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**When Jim Lukaszewski Talks, Everybody Listens . . .  
The Lukaszewski Group Rolls Out Its New Web Site**

**White Plains, N.Y. (March 5, 2007)** – For the last nine years [www.e911.com](http://www.e911.com) has been a global resource in crisis communications management. Created, developed, and presented by the White Plains, New York based Lukaszewski Group, [e911.com](http://e911.com) has been characterized by many as the most content-rich crisis management teaching site available on the Web.

Today, a fully redesigned and more powerful [www.e911.com](http://www.e911.com) will be launched.

The most crucial issues and problems facing public relations practitioners on a daily basis are addressed on this fully updated and enlarged [e911.com](http://e911.com) site. The articles, commentaries, lectures, lessons, programs, and speeches now available contain nearly 30 years of learning by James E. Lukaszewski, which he has shared directly and indirectly over the years with all who practice public relations, both in the U.S. and globally.

Lukaszewski is one of America's preeminent crisis communications experts. He advises, coaches, and counsels the leaders of large corporations and organizations facing serious internal and external problems. His is a familiar face and voice to the thousands of participants who attend his public and in-house professional development presentations, programs, seminars, workshops, teleseminars, and Web seminars. His monthly programs for the International Association of Business Communicators (IABC) and Public Relations Society of America (PRSA) are attended by hundreds of participants.

“Crisis management and leadership are the main areas of focus on this fully updated and enlarged site,” said Lukaszewski. “Helping the public relations practitioner and communicator recognize the full array of tools, ideas, and concepts available to them beyond just media relations is a major goal for this extraordinarily comprehensive collection of information, thoughts, and instruction,” he concluded.

(more)

Mr. Lukaszewski was recognized in the September 6, 2004 issue of *PRWeek* when Editor John N. Frank listed him as one of 22 people “who should be on the speed dial in a crisis.” Lukaszewski’s years of crisis work have helped shape his philosophy. “The secret to successful crisis management is to manage yourself and your situation ethically and properly from the start,” said Lukaszewski. “There are very few people who will leave behind the body of knowledge he has,” says fellow crisis expert Larry Kamer. “From the pure education standpoint, there is really no one who does more than Jim,” added Kamer.

“As the tenure of today’s top managers shortens and becomes more stressful, every staff function, but especially public relations, needs to be more sophisticated and better able to offer ethically sound suggestions, options, and strategic advice immediately,” said Lukaszewski. He added, “In an environment of global communication, instant interaction and feedback, and in some cases stories and situations that receive 24/7 coverage, crucial new and important insights are required of communicators and public relations professionals. This e911.com site is an independent resource for practitioners to use as they think through the advice, counsel, and individual assistance they are called upon to provide at many levels in an organization, but especially at the top.”

In the January 2003 edition of the *Corporate Legal Times*, Lukaszewski was listed as one of “28 Experts to Call When All Hell Breaks Loose.” Called a “genius at resolving PR nightmares,” the article continues, “According to his colleagues, Lukaszewski has an uncanny ability to understand exactly how a crisis will play out, how the media will respond, and, perhaps most importantly, how to guide companies through catastrophes while keeping their reputations intact.”

E911.com is the Web site for the thinking strategic practitioner. It is the Web site for senior staff who want to be truly strategic and trusted advisors to those they counsel.

Mr. Lukaszewski is Chairman and President of The Lukaszewski Group Inc., where he advises, coaches, and counsels the men and women who run very large corporations and organizations. The bulk of his practice is in the Western Hemisphere, although he has clients from most parts of the world. He believes that the communications problems they face can only be resolved through superior personal leadership skills combined with positive, strategic communication and ethical behavior.

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## E911.com SITE TOUR GUIDE

<b>Hear &amp; See For Yourself:</b>	A series of 90-minute professional development seminars
<b>Articles, Monographs, Book &amp; Speeches:</b>	<ul style="list-style-type: none"> <li>• Articles: Real-time discussions of real-time issues, questions, and topics in public relations, management communications, and leadership.</li> <li>• Books: Serious, in-depth discussion of pragmatic methods and strategies explained step-by-step.</li> <li>• Monographs: Highly focused single-topic discussions of crucial issues, questions and management communication concerns.</li> <li>• Speeches: Contemporary commentary from one of America's most thoughtful communications theorists.</li> </ul>
<b>Executive Action:</b>	Over 90 issues of The Lukaszewski Group's one-page client newsletter.
<b>Strategy:</b>	A multi-page Lukaszewski-authored newsletter that applies strategic thinking and analysis to a growing range of corporate problems, business scenarios, and leadership issues.
<b>Expert Commentaries &amp; Concept Blocks:</b>	Five to 20-minute audio blocks that share both Lukaszewski's thoughts on important subjects and issues, and demonstrate a technique he uses for coaching and teaching executives to be powerful presenters.
<b>Crisis Guru Commentaries:</b>	Real time answers to real time questions provided by those who call or write to seek Lukaszewski's wisdom. The topics are as diverse as keeping meetings on track to getting the boss into compliance.
<b>Schedule Jim as a Speaker:</b>	If you are looking for a fascinating, inspiring, and entertaining presenter with powerful information to share, you'll find all the information you need to have Jim appear at your meeting or event.
<b>Starting Your Career in PR:</b>	A treasure trove of information for those seeking their first position in a PR agency.
<b>Features to be added during 2007:</b>	<p>I-pod downloadable audio (immediately available electronically): Real-time comments and special subjects in the news</p> <p>Jim's Wisdom: Answers to the questions Jim is most frequently asked:</p> <ul style="list-style-type: none"> <li>• What are you reading now?</li> <li>• What's in your library?</li> <li>• Who do you rely on or look up to?</li> <li>• What are your favorite stories?</li> <li>• How did you come to think the way you do?</li> </ul>