



PR INSIDER with your host, Maureen Kedes Archives Available

July 17th 2009: "SMASH – A Smart Girl's Guide to Practical Marketing and Public Relations"

Join Maureen as she talks with two outstanding and fun guests, Michele Smith and Michelle Gamble-Risley, Co-Owners and Principals of M Communications, and 3L Publishing. Michele has recently co-authored her first book, SMASH: A Smart Girls Guide to Marketing and Public Relations with 3L Publishing business partner, Michelle Gamble-Risley. With every broadcast and print producer and editor contact nationally, Michele has received calls from Oprah, Bonnie, and the Today show; and will be effectively promoting 3L Publishing clients. Michelle Gamble-Risley is an award-winning author with

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Featured Guests



Michele Smith

Michele Smith, an award-winning marketing professional, has years of experience in diverse markets. She consistently delivers high-quality strategic marketing programs, creative media campaigns and well-organized events program management. Through her strong planning and organizational skills, she seamlessly and successfully coordinates and manages multiple projects for a variety of clients from an assortment of industries. Michele began her career as a director of marketing for TFNT Network based in Sacramento, Calif. She then became marketing manager for Sacramento-based KB Home where she managed multiple projects and collaborated with sub-consultants on several high-profile projects. A

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Michelle Gamble-Risley

Michelle Gamble-Risley is an award-winning author with over 20 years in the publishing and marketing business. Her first book Second Bloom: 10 Steps to Reinvent, Rejuvenate and Realize a New Life was published in January 2009 and immediately won two awards from the Indie Book Awards, which is the equivalent to the Oscars for movies. She has enjoyed a prosperous career working for a variety of industries as an editor, writer, publisher and marketing expert. Michelle Gamble-Risley found-ed MGR Consulting in 2006. She is a seasoned veteran of the communication business, with over 20 years experience in public relations, marketing and custom publishing. She began her career in 1988 working re

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