

Who Needs *Liaison*?

Developers
Government Agencies
Hazardous Material Industry
Water Resources Agencies
Schools & Universities
Municipalities
Trial Lawyers
Dispute Resolution Teams
Environmental Remediation
Companies
Environmental Quality Agencies
Economic Development Leaders
The Gaming Industry
Health and Human Services Agencies
Political Campaigns
Bond Issues & Referendum
Landfill Expansions
Petrochemical Companies
Timber and Logging Interests
Paper and Forest Product Companies
Highway and EMA Agencies
Solid Waste Managers
Base or Facility Expansions
Utility and Power Companies
Dredging and Port Interests
Drainage Districts
Manufacturers
Urban Renewal
Big Box Stores
Wetland & Water Issues
Union Issues and Restructuring
Social Issues .. and on and on.
Regulatory Agencies and Consultants

If successful communications is important to your outcome!

About Michael Logue

Michael received his B.A. and M.S. in mass communication management from Mississippi State University and Mississippi College, and additional graduate hours from the University of South Carolina.

He was named one of the Government's top public affairs practitioners worldwide, earning a Lifetime Achievement Award from his agency. He was also named 2006 Communications Alumnus of the Year by his graduate school.

Today, he is in high demand as a trainer and consultant in his *Liaison* process and routinely trains senior Federal leaders and private sector associations, conferences, and management.



Michael H. Logue
Creator of *Liaison* &
CEO, E-Power PR, LLC

Custom training packages!

Contact Michael
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Let us help!

Take Complete Control of Your Issue!
Eliminate Misinformation!
Improve Communications Efficiency!
Destroy Myths and Rumors!
Stop Irresponsible Media!
Defeat Attack Groups!
Increase Public Satisfaction!
Avoid Financial Disaster!
Save Your Issue, Money & Job!
Instantly!!! While Saving Money!!!

LIAISON The Online Command Center

At Last ...

*Work your project or mission
free of noise and distractions!*

E-POWER
When more than your image is on the line

- 100%-effective
- Major return on investment
- Powerful enough for NATO
- Affordable for ANY issue
- Results from Day 1

Big Public Involvement & Costs Ahead? Not with *Liaison*

- Groups and individuals blocking your goals and confusing your public with misinformation?
- Public issues and inefficiencies adding cost and time or just not getting the messages out?
- Has the media taken control and your voice away from you?
- Is the entire project at risk?

Wouldn't You Prefer This?

Crystal clear message delivery
Instant, direct stakeholder access
Award-winning issue management
Neutralized irresponsible media
Neutralized misinformation groups
Increased support base and allies
Regained control of your information
Improved public "listening"
Restored public confidence
Empowered friends speaking for you
Eliminated myths and misconceptions
Cleared up public misunderstanding
Cancellation of the "rumor mill"
Eliminated bloody public meetings
Scattered Info-Terrorists
End e-mail campaigns & petitions
End pesky media interviews

www.epowerpr.com

It Costs Not to Use *Liaison*!

Handling public outreach and public involvement the old way can chew up \$500,000 in costs and damages.

For more intense issues, conflict and communications inefficiencies can easily sap millions, when lost profit, production, time, labor and public benefits are considered.

In extreme cases, the entire project may be lost, executive management replaced, valued customers lost, and hard-earned reputation scarred.

Projects and proposals not yet on the drawing board could have these losses already built into their futures and costs using traditional communications.

Your opposition is already planning your next headaches & nightmares.

**You have what it takes to win ...
If your team has what it takes to play!**

Liaison has been endorsed by numerous agencies and dubbed the "AC-130 Specter Gunship of Crisis Communications" for its ability to instantly obliterate misinformation, take control of the Information Battlefield and increase stakeholder approval and satisfaction.

Release *Liaison* The Online Command Center

Michael combines his award-winning crisis communications expertise and proven interactive issue management techniques to give you control again. He vigilantly protects your credibility while building happy stakeholders.

The *Liaison* online issue/dispute resolution process was designed for high-profile national issues. Michael has redesigned *Liaison* to fit any size issue. On our first project, local citizens thanked us for putting the "public" and "service" back into public service.

Michael developed the processes to protect you from irresponsible media, public citizens and groups. We can even manage your media queries for you through our fail-proof Media Center.

Let us take your issue and let your team go back to work. Minor interaction with your team is all that is required. You receive daily staff updates and public feedback that will improve the mood in the board room.

Our Specialty is dropping your team's stress and frustration level, while increasing empowerment.