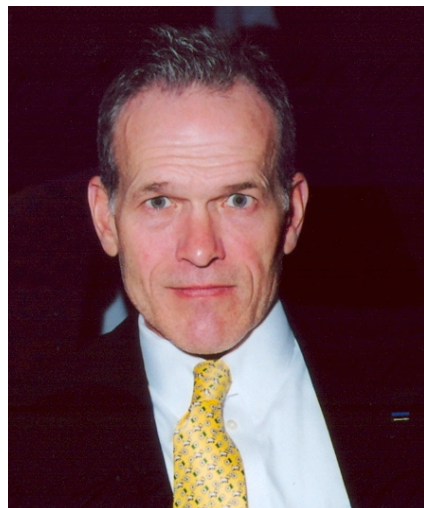


Michael R. Shannon founded **MANDATE: Message, Media & Public Relations**, a political/public affairs consulting firm in 1980. Since then the firm has participated in over 70 elections on three continents and a handful of islands.

During the successful 2002 mid-term elections, Shannon did work for the **National Republican Senatorial Committee** in Missouri, New Hampshire, Minnesota, S. Dakota and Arkansas.

International clients include the **United National Congress** in Trinidad & Tobago – where he designed a communications campaign that resulted in a historic sweep of all marginal seats – and **The Israel Project** in Israel. Shannon has worked with **Unia Wolnosci** in Poland, **Prime Minister Lester Bird** of Antigua & Barbados, **Project Venezuela** in Venezuela and **Opposition Leader David Thompson** of Barbados. He has also done training for the **Liberal Party** national convention in Canada, with various parties in Croatia and Bosnia for NDI and in Romania for the **Partnership for International Education & Training**. In the US Shannon has done training for the **American Medical Association**, the **American Heart Assn.**, the **Ohio & Michigan Education Assns.**, the **Texas Medical Association** and the **League of Women Voters**.



Shannon teaches message development, crisis communication and public relations for **The University of Tennessee - Chattanooga Command College**, conducts the political advertising and message section of **The University of Virginia's Sorenson Institute** and he lectures on message development, politics and lobbying for **The Police/Fire Labor Institute**. Recently he did message training for the board of the **Jewish Institute for National Security Affairs**. Shannon is a regular speaker on political commercials, crisis communication and public relations for *Campaigns & Elections*. He has also addressed the **National League of Cities**, conducted seminars for **Information Management** and **The University of Arkansas - Little Rock** and performed as the keynote speaker for the **Canadian Broadcasting Corp**.

Shannon has built a reputation for creativity and effectiveness in his political commercials. He is a multiple first place winner in the **American Assn. of Political Consultant's Pollie** awards. Shannon won back-to-back first place **Silver Microphone Awards** for best radio commercial and best radio campaign. He is also a three-time winner of the prestigious Gold statue at the **Houston International Film Festival**.

In addition to his work with **MANDATE**, Shannon has been a guest commentator for **KERA-TV**, an occasional guest op-ed writer for *The Dallas Morning News* and *The Arkansas Political Report*. Shannon is also co-author of *Police Association Power, Politics and Confrontation: A Police Labor Leader's Guide*.



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