Mike Von Ende had a long career in broadcast news, starting out as a reporter art KSTP in Minneapolis. He then moved to the management side at several stations before landing in Detroit at WJBK. It was his last ND stop before moving into the news syndication business

Ironically, Mike and I both grew up in Minneapolis and graduated from the University of Minnesota. But, we didn't meet until we began working together in the late 80's as sales and marketing guys at Time-Warner. There, we headed up distribution of *NIWS*, the News Information Weekly Service. We simultaneously helped develop and market *MedSource* for the MedStar Corporation, the first daily syndicated medical news insert in the television news industry.

In 1992 we made the leap and formed Michaels Media. We brainstormed a million names for our new company, but everyone had gotten to know us as “The Michaels.” The choice was obvious.

Four days after forming the company, I broke my leg in a big way. Unable to board a plane for months, I was unable to do more than pick up a phone. Mike shouldered the heavy burden that whole time with a smile and without a single complaint. That’s just the kind of guy he was.

Some veterans in the biz will no doubt remembering us pitching and peddling a number of our services to you through the years including The HBO Entertainment Satellite Report, The Campaign Against Cholesterol, The Survival Guide, Lifeplanning, Fat Free & Healthy, Healthy For Life, Project CO, News In Motion and Connecting With Kids.

In conjunction with his work at Michaels Media, Mike completed a rigorous 4-year training program with the Catholic Church, earning a Masters of Divinity degree. He was subsequently ordained a Deacon in 2006. He sold his interest in Michaels Media to me and began a full time ministry and career with the Catholic Diocese in Detroit. He retired just a few years ago. When he left, I started Collective Talent.

Mike was the nicest, most honest, generous, compassionate person I ever knew. More than fifteen years together and never a serious disagreement over money, projects or how we ran the company. While he was a devoted Catholic, he was also the consummate Mensch.

RIP Brother, you will be sorely missed….