

## PLUNKETT & ASSOCIATES



A handwritten signature in black ink, appearing to read 'W. Plunkett', written in a cursive style.

**William J. Plunkett**  
**President, Plunkett & Associates**

Mr. Plunkett founded his communications and public affairs consultancy in 2000 building on his career as a corporate communications executive with global responsibility for a leading environmental services company and as a writer and editor for a major newspaper.

He founded Plunkett & Associates to offer clients the benefit of his broad experience and hands-on approach as they plan for and implement communications and public affairs programs advancing corporate goals and responding to unexpected problems. The Company serves a range of corporate and governmental clients.

Prior to establishing his firm, Mr. Plunkett was for nearly a decade in the 1990s the lead communications officer of Waste Management, Inc., where he oversaw domestic and international communications programs. He was responsible for external and internal communications, financial communications, issues management and the Company's advertising. Earlier, he helped to establish the corporate communications and investor relations function at Tribune Company, one of the nation's leading newspaper, broadcasting and new media companies. He previously spent a decade as an editor and writer at the Chicago Tribune, serving in a variety of editorial assignments.

Mr. Plunkett's experience includes public affairs, media relations, crisis and issues management, community relations, employee communications, advertising and branding, and financial communications.

He has counseled CEOs and senior management on a variety of important issues. As a communications counselor and spokesperson, he has served as point person on critical issues that affected corporate relationships with host communities, customers, federal, local and foreign governments, shareholders, and the media.

Mr. Plunkett has deep experience in dealing with environmental issues, land-use strategies and crisis management situations. His background includes developing and implementing communications plans for siting and permitting efforts; responding to crises, including accidental death, fires and explosions, and food recalls; workplace issues, including litigation for discrimination and sexual harassment; activist protests; and community issues. He is experienced in managing communications related to labor issues, allegations of wrong-doing and white collar

criminality; financial impropriety; regulatory infractions and environmental fines; and internal management issues.

Mr. Plunkett holds a bachelors of arts degree in political science from Loyola University, Chicago. He is a member of The Economic Club of Chicago.



COMMUNICATIONS

**PLUNKETT**  **ASSOCIATES**

Public Affairs and Communications Consultants

**Plunkett & Associates** is a public affairs and communications consulting firm that provides critical strategic communications to a range of corporate and governmental clients. Please review our capabilities to see how Plunkett & Associates can be of assistance to you.

#### **AREAS OF EXPERTISE**

##### **Communications and Public Affairs Strategy**

- > Issue analysis, planning, and execution

##### **Issues Management**

- > Strategy, planning, stakeholder identification, plan implementation

##### **Corporate communications**

- > Working hand in hand with CEOs and management teams to formulate strategies designed to increase shareholder value or respond to critical or emerging corporate issues
- > Communications consulting for corporate Boards of Directors
- > Aligning employees behind corporate vision, mission and goals

##### **Media Relations**

- > Counseling and response
- > Crisis communications
- > Message and materials development
- > Article development and placement
- > Spokesperson assistance
- > Media outreach
- > News and announcement distribution
- > Media training

##### **Community Relations**

- > Community research and assessment
- > Strategy and plan alignment with corporate plans and objectives
- > Leadership identification
- > Community outreach
- > Establishment of advisory groups
- > Meeting organization, planning and presentation

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**Financial and investor communications**

- > Key disclosures including announcements and earnings reports
- > Corporate fact sheets and profiles
- > Investor handbooks
- > Presentations

**Internal communications**

- > Management and employee meetings
- > Workforce reductions and plant closings
- > Analysis of internal communications processes, capabilities and requirements
- > Implementation of internal communications programs for cultural change, information exchange, updating employees and driving performance
- > Implementation of employee communications, including newsletters and compensation/benefits materials

**Video production**

- > Corporate, training, informational and marketing videos
- > Concept to completion corporate marketing
- > Complete planning and execution
- > In-studio and location resources
- > Pre- and post-production capability

**SPECIALTY AREAS**

- > Environmental matters including notices of violations, fines, discharges, emissions, litigation and regulatory issues affecting hazardous, solid waste, water and air businesses and Superfund sites. Land use and siting issues.
- > Mergers and acquisitions, workforce consolidations.
- > Legal matters: Litigation communications related to environmental compliance and health; white collar criminal issues; shareholder suits; antitrust issues; employment lawsuits related to sexual harassment and discrimination; and alleged inappropriate behavior of employees.
- > Crisis situations: food recalls, litigation, labor disputes and strikes, facility protests, industrial and workplace accidents, explosions, fires, and community health and safety concerns.
- > Responding to community groups and issues: environmental activists and neighborhood organizations.

## Case Studies

### Superfund site suspected of contaminating residential wells

Residential water wells in a suburban community near a long-closed landfill are found to be contaminated. Residents, concerned about potential health effects, suspect the unproven source of the contamination is the landfill. We were engaged by the parties responsible for the site to develop a communications and community

*“We coordinated the staging of community meetings, developed a newsletter and materials for a website for residents, and served as the group’s community and media spokesperson.”*

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### Financial institutions face regulatory pressure

Several financial institutions face pressure from state and federal regulatory agencies as the value of their loan portfolios declines with the 2008-2009 economy. Expecting negative publicity from local media, we worked with the management teams of the institutions to develop internal and external communications plans to respond to disclosure of their situations. Our primary focus was on preparing the firms from a communications perspective, enabling them to deal with the media, employees and customers.

We provided a protocol for media calls and served as spokespersons. We prepared background information, discussion points, questions and answers and statements as needed as the firms navigated through the regulatory environment.

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### **Emergency evacuation of Kentucky town**

**A** company's truck strikes a railway bridge dislodging rail tracks in Kentucky. The town's 4,000 residents are evacuated after a freight train hauling cars with flammable accelerants derailed,

**“We served as the media spokesperson during the weeklong crisis.”**

sends freight cars into the river below and ignites. The crisis involved coordination with a dozen emergency, fire, police and federal, state and local governmental agencies, as well as the Red Cross, which provided refuge for the displaced residents. We developed the crisis communications plan that responded to national media coverage that included TV, radio and print news reporting. We coordinated with the Company's emergency response team that was sent to the scene, implementing the crisis plan in coordination with other team members. We served as the media spokesperson during the weeklong crisis. As a result of our efforts, the Company minimized its liability, received praise from local officials, generated goodwill in the community, and received laudatory media coverage.

### **Recall of contaminated food product**

**A** food company with a good track record discovers that a supplier has provided it with a product suspected of being contaminated with salmonella. The product has been packaged and distributed to regional grocery chains. We worked with the Company as it dealt with the FDA and executed a voluntary recall of the product. Our role was to develop a communications plan to respond to media inquiries, inform customers and advise employees.

**“We developed the crisis communications plan and the protocol for handling media inquiries. We developed information describing the situation and how it occurred, and served as spokesperson for the Company.”**

We developed the crisis communications plan and the protocol for handling media inquiries. We developed information describing the situation and how it occurred, and served as spokesperson for the Company. The Company cooperated fully with the FDA, which eventually traced the problem to the source supplier of the product.

## Case Studies

### **Allegations of inappropriate conduct**

A service company's operating unit is the subject of an investigation by local police who suspect the company is involved in the theft of a competitor's assets related to a contract with local government. The Company receives national publicity when several executives are indicted by the county's prosecutor. The executives plead not guilty. We provided a range of counsel, including the coordination of all communication to the media, government officials, customers and employees. At each event in the judicial process, a new phase of the crisis plan was implemented. The Company committed to

*“We provided a range of counsel, including the coordination of all communication to the media, government officials, customers and employees.”*

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### **Assistance to manufacturer seeking environmental permits**

A manufacturer in the East seeking permits to expand its facility is interested in developing communications to tell its story to enhance its prospects. We developed an aggressive plan to introduce the Company's Leadership to local and environmental media, explain the merits of its program, and educate local leaders and influencers, employees and customers. We developed fact sheets,

*“We developed fact sheets, questions and answers, press releases and other statements for internal and external use. The Company was lauded for its communications, including accessibility to media, response to inquiries and openness. It eventually secured the permits necessary to expand the plant.”*



## Principal Profile

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