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CONTROL YOUR OWN DESTINY: CORRECTIONS AND CLARIFICATIONS®

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ABSTRACT

Giving interviews is necessary but can be risky. Face it, the media can use very little of what you give them, and they will choose what they want to use. Often the reporter or editor will leave the most important information out of the story.

In this monograph Mr. Lukaszewski describes a five-step technique you can use to control your own destiny. “Corrections and Clarifications” is a process whereby a print story or the transcript of a broadcast news story is laid out in such a way that it can be effectively corrected and clarified. These corrections and clarifications are then put on a Web site, and often also e-mailed to key stakeholders and stakeholder groups. This approach allows us to avoid the restrictions that letters to the editor, op-eds, and other media-dominated or controlled response mechanisms tend to place on our ability to have correct information on-the-record and available promptly to the publics we care about. This response technique works equally well to respond to flyers, letters, news releases, video news releases, and white papers from those who oppose us in critical high-profile situations.

Now you can stand up for yourself, get your complete story out to those who matter, and control your reputation and destiny.

Eight “Correction and Clarification” models, all taken from real-life stories and situations, are provided.



If this Abstract has been helpful and you wish to acquire the entire text, please visit www.Amazon.com.

PRODUCT DETAILS

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ABOUT THE AUTHOR

James E. Lukaszewski (loo-ka-SHEV-skee) advises, coaches, and counsels the men and women who run very large corporations and organizations. He is an expert in managing and counteracting tough, touchy, sensitive corporate communications issues. The fastest growing portion of his practice involves civil and criminal litigation. He is one of the few who can and truly does coach CEOs.

He is a prolific author (several books, hundreds of articles), lecturer (corporate, college and university), coach, and counselor. He is quoted in publications such as *The New York Times*, *The Wall Street Journal*, *The Miami Herald*, the *Harvard Business Review*, and industry trade journals. He is a columnist, advisor, or editor for almost every major public relations periodical. His 1992 book, *Influencing Public Attitudes: Strategies that Reduce the Media's Power*, remains a classic work in the field of direct communication. He is the author of the four-volume *Executive Action[®] Crisis Communication Management System* and has published 26 unabridged monographs on critical communication subjects since 1994. His newest book, *Why Should the Boss Listen to You?*, was published by Jossey-Bass in 2008.

He is an internationally recognized speaker on crisis management, ethics, media relations, public affairs, and reputation preservation and restoration. Visiting his Web site, www.e911.com, is like attending the University of Crisis Management.

An accredited member of the International Association of Business Communicators (ABC) and the Public Relations Society of America (APR), Mr. Lukaszewski is a member of the PRSA's College of Fellows (Fellow PRSA) and Board of Ethics & Professional Standards. He served as a crisis communications advisor to the International Disaster Advisory Committee, Agency for International Development, Office of U.S. Foreign Disaster Assistance from 1989 to 1992, and is a civilian advisor to several other federal agencies. He lectures annually at the U.S. Marine Corp's East Coast Commander's Media Training Symposium and was the second recipient of its Drew Middleton Award. He is the recipient of both Ball State University's 2004 National Public Relations Achievement Award and the 2004 Patrick Jackson Award for Distinguished Service to PRSA, and is among the winners of the 2005 *PR News* Lifetime Achievement Award. His name appeared in *Corporate Legal Times* as one of "28 Experts to Call When All Hell Breaks Loose," and in *PR Week* as one of 22 "crunch-time counselors who should be on the speed dial in a crisis."