



“The PR and media world is very small. The local news columnist may someday be the editor of TIME magazine—don’t burn any bridges.”

–Ann Finlay *Viewpoint Construction Software*

“All news is not good news—unless you are Paris Hilton.” –Jonathan Orr *Altaram Institute*

“Beware of what we jokingly refer to in my office as ‘nothing burgers.’ Does your message have substance? When in doubt, go with your gut. It may be telling you it’s hungry for a good compelling reason.”

–Annie Gustafson *Allstate Insurance*

“Don’t write for yourself.” –Nathan Horne *Mohawk Industries*

“Silence is deadly (so to speak). React. Address in real time. Make sure your team is all on the same page.” –Jaci Hoffman *Media Radar*