# Washington Examiner: The psychology behind why Trump’s podcast outreach worked

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Chris Lipp, professor of practice in Business & Legal Studies and director of the Management Communication program, was quoted by the Washington Examiner for a story about Donald Trump's strategy to engage with podcasters.

> "It's possible what we see in podcasters, particularly those having 'fireside chat-like' conversations in an environment where the people are just like us, sharing our values and acting in ways we would normally act, that we connect and therefore trust them and will learn from them,” Chris Lipp, a professor of communications at Tulane University's Freeman School of

Business told Newsweek.

To read the story in its entirety, visit washingtonexaminer.com:

https://www.washingtonexaminer.com/politics/3266455/psychology-behind-why-trump-podcast-outreach-worked/