



# The Lukaszewski Group

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Management Consultants  
In Communications

## **WE NEED A SPEAKER**

### **PRESENTATION TOPIC DESCRIPTIONS**

#### **Getting Even With the News Media: Important, Interesting & Cool Strategies for Managing Your Destiny While Under Fire & in the Limelight**

There is a powerful trend in the public relations practice to more aggressively monitor, correct, clarify, discuss, anticipate, and pre-empt news stories, using the power, the agility, the penetration of the Web, and the First Amendment.

For those of us with clients in trouble frequently (Jim Lukaszewski only handles troubled, sometimes repugnant clients), the Web is the equalizing tool in the struggle for balanced, equitable visibility and, frankly, in finding the truth. These new Web approaches also build an important level of media accountability and can modify the behavior of reporters. Web-based techniques are emerging that help bypass the media while giving clients the opportunity to go directly to specific constituencies, even on a person-by-person basis. But the true value of Web-based approaches is that they accomplish what no letter to the editor, op-ed, or advocacy ad can — unfiltered, highly controlled, targeted communication.

Today, interviewee concerns are more real than ever.

- What if the reporter just doesn't or refuses to get it?
- What if the reporter makes a mistake?
- What if the reporter leaves important facts and issues out of the story?
- How do you correct reporter errors effectively?
- What do you do about unrelated, confusing, negative, sensational, or competitive ideas that creep into the story?
- What if the story is just plain wrong?
- How can the damage these stories cause be fixed, prevented, or preempted?

News subjects need a means to judge the validity and believability of their own news interview experience, based on resulting stories and reporter behavior. To accomplish this Jim Lukaszewski has developed a unique Truth Index to test and assess the level of truth in news articles and stories.

## **Program Topics**

- Understand the need for and power of senior executive tone.
- Rethink, refocus, and perhaps restructure your employee relationships, goals, and objectives.
- Recognize the true reasons why employees “don’t hear.”
- Think in new ways about what is truly important to employees.
- Learn how to positively influence employee attitudes.

## **For Additional Information or to Schedule Mr. Lukaszewski Right Away**

Please call us at 914.681.0000 to discuss your conference or meeting and speaker needs. Or contact us via E-mail at [tlg@e911.com](mailto:tlg@e911.com). Please describe the nature of your event, the audience, the date(s), time(s), and location, along with your name, title, organization, mailing address, E-mail address, direct telephone number, and facsimile number. We will respond promptly.