



# The Lukaszewski Group

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Management Consultants  
In Communications

## WHO WE ARE AND WHAT WE DO

### AREAS OF PRACTICE

#### Media Relations Strategy & Analysis

#### *The Lukaszewski Group Approach*

The news and other media are increasingly fragmented, distracted, and limited in their ability to reach important constituencies with the messages we need to communicate. Media relations strategies must address this new reality and, in effect, reduce the media's impact during critical situations. Credible, honorable action does moderate both media power and media interest and allow an organization to be more immediately responsive to those directly affected. Media firestorms are caused by acting without credibility or honorable intentions.

The successful strategy is to deal promptly and appropriately with the problem and those most directly affected by it.

#### *Brief Descriptions of Recent Projects*

- **Advocacy**: For a wide variety of consumer product and industrial clients with limited options for effectively getting their stories out with any degree of control, designed and directed the execution of intense, highly targeted paid placement advocacy programs designed to contain, counteract, preempt, or directly respond to negative news, the work of activists, and occasionally the work of government officials.
- **Beeper saturation**: For a variety of clients, implemented radio-based news dissemination process called "beepers" where brief recorded sound bites from key individuals were transmitted telephonically to radio stations over a wide geographic area.
- **Celebrity patient death**: Counseled senior executives of major U.S. pharmaceutical company faced with high-profile death related to use of a commonly used over-the-counter medication. Developed minute-by-minute tactical response process for managing communication with media, employees, and the general public.

- **Community/media relations coaching in Brazil:** In connection with the construction of a major industrial facility, coached and trained senior officials of Brazilian-owned subsidiary of a major U.S. corporation, provided on-site counsel and coaching regarding potential environmental and community relations issues in the Amazon region.
- **Corporate campaigns:** For a number of corporate clients, conducted corporate campaigns designed to influence local elections or ballot issues related to projects with significant community economic impact – plant expansions, landfill placements, and recovery of contaminated land.
- **Hyperlink on the World Wide Web:** For a very large non-profit organization suffering adverse visibility in a controversial national U.S. magazine, arranged with the publisher and freelance author to link their Web sites with the non-profit's so that interested readers were able obtain information on all aspects of the situation.
- **Interpreting events and visibility:** Reviewed news coverage, attitude surveys, and other internal and external information; used our extensive contacts and monitoring capabilities to assist industries, organizations, and governmental bodies in a variety of locations.
- **Investigative news programs:** Analyzed the actual threat; mapped out reporter management strategy.
- **Litigation media analysis:** For a large medical products company facing civil and criminal prosecution due to patient deaths, developed media analysis approach that reduced the corporation's need to more widely publicize its adverse legal situation. Results of the media analysis satisfied the judge's requirement that all potential victims had a reasonable opportunity to come forward due to previous media coverage of the case.
- **Media scrutiny:** Worked with counsel and in-house public relations of a major consulting firm to diffuse a situation involving battling municipal boards. Helped shape the structure of the issues to focus on the parties directly involved, rather than the firm.
- **Poor performance:** In preparation for underperformance results, worked with a charter school to develop independent oversight commission, change school administration, and fully address parent and student issues and questions.
- **Positive non-response:** For national service company, guided very contained one-time response strategy to national press-invented scandal story. The story went away after first publication.
- **Regaining credibility:** Developed action-oriented response for national out-placement firm to client allegations of misconduct. Provided strategic direction to senior management in addressing restitution issues; communicating with directly affected audiences; and handling inquiries from clients, customers, and the media.
- **Reputation-defining media relations:** In anticipation of highly negative coverage by international magazine, prepared senior executives of worldwide non-profit

organization for managing the potentially serious impact of the story on employee morale, corporate sponsorships, and donations. Provided on-site advice, support, and direction to the development of a point-by-point rebuttal of the story. Directed Internet aspects of the situation. Later, coached chief executive officer for appearance on *Prime Time Live* and actively guided negotiations with ABC News regarding story content.

- **Taking the heat**: For a national company facing scrutiny by *20-20*, served as lightning rod between board of directors, CEO, and on-site communicators in situations of high volatility. Supervised negotiations with segment producers.
- **20-20/Nightline/60 Minutes**: Prepared corporate officers and spokespersons to face allegations on food issues, financial problems, and health care management systems.