



The Lukaszewski Group

Management Consultants
In Communications

WHO WE ARE AND WHAT WE DO

AREAS OF PRACTICE

Community Relations / Grassroots Campaigns / Gaining Public Consent

The Lukaszewski Group Approach

As we repair and rehabilitate corporate community relations programs in the United States and other countries, we see a recurring pattern of suspect organizational behavior and beliefs. We convert these negative behavior patterns into planning checklists, which are useful tools for designing more acceptable, credible, and successful community relations efforts.

Brief Descriptions of Recent Projects

- **Aboriginal treaty negotiations:** Working directly with tribal leadership, tribal elders, and activists, developed and supervised the ongoing implementation of public education communication strategy to facilitate treaty making.
- **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.
 - Handled public disclosure and visibility associated with undercover, on site, anti drug activity to root out substance abuse.
 - Assisted in efforts to site a medical waste incinerator.
 - Developed a more pro-business agenda for state government policy makers.
 - Mobilized aggressive local support against 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 for major clothing manufacturer 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.

- **Community foundation:** Facilitated creation of 25th largest (at that time) community based, privately endowed U.S. foundation; guided chief executive officer through the founding process and first year of operations; helped establish the core areas of foundation activity; provided strategic counsel in the development of a positioning program, creation of advertising-based community information process, and constructive outreach program to opponents.
- **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.
- **Community relations strategy:** For a variety of rural U.S. industrial clients, analyzed existing community attitudes; developed and designed strategic, action-oriented communication plans, programs, and manuals; helped define community expectations; taught, directed, and scripted door-to-door, face-to-face approaches; kept client companies and opposition groups outcome focused.
- **Displaced neighbors:** Provided in-country, on-site, bilingual counsel to a large state-owned petrochemical company in South America related to its efforts to relocate neighboring villages now too close to its growing manufacturing facilities. The strategies developed addressed issues related to litigation, activist intervention by NGOs and advocacy groups from other areas of the world, anti-government action, the damage caused by cultural intervention, and long-term community-company relationship building.
- **Environmental accidents:** For a variety of U.S. and international companies, coached managers in emergency communication techniques and processes related to dangerous or hazardous events such as chemical spills and fires; helped build effective community level communications programs.
- **EPA environmental permit challenge:** For a 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 volunteer campaign center.
- **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.
- **Manufacturing plant needs government help and public support:** Helped a Canadian company develop a strategy and plan to influence provincial government policy, as well as organize sufficient public support to dramatically improve the company's ability to continue operations provincially and nationally.

- **Planning commissions:** Worked with key executives and in-house counsel to garner community consent and support to build a new school for urban children in a residential area. Ongoing communications concerning the possible litigation.
- **Protecting the blood supply:** Worked with a national U.S. blood collection organization to establish public confidence following disclosures of massive blood contamination situations during the mid-to-late 1980s and into the 1990s.
- **Public involvement/risk communication:** In support of obtaining a permit for above-ground, dry storage of spent nuclear fuel, designed plant tour, redesigned exhibits, prepared speeches and trained spokespersons for a U.S. nuclear power generating facility. Established aggressive communication strategy involving direct community/plant meetings and interaction, company-sponsored public meetings, event-like tours of nuclear plant, and design of interactive models and communication tools.
- **Radio transmission towers:** Coached operating executive who faced angry public reaction to the erection of radio transmission towers.
- **Reducing neighborhood fear:** Developed specific, targeted, pro-active face-to-face 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 and scripts 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 and vocal opponents in the change process underway at the plant.
- **Regulated industries:** Designed and implemented community relations programs for emergency response, labor issues, public testimony, and rate hearings – primarily related to the healthcare, telephone, transportation, and utility industries.
- **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.