



The Lukaszewski Group

Management Consultants
In Communications

WHO WE ARE AND WHAT WE DO

AREAS OF PRACTICE

Public Affairs & Exposure Management Forecasting

The Lukaszewski Group Approach

Government oversight, regulation, and prosecution of business are increasing. As a result, companies and organizations are more and more susceptible to increased visibility in the normal course of day-to-day operations. Small mistakes can and do cause substantial visibility. Unprepared or inept handling of situations can turn substantial visibility into enormous visibility.

The Lukaszewski Group's role is to help organizations develop preparation and response processes that anticipate these potential exposures. We assist corporations through risk and vulnerability analysis to manage and moderate adverse public exposure from activist, employee, government, and political or organized opposition.

Brief Descriptions of Recent Projects

- **Adverse government and community action:**
 - Created a strategy to explain new, negative scientific data regarding fiberglass.
 - Developed disclosure strategies related to public right to know laws.
 - Advised industrial clients on handling public disclosure and visibility associated with undercover, on-site, anti-drug activity.
 - Assisted in efforts to site a medical waste incinerator.
 - Developed a more pro-business agenda for state government policy makers.
 - Mobilized aggressive local support for company against U.S. Environmental Protection Agency action and local opposition.
- **Asbestos remediation:** As the result of a contractor's illegal dumping of asbestos-containing material, organized corporate communications response to state and federal government officials, regulatory bodies, and local officials; created neighbor-to-neighbor communication process; developed employee/neighbor fear-reduction program; and advised legal counsel as the remediation progressed.

- **Charter schools:** For one of America's premier operators of charter schools, developed an ongoing strategy of awareness on a community-by-community basis where problems, challenges, or public concerns exist. Part of the effort involves scripting spokespersons and preparing parents, teachers, vendors, and others in the community to support the programs and efforts in the face of organized opposition or public scrutiny.
- **Coal-fired electric generation:** For one of the nation's largest public utilities, located in the Midwest, developed a strategy and guided execution for the siting of three new coal-fired power plants, among the first to be built in the United States in the last 20 years. In addition to coaching and teaching managers and executives from the top down, a plan was put in place to recognize the patterns of such activities, anticipate the issues that will come to the fore, develop community-based direct response strategies, but most of all to help set the company's tone for its relationship and reactions to community concerns.
- **EPA environmental permit challenge:** For large industrial company planned and managed public hearings, public demonstrations, community letter writing campaign, parade, and extensive television, radio, and newspaper advertising campaign; mobilized volunteer employee/retiree work force; set-up and managed campaign mail center to deluge the Agency with 189,000 letters.
- **Issue awareness:** Helped many clients develop strategic management response processes in the areas of community antagonism, ethics, privacy, vulnerability to government regulation, and work force consolidation.
- **Local ballot campaign:** Massive community mobilization against a local referendum to prohibit the development of a landfill. Project involved strategic advocacy advertising campaign, mobilization of retirees, employees, and their families; public involvement and confrontation of opponents; coordination of legal and lobbying strategy; and a variety of public meetings, face-to-face action, and poll watching.
- **Medicare fraud:**
 - Counseled executives of well-known academic teaching hospital charged with billing and professional service irregularities.
 - As an expert to top-ten public relations firm, provided strategic counsel prior to public disclosure of settlement and prepared spokesperson and senior executives of well-known teaching hospital charged with billing irregularities for anticipated media coverage.
- **Reducing neighborhood fear:** Developed specific, targeted, pro-active communications response to noise, odor, and quality-of-life complaints by neighbors of a mid-size manufacturing facility. Working directly with senior plant and corporate headquarters management, developed agenda for face-to-face meetings and door-to-door communication. Coached plant management on presenting scientific analyses to neighbors, answering questions, and follow-up activities designed to include neighbors in the change process underway at the plant.
- **Superfund site:** For a privately owned conglomerate, created and managed multi-year, strategic, community-based communications program coordinating with the federal government, other potentially responsible parties, and the communities surrounding the site.

- **Treaty negotiations:** Assisted council of tribal nation in Canada and its key constituencies to develop an approach to treaty negotiations with the provincial and federal governments; developed and supervised the implementation of public education communication surrounding the negotiations.
- **Worldwide activist threat:** Counseled senior executives of major U.S. retailer/merchandiser facing very public action by national and international labor organizations protesting manufacturing practices in Central and South America. Developed on-the-ground approach to managing demonstrations at retail stores around the U.S. Instrumental in developing and guiding the direct negotiation strategy with labor, religious, and human rights organizations to resolve issues. Provided strategic advice and direction in the development of worldwide standards governing working conditions and independent monitoring of manufacturing plants. Participated in and facilitated meetings with opposition, independent monitors, and agency officials in Central America.