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James E. Lukaszewski Is Recognized and Honored For His Contributions to American Public Relations

White Plains, NY (October 25, 2004) – James E. Lukaszewski, *ABC, APR, Fellow PRSA* will receive the 2004 Patrick Jackson Award for Distinguished Service at a luncheon today at the 2004 PRSA International Conference in New York City at the New York Hilton & Towers. The Patrick Jackson Award is granted for significant contribution to advancing the Public Relations Society of America (PRSA) from the Chapter to the national levels, as well as furthering the PRSA by inspiring fellow practitioners professionally and personally.

In addition to advising, coaching, and counseling the leaders of large corporations and organizations facing serious internal and external problems, Lukaszewski continues his role out of the spotlight serving the Society through his work with PRSA's national leaders and staff. For almost 30 years he has shared his experience with members through his many speeches, publications, and other activities. He has represented the Society as a trusted third party to help resolve questions or difficult issues. The most recent example is his participation in establishing an international Code of Conduct through the Global Alliance. In addition, he serves as an active mentor to students and young professionals through the PRSA's College of Fellows, and as an editorial advisor to *The Strategist*, PRSA's most important member publication.

From his own perspective, Lukaszewski's most important contribution is advancing the profession through his involvement in developing a new and ongoing series of professional standards advisories for PRSA's Board of Ethics and Professional Standards (BEPS). He is the most senior member of the BEPS Board, having served more than 12 years.

On May 13, 2004 Mr. Lukaszewski received Ball State University's National Public Relations Professional Achievement Award at the Indiana Public Relations and Communications Conference at its campus in Muncie, Indiana. The National Public Relations Achievement Award is the only national public relations award that recognizes individuals for their public relations experience, contribution to the profession, and encouragement of educational programs in public relations. He was selected because of his dedication to the field of public relations, his contribution to helping corporate America effectively and ethically manage its crises, and his relentless efforts to educate practitioners and students about public relations.

Mr. Lukaszewski was recognized in the September 6, 2004 issue of *PRWeek* when editor John N. Frank listed him as one of 22 people “who should be on the speed dial in a crisis.” Lukaszewski’s 26 years of crisis work have helped shape his philosophy: “The secret to successful crisis management is to manage yourself and your situation ethically and properly from the start.” “There are very few people who will leave behind the body of knowledge he has,” says fellow crisis expert Larry Kamer. “From the pure education standpoint, there is really no one who does more than Jim,” added Kamer.

In the January 2003 edition of the *Corporate Legal Times*, Lukaszewski was listed as one of “28 Experts to Call When All Hell Breaks Loose.” Called a “genius at resolving PR nightmares,” the article continues, “According to his colleagues, Lukaszewski has an uncanny ability to understand exactly how a crisis will play out, how the media will respond, and, perhaps most importantly, how to guide companies through catastrophes while keeping their reputations intact.”

Mr. Lukaszewski is Chairman and President of The Lukaszewski Group Inc., where he advises, coaches, and counsels the men and women who run very large corporations and organizations. The bulk of his practice is in the Western Hemisphere, although he has clients from most parts of the world. He believes that the communications problems they face can only be resolved through superior personal leadership skills combined with positive, strategic communication and ethical behavior.

Lukaszewski is an expert in managing and counteracting tough, touchy, sensitive corporate communications issues. He counsels companies facing serious internal and external problems involving: activist counteraction; community relations and grassroots campaigns; corporate relations failures; reputational threats; crisis communication management; employee relationship building; ethics/integrity/compliance; litigation visibility management; management communication strategies; media relations strategy and analysis; public affairs/exposure management; strategic Web site construction; Web-based attacks; and corporate survival strategies. His broad-based experience ranges from media-initiated investigations to product recalls and plant closings, from criminal litigation to takeovers.

He is frequently retained by senior management to directly intervene and manage the resolution of corporate problems and bad news. The situations Lukaszewski helps resolve often involve conflict, controversy, community action, or activist opposition. The fastest growing areas of his practice involve corporate governance issues, ethics programs, and civil and criminal litigation.

The Lukaszewski Group Inc. is a global crisis communications management consulting firm based in White Plains, New York.

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