

Public Image and Crisis Communications for High-Profile Clients

The LeMaster Group

When the adoption of a foreign-born child in the U.S. blew up into an international incident, the adoption agency turned to Texas-based communications firm The LeMaster Group for guidance. There was no evidence of any wrongdoing, but news media, regulators and politicians were making things uncomfortable for the adoption agency.

"It was a Saturday," recalls Lisa LeMaster, president of The LeMaster Group. "We wrote a standby statement in minutes and prepared a strategy and QA for presentation to the client's leadership. Because we've previously worked in cases involving adoption, police investigations and stringent regulatory oversight, and we've navigated the Washington bureaucracy, a plan fell in place quickly, much to the relief of the adoption agency."

From crisis communication to issue management, public speaking, media relations and more, The LeMaster Group specializes in handling virtually anything that makes news. High-profile clients include business leaders, political figures and professional sports franchises.

For example, the firm was instrumental in helping the Dallas Cowboys, San Francisco 49ers and New York Giants communicate the complexities of personal seat licenses (PSLs) to the public, for their new stadiums. Another particularly challenging project was a national/international perception campaign for Halliburton, when the oil field services



Lisa LeMaster

company was under fire for its subsidiary KBR's work in Iraq.

"My strength is knowing a little bit about a whole lot of things," LeMaster says. "We offer wise, thoughtful advice, whether it involves medical malpractice, a corporate scandal, a criminal case or just generally improving a client's public image."

Experience Is More Important Than Size

At 5 feet 2 inches tall, LeMaster is no physical match for the football players and coaches for whom she often consults, but this tough-as-nails PR powerhouse has certainly earned their respect. Once, she showed up for a meeting at an NFL

"When we face challenges that require expert advice on public communication, we know we can count on Lisa."

— Greg Aiello, Senior V.P. of Communications, NFL

training camp with her face bandaged, after having an accident on the way.

"They took me into the locker room," she recalls, with a laugh. "The team doctor and trainer patched up my cut with the same glue they use for lacerations on the field. It was the best healing I had ever had!"

Don't be surprised if that story ends up in a book LeMaster is writing, tentatively titled *In Case of Fire, Exit Before Tweeting: Life Lessons From a Career in Crisis Communications*.

"There's one common denominator," LeMaster says. "People call us because they want results, and they want to be heard, understood and believed. In a crisis, they need a calm and steady voice in a chaotic period of time. In my opinion, it's all about the message, and that's what we do better than anyone in the country."



- Crisis Communications and Planning
- Media, Spokesperson and Presentation Coaching
- Public Relations
- Perception Management and Public Issue Strategy

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