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**James E. Lukaszewski, American Public Relations Guru,  
Named Alumnus of the Year**

Saint Paul, Minn.—James Lukaszewski, Danbury, Conn., was named Metropolitan State University's Alumnus of the Year April 19 at a special university recognition dinner in Saint Paul. Alumni of the Year are chosen based on the quality of their leadership performance and the extent to which they have made a meaningful contribution to Metropolitan State or the community. Lukaszewski was chosen because of his significant contributions as a national leader and educator in public relations, to state government, and to Metropolitan State.

Lukaszewski is one of the nation's premier public relations counselors, and senior management advisors. He is considered by many in his profession to be among the top American crisis communication experts. Senior managers and chief executive officers frequently retain him to directly manage the resolution of corporate problems. He prepares top executives for interviews on *20/20*, *60 Minutes*, *Dateline NBC*, *Nightline*, and for congressional testimony. His Web site, [www.e911.com](http://www.e911.com), has been called the "university of crisis management on the Web." Yes, some of his clients do refer to him as "Yoda".

*Corporate Legal Times* named Lukaszewski one of "28 experts to call when all hell breaks loose," and *PR Week* named him as one of 22 "crunch-time counselors who should be on the speed dial in a crisis." His biography has appeared in the last several editions of *Marquis Who's Who in America*, and an extended version of his biography appears in *Contemporary Legends of Public Relations*, edited by Pritchard, Stipe, and Porter, and published in 2007 by Grand Valley State University, Allendale, Mich.

Lukaszewski has academic ties to or lectures at New York University, Columbia University, and the Ansell School of Business at Western Connecticut State University. He recently hosted in New York City, along with President Bradshaw, the first gathering of Metropolitan State University graduates living on the East Coast.

The author of several books and hundreds of articles on Crisis Management and Leadership, he is also a member of InfoCom's *Media Relations Insider* editorial advisory board, a contributing editor to *Public Relations Quarterly*, and a regular columnist in the magazine *The Strategist*. His newest book, to be published by Jossey Bass, will be released early in 2008.

He is an accredited member (APR) of the Public Relations Society of America (PRSA), an elected member of its College of Fellows, and a senior member of the PRSA's Board of Ethics and Professional Standards (BEPS). He is also an accredited member (ABC) of the International Association of Business Communicators (IABC). He is Certified as a Compliance and Ethics Professional (CCEP) by the Minneapolis-based Society of Corporate Compliance and Ethics (SCCE).

He teaches and speaks all across America, Canada, and South America. He publishes numerous monographs and newsletters, all available on his website.

Lukaszewski was the recipient of Ball State University's 2004 National Public Relations Achievement Award, the 2004 Patrick Jackson Award for Distinguished Service to the PRSA, the 2005 PR News Lifetime Achievement Award, and the 2006 Lloyd B. Dennis Distinguished Leadership Award.

Lukaszewski graduated from Metropolitan State in 1974 as part of the school's second graduating class, and he is one of the university's first 100 graduates. He was the first graduate elected president of the Alumni Association Board and the first graduate to serve on Metropolitan State University's Foundation Board of Trustees. Last year he served on the Metropolitan State "kitchen cabinet" for alumni relations and the annual fund.

"Three times now I have been the CEO of a significant nonprofit organization," said Metropolitan State Alumni Board member David Thekelsen who presented the award. "The first time I was not aware of Jim's monograph on what any CEO must do in the first 100 days. But the second and third time, I relied strongly on Jim's advice in the monograph of what to do to establish one's leadership early on and set the right tone and operating style. No doubt many hundreds of people who have headed enterprises have similarly looked to Jim's wisdom in this regard."

"Lukaszewski," said Thekelsen, "has risen to the top of the public relations/crisis communication field because of his ability to integrate—in real-time and under the intense pressure of crises—the perspectives of corporate governance, management, ownership, employees, outside constituencies and activists. His clients say he is a pragmatist and a straight shooter. He is a teacher, thinker, and coach who can help executives look at problems from a variety of principled perspectives. He teaches clients how to think through and strategize in new ways and to take appropriate, highly focused, ethically appropriate action."

Prior to moving to the New York area 20 years ago, Lukaszewski was deputy commissioner of the Minnesota Department of Economic Development and Deputy Press Secretary for Radio and Television to former Minnesota Governor Wendell Anderson. He now heads The Lukaszewski Group Inc., based in White Plains, N.Y. He and his wife Barbara live in Danbury, Conn.

Metropolitan State University, a member of the Minnesota State Colleges and Universities system, provides quality, higher-education programs for adults seeking baccalaureate and master's degrees. It is the only state university in the Twin Cities metropolitan area.