

MEDIA ALERT – new book on communications elicits praise from relationship expert

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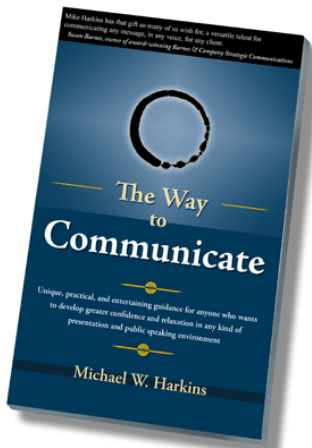
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Popular Internet radio host and relationship expert tells five-million listeners, "Mike Harkins, author of *The Way to Communicate*, has written a book that everyone should read..."

Author then successfully responds to host's on-the-spot request to do a "communication makeover"



Author and media consultant Mike Harkins' November 8th interview on HealthyNet Internet radio's Maryanne Live (encore broadcast Nov. 15th, at 10pm PST -- www.maryannelive.com/radio-shows3/372-mike-harkins.html), by show host Maryanne Comaroto, included praise for his new book, discussion about the current state of personal communication in the U.S., and a surprise challenge to perform a "communications makeover" when the host brought in a guest who had recently experienced a troubling personal communication situation with a co-worker.

Harkins was told of the makeover idea a few minutes before the show and thought it was not only a good idea, "it was a real compliment."

"Maryanne is a pro, in radio and in dealing with people, and the idea showed her trust in me and in my ability to help someone." In the on-the-spot communications makeover, Harkins helped a flight attendant understand why a co-worker who had

confided in her might have misunderstood, and became upset with, what the attendant intended as a caring advice. Harkins also shared ways the attendant could work through different passenger situations during flights.

Veteran talk show host Comaroto described *The Way to Communicate* as "an amazing compilation, a solid, straightforward way to communicate with heart and soul."

Harkins said, "I enjoyed the show, but I'm even more pleased that Maryanne realized the value the book has for any audience, market, or reader. She understands that it doesn't matter if you drive a bus, keep the family on track, or own a billion-dollar company, everyone benefits by understanding the essence of communication."

About *The Way to Communicate* and author Mike Harkins: *The Way to Communicate* provides perspectives on and remedies for an expanding cultural shift away from face-to-face communication and describes how that shift affects everything from business meetings, to career decisions, to customer service.

Mike Harkins has thirty years of diverse communications and media experience, including work as an actor in the mid-'70s; a decade of tour production with high profile artists including Journey, Bruce Springsteen, and Michael Jackson; and creative communications projects for companies including Schwinn, Gatorade, and Wells Fargo. His commentary has aired on National Public Radio's All Things Considered, and his volunteer experience includes work with the Golden Gate Raptor Observatory tracking annual hawk migrations, and work with the American Red Cross, including several weeks in a Louisiana Hurricane Katrina shelter.

The Way to Communicate, by Michael W. Harkins

Portsmouth Publishing; release date: October 14, 2010, available from the publisher at www.thewaytocommunicate.com, at bookstores, and online from Barnes & Noble, Amazon, Kobo Books, and Smashwords.

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