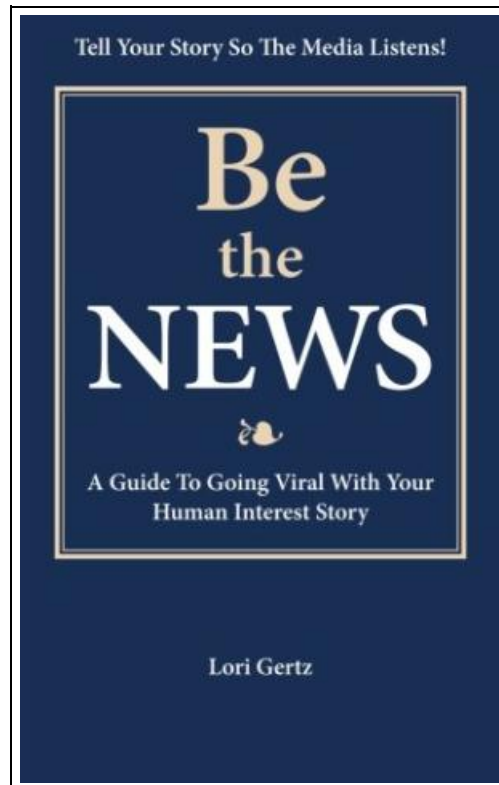


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BE THE NEWS: A GUIDE TO GOING VIRAL WITH YOUR HUMAN INTEREST STORY



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