

AARON SHERINIAN



@ASherinian #PRDigital

**EVERYTHING
HAS CHANGED**

**AND THAT'S A
GOOD THING***



@ASherinian #PRDigital



@ASherinian #PRDigital

SIMPLE PHRASES **HUGE TRENDS**

**“I AM
OUR GLOBAL
CORRESPONDENT”**

@ASherinian

#PRDigital



**“OUR BEST
ONLINE
METRICS ARE
OFFLINE
RESULTS”**

@ASherinian

#PRDigital



**“PEOPLE ARE
THE BEST
PRESS CORPS”**

@ASherinian

#PRDigital



**“NON-STOP
NEWS CYCLES
REQUIRE
NON-STOP
RELATIONSHIPS”**

@ASherinian

#PRDigital

**6.3 MILLION
IMPRESSIONS**

ONE NUDGE

**“MY NEWSROOM
IS SHRINKING,
NOT MY
CURIOSITY”**

@ASherinian

#PRDigital



**“IF I WANTED
MORE SPIN, I’D
GO TO THE GYM”**

@ASherinian

#PRDigital



- ✓ **DON'T LIMIT**
- ✓ **STAY IN TOUCH**
- ✓ **EXPAND YOUR CORPS**
- ✓ **FACE FACTS FAST**
- ✓ **EMBRACE #ANALOG**

**EVERYTHING
HAS CHANGED**

**AND THAT'S A
MAJOR OPPORTUNITY**