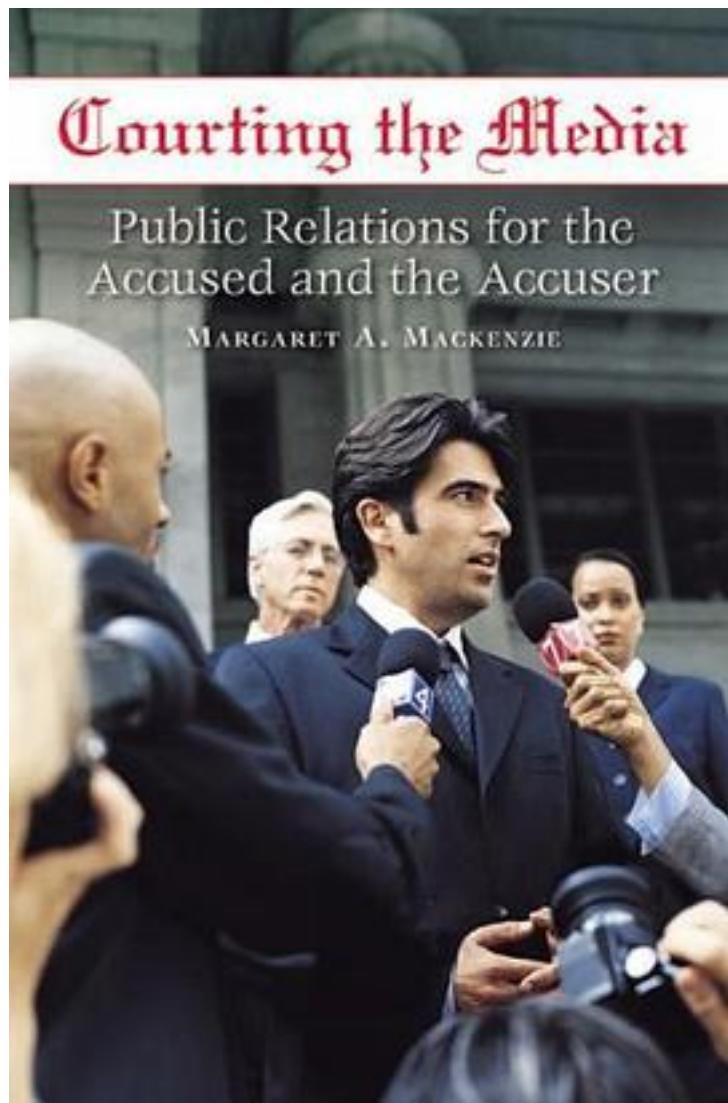


Courting the Media



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Media relations are not just for the rich and famous. Mackenzie takes readers behind the scenes of high-profile cases in which men, women, and even children were thrust into the spotlight - many because they were victims of unwarranted prosecution by the justice system and untruthful depiction by the press. With guidance from media relations master Mackenzie, some of these people and their attorneys successfully challenged the biased portraits that police and prosecutors tried to present. In this book, Mackenzie also weighs in on celebrity cases, analyzing how they and their attorneys used the media to their advantage, or how they failed to do so.

作者介绍:

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