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## Disability Matters

with Host Joyce Bender

\* This show is Real-time Captioned



VARIETY  
20 Year Anniversary  
of VoiceAmerica  
Host Joyce Bender

Disability Matters  
Tuesdays  
11am PST, 2 pm EST  
with  
Joyce Bender



### Disability Matters

Tuesday at 11 AM Pacific

**April 2nd 2013: Special Encore Presentation:  
Chris Brogan**

Joyce welcomes author Chris Brogan to the show. He will discuss his book *In The Impact Equation*. In the book, Brogan shows that to make people truly care about what you have to say, you need more than just a good idea, trust among your audience, or a certain number of followers. You need a potent mix of all of the above and more. Read the *Impact Equation* to figure out what you're doing right and wrong. Apply it to a blog, a tweet, a video, or a mainstream-media advertising campaign. Use it to explain why a feature in a national newspaper that reaches millions might have less impact than a b

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