

EXPERIENCE SUMMARIES TLG CONSULTING HISTORY

CHAPTER 11:

ENVIRONMENT

James E. Lukaszewski, *ABC, Fellow IABC, APR, Fellow PRSA, BEPS, Emeritus*, has extensive experience in managing the communications aspects of major environmental problems. The Lukaszewski Group has extensive experience in managing large-scale community relations and public affairs communications projects involving such tasks as:

- Base & Support Audience Development
- Community Political Assessment (including objective research)
- Public Demonstrations in Support of Corporate Objectives
- Public Hearings Management
- Scenario Creation/Simulation Development
- Spokesperson Identification & Coaching
- Special Events to Motivate Community Support
- Strategic Community Communications Development
- Testimony Preparation

Mr. Lukaszewski was the principal instructor for the firm's corporate in-house environmental issues Survival Seminars. Topics include:

- Counteracting Anti-corporate Activism
- Developing the Environmental Communications Program, Plan, and Timeline
- Building Community Advisory Panels
- Managing Adversarial Community Relations
- Managing the High-Profile Environmental Problem
- Re-engineering Your Community Relationships

Environmental issues on which The Lukaszewski Group has also provided counsel include:

- Angry Neighbors
- Civil & Criminal Litigation Visibility Management
- Community Relations Plan Development
- Employee Communication
- SARA Communication Plans
- Spills/Emissions/Odor
- Superfund

Here are some representative projects:

U.S. pulp and paper company with operations in the U.S., Canada, and South America:

Organized demonstrations and massive turnouts at EPA hearings and carried out a letter writing campaign for the eventual issuance of a permit by the Federal EPA.

Major waste management company in Pennsylvania: Developed a medical waste incinerator siting communication plan with local execution.

Major, privately owned management company: Designed Superfund community relations program.

Montana mining company: Developed testimony and coached spokespersons during contaminated site (cyanide) repermitting process.

International Fortune 500 recycling company: Provided corporate-wide emergency/local communications response training for all regions and branches. On-going regional consulting on local contamination/environmental issues.

Non-U.S.-owned chemical company operating U.S. facilities: Developed site contamination-related corporate crisis communication plans including major senior management simulation; litigation communication preparation; criminal litigation communication preparation.

Major U.S. chemical, glass, and plastics corporation (various plants and divisions): Prepared executives and management for adverse environmentally related community, state, and national issues.

Major U.S. pulp and paper corporation (in various U.S. plants and sites): Coached executives on managing local opposition, rebuilding community relationships.

Fortune 500 medical products manufacturer: Helped develop a litigation visibility strategy related to environmental health issues and criminal litigation.

U.S. pulp and paper company with operations in the U.S., Canada, and South America: Prepared management to communicate about a major installation on the Amazon River.

Major U.S. oil company: Helped communications efforts to site a 480-mile natural gas high-pressure pipeline from Lake Erie to Central Westchester County, New York.

Special, high-performance forestry operation: Helped develop organization's concept of sustainable, environmentally sound forestry practices in Northern California.

U.S. mining company: Helped communications effort to site a major limestone quarry in southern Minnesota.