



PRSA ANNOUNCES LLOYD B. DENNIS DISTINGUISHED LEADERSHIP IN PUBLIC AFFAIRS AWARD WINNER

James E. Lukaszewski, ABC, APR, Fellow PRSA Honored as 2006 Recipient

NEW YORK (Oct. 19, 2006) – The Public Relations Society of America (PRSA) announced today that James E. Lukaszewski, ABC, APR, Fellow PRSA, has been named the recipient of the Lloyd B. Dennis Distinguished Leadership Award. The award will be presented on Nov. 13 during PRSA's International Conference in Salt Lake City.



James E. Lukaszewski, ABC, APR, Fellow PRSA

Presented annually by PRSA's Public Affairs and Government Section, the award singles out a public relations professional who has exhibited exceptional public affairs skills to promote truth and has demonstrated high standards of integrity and honesty in business dealings to affect positive change within organizations.

Lukaszewski, chairman and president of The Lukaszewski Group Inc. in White Plains, N.Y., has for many years been one of the industry's most sought-after strategists in the areas of crisis communication, litigation management, reputation threats and other high profile and high stakes operations.

A member of PRSA since 1981, he is a prolific author and lecturer with several book titles and hundreds of journal articles to his credit. Lukaszewski is an expert in managing and counteracting tough, touchy, sensitive corporate communications issues. 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.

“James Lukaszewski exemplifies the best qualities and highest standards of the public relations profession and he is a role model for many of us,” said Robert V. Whitmore, APR, chairman of the PRSA Public Affairs and Government Section. “We are honored to recognize his body of work and his many contributions to advancing our profession.” The annual award is named in honor of Lloyd B. Dennis, longtime PRSA member and former chair of the Public Affairs and Government Section. Dennis had a long and distinguished career that included serving as a speechwriter and public affairs officer to three secretaries of the treasury during the Johnson and Nixon Administrations, and as a journalist for *The New York Times*, *The Baltimore Sun* and *Congressional Quarterly*.



Lloyd B. Dennis

“Lloyd Dennis was a PR giant,” Lukaszewski said. “We worked together on a number of projects over many years in the Public Affairs and Government Section. He invited me to provide a chapter for his book, *Practical PA in an Era of Change*, published in 1995 by PRSA. Lloyd is a PR hero to me. I’m honored and grateful for this recognition by the Public Affairs and Government Section.”

About the PRSA Public Affairs and Government Section

Members of the PRSA Public Affairs and Government Section (www.pag.prsa.org) represent all levels of government, as well as those from counseling firms, corporations and associations who are responsible for communicating with various audiences on public policy issues. The Section provides a forum for the exchange of ideas and approaches used to successfully participate in the public affairs arena.

About the Public Relations Society of America (PRSA)

The Public Relations Society of America (www.prsa.org), based in New York City, is the world's largest organization for public relations professionals. The Society has more than 30,000 professional and student members. PRSA is organized into 112 Chapters nationwide, 19 Professional Interest Sections, along with Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 278 Chapters at colleges and universities throughout the United States.