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"On Deadline" correctly recognizes the benefits and limitations of these new tools, keeping the reader focused on the crucial point that, like more traditional media relations tools such as news releases and special events, they are only as good as the strategy, messages and impact of the overall communications approach.

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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.

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