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" On Deadline is not a but the standard text on media relations. It is the only full-length text on the subject in the corporate and nonprofit sectors. On Deadline is a thorough, practical book that is written to appeal to both the college student and working professional." — Public Relations Quarterly

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Michael is resourceful and strategic, with expertise in building media, industry and government relationships, executing high profile campaigns and managing people, issues and crises in a high-pressured environment to tight deadlines. He has excellent contact networks across senior levels of media, business, industry and government.