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In Communications

SURVIVING 60 MINUTES AND THE OTHER NEWS MAGAZINE SHOWS[©]

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

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ABSTRACT

National magazine-type news shows are solid revenue producers for the networks and as syndications. Revenues for network magazine shows have topped \$1 billion annually since 1995.

They have also become a principal force in television news. The reasons for their success and the prediction that their power will continue for some time are supported by the three most crucial aspects of any successful commercial broadcast venture: audience acceptance, advertising acceptance, and profitability. But the story of the power of these programs goes even farther and the news magazine format is here for the foreseeable future.

Jim Lukaszewski shares the 13 lessons he uses to guide clients who have become targets, describes the role of the segment producer, identifies story sources, outlines the production process, and provides response/preparation strategies for the organization approached by investigative news magazine producers. He also provides two unique flowcharts, *Preparing for the Crucial Interview* and *Dealing With the Impact of the Broadcast*, which describe the steps the program producer follows as production proceeds and offer appropriate target responses to each.



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