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**FOR IMMEDIATE RELEASE**

**April 12, 2004**

**James Lukaszewski Named 2004 Recipient of Ball State University's  
National Public Relations Professional Achievement Award**

MUNCIE, Ind. – James Lukaszewski, ABC, APR, Fellow PRSA, will receive Ball State University's National Public Relations Professional Achievement Award at the Indiana Public Relations and Communications Conference held May 13, 2004 at Ball State University. According to Professor Melvin L. Sharpe, Chairman of the Selection Committee, "The award is given to Mr. Lukaszewski because he has established himself as a role model through his contribution to the education of students and fellow professionals." Ball State's Professional Achievement Award is one of only two awards in the nation given by universities as a way of recognizing outstanding contribution on the part of public relations professionals.

Lukaszewski, Chairman of The Lukaszewski Group Inc. in White Plains, New York, is one of America's most prominent management advisors and crisis management strategists. He has more than 25 years experience in dealing with the toughest, most troubling and sensitive issues facing corporations and large organizations locally and globally.

He was selected as this year's award recipient for his leadership in contributing to the development of the public relations profession through his many professional development presentations and seminars to local, regional, and national conferences of the Public Relations Society of America, International Association of Business Communicators, and other professional organizations, and through his many articles, books, and monographs, and his teachings at New York University and for the U.S. Marine Corps, all of which truly establish him as a role model worthy of emulation on the part of all young professionals and students in the nation.

Lukaszewski will make two presentations at the conference. The first will focus on crisis proofing organizations. He will discuss four crucial zones of crisis readiness that can greatly improve an organization's or company's ability to handle emergencies. His second presentation is intended to break new ground in practitioner thinking regarding public relations' role in restoring the integrity and respect of businesses and institutions.

When asked about his productive and busy career and his recognition as this year's National Public Relations Professional Achievement Award recipient, he attributed both to a "sense of energetic optimism."

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"It was a very pleasant surprise. Coming from Professor Mel Sharpe and Ball State University, it is an especially meaningful recognition," said Lukaszewski.

The Indiana Public Relations and Communications Conference will be held May 13, 2004 at Ball State University. The mission of the conference is to elevate the status of public relations performance in Indiana and expand professional knowledge of issues and conditions in Indiana that will arm practitioners with knowledge vital to public relations professionals and the constituents they serve. For registration and conference information visit, [www.iprc.info](http://www.iprc.info).

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Editor's Note: For a photo of Mr. Lukaszewski, please go to [www.e911.com/press](http://www.e911.com/press).