



The Lukaszewski Group

Management Consultants
In Communications

EXPERIENCE SUMMARIES

MORE THAN 25 YEARS ON THE FRONT LINE

In the United States, Canada, Central America, South America, and Europe

Providing Pragmatic Advice, Second Opinions, Direct Intervention, and Executive Coaching

From the beginning of his public relations counseling career in the very early 1970s, through the founding of his first public relations firm in 1978, to the present, Jim Lukaszewski and his colleagues at The Lukaszewski Group (TLG) have always dealt with those issues critical to the reputation of organizations, individuals, institutions, and products. Here are a few of the more interesting and powerful examples from the front line.

Network Television News and Major Print Media:

- Our clients have been the targets, subjects, or victims of ABC News, the BBC, CBC, CBS News, CNN, NBC News, and other major North American and European news organizations.
- Our clients have suffered and survived bad stories from major media such as *The London Telegraph*, *The Los Angeles Times*, *The New York Times*, *The Times of London*, and *The Wall Street Journal* – in other words, the premier U.S. and international print media.

60 Minutes, 20/20, and Other Show Biz News Shows:

- Our clients have appeared voluntarily and involuntarily on all of the major “show business” news shows – *20/20*, *60 Minutes*, *Date Line*, *Hard Copy*, *Night Line*, *PrimeTime Live*, and a variety of local programs in the United States and abroad.
- Our approach to “show business” news shows like these is very cautious, but systematic. Quite often, we are able to negotiate important messages into the broadcast about the organization under attack.
- Usually, we are behind-the-scenes consultants. When appropriate, we directly negotiate with show or segment producers on our clients’ behalf.

High-Profile Litigation (usually for defendants):

- Civil: Involving or resulting from anti-trust, criminal activity, or media and government investigations.
- Criminal: Involving medical products, fraud, conspiracy, environmental degradation, workplace problems, accidents, or other tough, touchy, sensitive situations.
- Class Action: Involving massive response to product problems, wrongful death, environment, labor, corporate stupidity, or other damaging situations.

Organized Opposition:

- Counteracting specific anti-corporate activist actions.
- Advising industries such as oil and gas, pulp and paper, and garment that attract the major anti-corporate activist groups.
- Waging peace during worker organizing/contract negotiations.

Angry Communities:

- Managing angry neighbor coalitions.
- Managing “surprise” revelations.
- Establishing neighborhood advisory groups.
- Devising door-to-door, one-to-one approaches.
- Organizing corporate employees, retirees, and other constituencies for public response.
- Organizing referenda campaigns.
- Developing conciliation strategies involving government, public, constituent, angry neighbors.

Government Investigations:

- Helping clients survive adverse visibility involving civil and criminal government investigations by the:
 - U.S. Department of Agriculture
 - U.S. Department of Justice
 - U.S. Environmental Protection Agency
 - U.S. Food and Drug Administration
 - U.S. Occupational Safety and Health Administration
 - Securities and Exchange Commission
 - State Attorneys General
 - State and local agencies