rev. It was a daylight capture. Suook , who has for the last two or three years resided at-Silver Cliff , departed. Wednesday for Manilla , and will there take up , his labor oflove. Snook is an earnest and conscientious worker , and we believe iviJI effect much good in thenew field in which he will in future operate. His tnalily friends in this county and he has many , all wish him well aiid will remember liim only with the kitidelist of feelings. The great parade being made by certarn newspapers and persons regarding their inluence with the President being the mighty cause of the abdication of federal office holders from positions on Republican committees iu this State , is re freshing indeed , since it a is wellknown fact that notice has been served ou the federal office holders in every State iu the Union , to refrain from political prominence. The one at whom the shafts of milice envy and hatred have been and are being hurled by these people birtihened with the weight of political. An atracuve woman thrives on good food and sunshine , witli plenty of vxercise in lhe open air.

**Chapter 2 : Additional Paid In Capital**

*In the ; case of Foss. ys Wolff, a verdict was render for defendant. Â! Schweigert appeared for Wolff. A number of bob-sleds from the con ii try were to be seen in town Friday. About six inches of snow fell Â! during- Wednesday \* night and Thursday. The Immortal, King of the Carbonates and S.*

Priming the Feedback Loop In all the excitement, however, a major question has remained vexingly unanswered: How does social media integrate with multichannel communications programs that include traditional media? The prevailing wisdom often sees social media as becoming the way to spread the word, influence customers and drive sales: It is a powerful parallel to traditional media such as newspapers and television. Traditional media, on the other hand, plays a supporting role by virtue of its reach but only as long as its business models survive. But the prevailing wisdom flirts somewhat with reality. A study by business school professors at the University of Pittsburgh and Carnegie Mellon, for example, found that while discussions happen in social media, their influence on sales is far less than imagined. A blog mention, on the other hand, garnered only 90 new-customer sales and 63 from existing clientele. Mentions in an online community drove the weakest results: These findings make sense in light of what often is said about online communities. Although individuals do strongly rely on the opinions of others when making a purchase decision, online communities are just as known for their echo-chamber effects. I discovered this firsthand during the U. We saw how the interplay of these media can profoundly shift public opinion. The lessons we learned in the political arena can be applied to corporate communications campaigns and shed some needed light on the complicated question of how social and traditional media work best together. The experience of both the Romney and the Obama campaigns made clear that social media has the strongest force on public opinion when it is part of a feedback loop that incorporates advertising and traditional news media. During the campaign, the loop typically began with an advertising campaign designed to stimulate social media activity. If the social media conversations reached a certain level, the mainstream media picked up the story. With this integration of social and traditional media, the influence on public opinion can be profound. Consider the commotion caused when President Obama gave a talk in Roanoke, Va. But a week later, Gov. Social media activity heated up over the following five days, which, in turn, generated mainstream news media coverage on the outrage the statement had caused. As a result, the Romney team broadcast more messages, devoting a day at the Republican National Convention to the theme and attained more mileage still. The feedback loop needs both social and traditional media to achieve impact. But traditional media is the primary arbiter of opinion. Although people fortify their opinions through discussion and dialogue, at least during the last century, mass media news channels have been the strongest shapers of public opinion. Recent research bears out that this continues to be the case. Blogs and online forums pale in comparison at only 34 percent. But most interestingly, the results were the same for social network users â€” and only 36 percent of them place a high level of trust in the social networks to which they belong<sup>2</sup>. As part of our work, we quantified the relationship between advertising gross rating points , ballot support levels Gallup Daily tracking poll , and the content and volume of social media and traditional news coverage. Using statistical models employing vector autoregressions , campaign strategists could isolate the impact of each campaign message on polling numbers over time. The results showed that messages that effectively shifted public opinion progressed through four successive stages: Advertising, speeches and press conferences are used to garner further attention. With it, analysts could measure the extent to which social media users were sharing and spreading a specific message. If the mainstream media starts to report on the message, the coverage intensifies and validates the theme in ways that can shape and move public opinion. Historically, the ability of campaigners to influence or predict the stories promulgated by the news media was limited at best. But the election demonstrated that social media has changed that perception. Communications professionals can monitor and measure the activity and predict if and when a message will go to the mainstream media. During the U. The Romney campaign gained ground with its focus on the Solyndra controversy â€” about government funding of a green energy company that went bust. Within about five days after a campaign advertisement launch, a social media analysis could show

whether or not the message had gained traction. Once a specific message achieved significant momentum and exposure, it had the potential to transition into a traditional news media story, at which point a campaign team could reinforce it with additional communications and advertising. For messages that did not gain traction in social media, a campaign could attempt to shock the system again with further communications. However, we found that if a particular message had not gained traction in social media within 14 days, it had little hope of ever capturing the limelight. Then campaigns were better served by moving on to a new message. The Message Cycle in Corporate Communications This approach has significant potential in the corporate sphere. A couple of examples illustrate this concept. In , apparel manufacturer Patagonia shocked the system by running a full-page ad in The New York Times with the provocative headline: In signing, both the consumers and Patagonia agreed to reduce consumption and waste by buying items only when needed, repairing them when they break and recycling products at the end of their useful life. Striking a nerve with sustainability-conscious consumers, the campaign generated significant buzz in blogs and online communities. The aim of the campaign was to reinforce Patagonia as a high-quality brand that offers durable, long-lasting products. The integration of social and traditional media spread that message, fortified with the clout of traditional media. The Super Bowl news ignited the blogosphere, and more than 6. Between the campaign itself and news of the various projects funded, PepsiCo garnered 3. Eisenhower to the U. The commercials were derided for selling the president as if he were a product “such as toothpaste. Ironically, the tables have turned. Companies now can learn to sell products by modeling how presidential candidates are marketed. Social media has opened a modern window through which marketers can watch in real time as a story propagates, opinions form, the news media takes an interest and minds change.

### Chapter 3 : Best Spinach Dip Recipes recipes | Food Network UK

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### Chapter 4 : Differential Response in Child Protective Services - Child Welfare Information Gateway

*Differential Response in Child Protective Services The CPS system selects the initial response (investigation or assessment) based on a number of factors. Differential response is an area of CPS reform also referred to as dual track, multiple track, or alternative response.*