



The
Lukaszewski
Group

Management Consultants
In Communications

THE CRISIS WEB SITE[®]

James E. Lukaszewski, *ABC, APR, Fellow PRSA*
White Plains, New York, U.S.A.

Published by The Lukaszewski Group Inc., 100 South Bedford Road, Suite 340, Mount Kisco, New York 10549, 914.681.0000.
Copyright © 2006, James E. Lukaszewski. All rights reserved. ISBN 1-883291-38-0.

ABSTRACT

Because the Web has become such an important element in effective and comprehensive response to crisis situations, more and more companies are establishing template sites, sometimes called “dark” or “stealth” sites, which are pre-organized with pre-authorized information. They are set up to immediately respond to the general nature of crises and to specific scenarios, and used to get ahead of the negativity often caused by delays in responding to situations of public interest.

These sites feature “fill-in-the-blank” architecture where key information can be easily inserted and made widely available promptly, especially to employees and the news media. The vast majority of media calls in crises are inquiries for basic information. The most frequently requested information is the location of the emergency, exact time of the event, victim identifications, if any, and potential damage to the product, reputation, facility, or business. These inquiries take enormous amounts of time and generally yield very simple stories that acknowledge the event’s basic nature. Having a Web site with basic information immediately available can reduce media relations calls by up to 90 percent. Recent studies show that reporters, by overwhelming percentages, consult the Web on every story, including emergencies and fast-breaking situations.

This monograph provides suggested subpages and a table of contents as well as several models.



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

PRODUCT DETAILS

Paperback: 11 pages
Publisher: The Lukaszewski Group Inc. (January 15, 2006)
Language: English
ISBN: 1-883291-38-0
Price: \$15.00 US

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."

