
From: Deb Muchmore <muchmored@krkm.com>
Sent: Wednesday, October 07, 2015 3:19 PM
To: Muchmore, Dennis (GOV)
Subject: Thought

On Flint, you may want to reach out to Jim Lukaszewski (Luke-ah-sheff-ski) for critical help. I've work a fair bit with him, know him, etc. He could be very helpful on guidance – the issue is getting worse (note Erin Brockovich is now targeting).
<http://www.e911.com/>

The other that I might suggest is Peter Sandman. I've also worked with him – know him, too. He is an outrage management expert. Has a different way of navigating issues and is very well regarded. Different approach than Jim.
<http://psandman.com/>

I think you guys need someone like either/both of these guys to help provide some forest for trees help, messaging help, etc. I don't like the way the issue is being handled, reported, etc. You need some help.



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