



**Mike Janes (LT13) becomes an independent, freelance PR consultant.**

Mike Janes has worked in the public relations and communications field for nearly 15 years. Since April of 2002, he has served as public and media relations officer at Sandia/California, where he spearheads the laboratory's public outreach efforts. Prior to coming to California, Mike worked for nine years as a PR professional in Washington, DC, most recently as the director of media relations at the American Institute of Architects (AIA).

Mike's MASCL degree, which he earned in 2005, inspired him to step out into the freelance world and try his hand at independent PR consulting. Consequently, he executed a highly successful media campaign on behalf of Blue Sky Cleaners, a Bay Area company specializing in "green" techniques that utilize liquid CO<sub>2</sub> and wet-cleaning technologies. The campaign generated media stories in the San Francisco Chronicle, Oakland Tribune, East Bay Business times, KGO-TV (ABC), KTVU-TV (FOX), and many others.

"My MASCL degree has already paid big dividends, and I fully anticipate it will continue to do so," says Mike.