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Stars of PR Archives Available January 3rd 2013: **Celebrity Spin in a TMZ World**

Old school publicists would agree that dealing with gossip columnists is nothing new. We established our relationships with the best of them and hoped they would treat our clients well. Does TMZ go to far or is the show simply a reflection of how reporting has changed through the onslaught of social media? Cindy Rakowitz discusses this with Los Angeles based publicist Garrett O. Thomas.



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