

October/November/December 1989

TO: Executive Addressed

FR: James E. Lukaszewski, APR Chairman

RE: Managing Corporate Exposure

Management needs effective analysis of their organization's image, perception, credibility, and reputational exposures. Those involved in counseling senior management need a tool to accomplish this task -- a tool that management respects and understands.

Using this tool, management's continuing question, "What does all this information mean?", can be addressed directly in terms of managing ongoing exposure.

Jerr Boschee and Scott Meyer developed such a tool called the *Exposure Management Report* at Control Data Corporation in 1983. According to Boschee and Meyer, "The exposure management memos provided:

- A snapshot of the corporation's current exposures.
- An early warning signal identifying issues or corporate actions that might lead to significant public attention.
- An outline of actions being taken to manage the impact of both current and future exposures."

The report rarely ran more than two pages and followed this outline:

EXPOSURE MANAGEMENT REPORT TOPICS

- Areas of sensitivity (vulnerabilities)
- Significant media contacts
- News releases scheduled
- Other major exposures (speeches, testimonies, customer visits, etc.)
- Future events of note (beyond two weeks)

The Exposure Management Reports included senior management in the coordination and focus of the organization's communication plans and programs.

If you'd like a copy of the *Exposure Management Report*, an article on the topic by Jerr Boschee which explains the concept in more detail, please write or call The Lukaszewski Group Inc.

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