

FOR IMMEDIATE RELEASE

Contact: James E. Lukaszewski, *ABC, APR, Fellow PRSA*
Chairman
914.681.0000 - Office
203.948.7029 - Cell
203-792.1616 - Home

**NEW BOOK FOR CRISIS COMMUNICATION PLANNERS AND RESPONDERS:
CRISIS COMMUNICATION PLAN COMPONENTS AND MODELS, CRISIS
COMMUNICATION MANAGEMENT READINESS**

White Plains, NY (Wednesday, May 11, 2005)—James E. Lukaszewski and the Public Relations Society of America today announced the joint publication of a new book designed to provide tactical and strategic advice to those who plan, respond, install, or evaluate crisis response plans. “This book is designed to provide specific, immediately useable information, advice, models, and approaches to those engaged in any facet of crisis management and crisis communications management development and response,” said Lukaszewski.

The Lukaszewski-authored book features more than 50 model scenarios, specific response-triggering approaches, and entire chapters on victim management and what to do with the boss.

This new book, *Crisis Communication Plan Components and Models, Crisis Communication Management Readiness*, is a 323-page crisis-planning guide for crisis planners, responders, and evaluators. It is the third volume in a four-volume series on constructing crisis and installing plans initially introduced in 2000 and co-published by The Lukaszewski Group Inc. and the Public Relations Society of America (PRSA).

According to Don Kirchoffner, Vice President Corporate Communications at Exelon in Naperville, Ill., “*Crisis Communication Plan Components and Models* is a long overdue ‘how-to

manual for crisis communications.’ It provides a wide array of thought, recommendations, and examples of how to build and structure a Crisis Management Team within your organization.”

Seth M. Kursman, Vice President, Communications & Government Affairs Abitibi Consolidated Inc. in Montreal, adds, “Most books like this are just fluff. This book is solid stuff, the real deal. Everywhere I opened I extracted concepts and ideas for future use.”

Lukaszewski, chairman of the New York-based Lukaszewski Group Inc. and one of America’s most quoted and prolific authors/crisis communication management consultants observes, "If your organization is worthy of its reputation and is interested in maintaining its credibility, then emergency preparations are an absolute necessity. Good crisis planning is like having credibility, reputation, and market share maintenance insurance. This working guide reflects the most significant areas where crisis response can run into trouble and provides guidance, models, and examples. It is devoted to the most crucial challenges crisis planners, responders, and crisis response evaluators face when developing, updating, or testing their crisis communication and crisis management planning processes.” Lukaszewski added, “Because of the book’s operational focus, it is also a book for senior management. I tried to look at crisis response and the crucial elements and decisions managers must make when extraordinarily adverse events occur, and bring together the operations aspects of crisis management and response and those who must communicate and make significant decisions when crises occur.”

The book also reflects Lukaszewski’s philosophy that successful crisis response requires prompt, meaningfully specific, constructive, and ethical communication preceded by effective and positive executive action.

Each of the book’s 10 chapters addresses a crucial area of crisis planning, response readiness, or response activity:

Chapter 1, Key Concepts, provides crisis definitions, an introduction to the concept of victims, clarifies response methodologies, and offers a sample investigatory process for getting the facts and tracking down information relative to employee complaints and whistle-blowers.

Chapter 2, Communication Priorities, is about the order of communication response with key audiences, constituents, and the media. The chapter also presents a comprehensive discussion of crisis Web sites.

Chapter 3, Response Triggering, relates to the most difficult questions faced by most organizations, when a crisis hits, what’s the first thing we do, what is the structure of our

response? The chapter discusses the five most common response-triggering models, from incident command through the use of call centers and help lines.

Chapter 4, *Mobilizing Corporate Functions for Crisis Response*, talks about what each management function does in a crisis, and how to organize the process and establish a method of coordination between field operations and headquarters.

Chapter 5, *Victim Management*, is the heart of all crisis response. True crises create victims. This chapter is about who they are, what they want, what they need, and how we need to behave and respond to reduce the potential for litigation and visibility, while increasing levels of trust and recognition for a crisis response job well done.

Chapter 6, *Senior Management Responsibility in Crisis: When to Send the Boss*, productively describes another area of great controversy within the response process. What does the boss do, what does the boss say, when does he do it and when does he say it.

Chapter 7, *The Power of Scenarios: The Crucial Ingredients in Crisis Communication Response Planning*, contains a very special collection of response scenarios and more than 50 hypothetical situations planners and responders can use to develop their own plans and response processes.

Chapter 8, *Crisis Response Flow Charts*, presents a systematic approach to crisis planning documentation involving the use of flowcharts as a method of reducing the volume of information people have to read and absorb in training, testing, and in actual execution of crisis response plans.

Chapter 9, *Model Plan Outlines*, contains eight representative crisis plan outlines that will serve as guides for the construction of plans and the modeling of specific plans by those who use the materials. Among the model plan outlines provided are labor relations, civil trial of a corporate executive, contingency plan for a criminal investigation, a major siting project, and a response to an expanded AIP imposed by the FDA.

Chapter 10, *Maintaining and Confirming Readiness: Keeping Plans Current/Prevention*, deals with another challenging issue, how do we install crisis plans, and once installed how do we keep our plans current, and how do these approaches develop the prevention of future crises.

This new book may well be the most practical crisis communication planning document available to date. More than a dozen American crisis experts including academics, consultants, and corporate practitioners reviewed it.

The other three volumes in Jim Lukaszewski's *Executive Action*[®] Crisis Communication Management System, all released in 2000, include:

- *Volume I: War Stories and Crisis Communication Strategies, A Crisis Communication Management Anthology*, ISBN 1-883291-25-9
- *Volume II: Crisis Communication Planning Strategies, A Crisis Communication Management Workbook*, ISBN 1-883291-27-5
- *Volume IV: Media Relations Strategies During Emergencies, A Crisis Communication Management Guide*, ISBN 1-883291-26-7

According to Philip Jan Rothstein, FBCI, president of Rothstein Associates Inc., a management consultancy and publisher (Brookfield, Connecticut USA; www.rothstein.com), in the four volumes in his crisis series, "Jim has provided a body of knowledge that addresses the vital issues and practices for effective crisis communication. This newest volume provides processes, tools, templates, and structures for any enterprise, regardless of size or complexity, to build an effective crisis communication plan."

Volume I, War Stories and Crisis Communication Strategies, A Crisis Communication Management Anthology, 198 pages, is a collection of Lukaszewski authored articles, essays, and briefing documents drawn from more than 300 crisis situations designed to provide insights, theory, and background information to set the stage for crisis communications planning activities. Chapter topics include: bad news; corporate strategies and management issues; crisis management and vulnerabilities; environmental affairs; labor relations; law and legal issues; and leadership and goals.

In *Volume II, Crisis Communication Planning Strategies, A Crisis Communication Management Workbook*, 156 pages, Mr. Lukaszewski takes readers step-by-step through the crucial process of data collection, analysis, and plan development. Following plan development steps and using the book's invaluable model forms, scenarios, and flowcharts readers can create their own corporate or division crisis communication response plan. Chapter topics include: realities of crisis communications planning; communication plan development and budgeting; plan development process; model communication management policy; threat identification; scenario development; message development; model plan outlines; crucial contact lists; response procedure reminders; and lessons learned/incident recap analyses.

Volume IV, Media Relations Strategies During Emergencies, A Crisis Communication Management Guide, 212 pages, is a guide to media relations strategy that provides insight, tools, techniques, tips, tactics, and suggested language for conducting media relations during emergencies, crises, and disasters. Chapter topics include: Managing the media, understanding journalists, preparing spokespersons, question identification, attributes of good answers, special circumstances (such as being a news source), the crisis news conference, managing the massive event/response, and managing media relations strategies.

While each book in this four-volume series can be used as a freestanding element in the crisis planning process, all four volumes are related. The attached diagram illustrates this relationship.

Complete Tables of Contents are available on The Lukaszewski Group's Web site at www.e911.com. Go to "Articles and Monographs" and scroll down to "Books."

Crisis Communication Planning Components and Models: Crisis Communication Management Readiness and the other three volumes in the ***Executive Action***[®] Crisis Communication Management System are available through the Professional Resource Center at the Public Relations Society of America (special pricing for members), 33 Maiden Lane, 11th Floor, New York, NY 10038-5150, 212.460.1400 or 212.460.0360; on the Web at Amazon.com and www.rothstein.com/data/index.htm; by special order through book stores nationwide; and directly from The Lukaszewski Group Inc. at Ten Bank Street, Suite 530, White Plains, New York 10606-1952, 914.681.0000.

Each volume in the System sells for \$195. A special four-volume discount is available to those purchasing the set from the Public Relations Society of America or The Lukaszewski Group Inc.

###

Attachment: ***Executive Action***[®] Crisis Communication Management System Diagram