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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

January 15, 2012

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Our regular office number is 216-321-7774.

However, if your situation is DEFCON 4 (critical and extraordinarily time-sensitive), please call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771.

If necessary, leave a voicemail and we'll get back to you within 30 minutes.

For those of you keeping track, our last issue was dated December 1, 2011.



The New York Observer

Celebrity Obits - 2011

Every year, Rex Reed sums up the previous year thru the lens of the celebrity obituary: "Politically, economically, culturally, globally-except for the elimination of a few unlamented dictators and calling an end to the war in Iraq-2011 had little to offer, and delivered even less. Definitely time to say adios and begin again, with renewed optimism. But before we draw the curtain on the old man with the scythe and welcome the new kid in diapers with his brand-new year to grow, let's lift a glass in a proper, permanent farewell toast to the folks who filed out through the exit doors in the year just ended. From no-nonsense First Lady Betty Ford, 93, to self-destructive goth singer Amy Winehouse, 27, death played no favorites in age or character. From Elizabeth Taylor, once the world's most beautiful woman, to Cheetah, always the world's most beloved chimp, 2011 ran the gamut in important departures.

[READ MORE](#)



NACD Directorship

The Digital Battlefield

In this era of forced transparency, it behooves companies to control the narrative. Here's how.

Stock values, government investigations, litigation, proxy fights. Today, the public contests that decide outcomes of these and a host of other corporate concerns are fought online long before most companies join the digital battlefield.

Typically, the ins and outs of social and digital media strategy do not rise to the board level. But when internal and external actors and events intensify the communications burden on companies, directors' insights and leadership are essential to success.

"Whether merely burnishing the corporate brand or doing the work of crisis management - and the making and breaking of corporate and personal reputations - viral social networking has fundamentally changed how companies communicate," says Jack Quinn, chairman of Quinn Gillespie and a director at USTC Holdings, parent company of Xe Services, a leading defense services firm. "The gold standard today is the 24/7 instant message and the 140-character Twitter posting, not the morning paper or the evening news. Effective communications strategies understand this new reality, and they have at the ready a communications plan that can handle the inquiring reporter and the armies of the social media world."

With that sage analysis in mind, the following commentary by Richard Levick of Levick Strategic Communications pairs numerous major business events (M&A, Shareholder Activism, Litigation, Reputation Management, Data Breaches, Antitrust, Compliance, Regulatory Engagement, Public Affairs, Bankruptcy & Restructuring, Disaster Response, Recalls and Anticorruption) with best social and digital media practices to help directors manage the communications challenges these events present. In most instances, these best practices are equally pertinent and applicable in other similarly exigent situations. In a few idiosyncratic instances, specific issues require very specific responses. [READ MORE](#)



Business Insurance

Penn State Scandal Sharpens Focus on Reputational Risk

Industry experts agree that ignoring misconduct allegations can harm a school's reputation quickly.

Pennsylvania State University faces litigation alleging the school failed to prevent a former assistant football coach from sexually abusing children, reputational damage is top of mind for risk managers at educational institutions.

When a college's reputation is damaged, it can adversely affect student recruitment, alumni donations and even federal funding, experts say. [READ MORE](#)



Ragan's PR Daily

How FedEx Turned a Disaster Into a PR Win

Let's talk about a good response to a customer service, turned social media, crisis. During the holidays, a video emerged of a FedEx deliveryman throwing a computer monitor over a gate and onto the lawn of the customer's lawn.

The scary thing is it's actually in a computer monitor box, not a FedEx box, so he knew it was fragile. He didn't try to open the gate or ring the bell. He just threw it over the gate. And it broke. The person who lives in that house must have the same "neighborly" issues we have because he has a security camera on the front gate. And the "delivery" was captured on video.

So what did FedEx do? [READ MORE](#)



Poynter

News of Pearl Harbor Attack Carried Mostly by Radio

Although we've all seen the front pages screaming "WAR," the Washington Post's Michael Ruane writes that radio was the dominant news medium, not newspapers. [READ MORE](#)

News From Hennes Paynter



We Won

For the third year in a row, Hennes Paynter Communications won the top award for crisis communications work from the Greater Cleveland Chapter of the Public Relations Society of America. On December 2, the firm won the 2011 gold "Rocks" award for its work on behalf of Saint Joseph Academy, the only Catholic all-girls' school in the city of Cleveland.

In 2010, Hennes Paynter won a gold "Rocks" award for its work on behalf of The MetroHealth System, which faced public scrutiny when the organization's vice president of construction and his assistant were implicated in a bribery and kick-back scheme.

In 2009, Hennes Paynter won the coveted "Best of Show" award from the Cleveland Chapter of the Public Relations Society of America for its work with another agency on the national peanut butter recall.

For more information on all of the above, please check out our website at www.crisiscommunications.com

We Moved

Hennes Paynter Communications is proud to announce we have a new home on the 32nd floor of Cleveland's iconic [Terminal Tower](#). We have panoramic views on three sides of the building, so we hope you'll stop by to visit our crisis management center and crisis/media training facility.

To all, a happy and healthy 2012.

But if things don't go as planned - call us.

Please change your records to reflect our new contact information:

**3200 Terminal Tower, 50 Public Square
Cleveland, Ohio 44113
office: 216-321-7774
fax: 216-916-4405**



photo above taken with a cell phone camera from BP/Huntington Building

[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications. Contact us at 216-321-7774.

Hennes Paynter is proud to support [WCPN-FM](#),
Cleveland's National Public Radio affiliate.



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University of Missouri

Emotional News Framing Affects Public Response to Crises

When organizational crises occur, such as plane crashes or automobile recalls, public relations practitioners develop strategies for substantive action and effective communication. Now, University of Missouri researchers have found that the way in which news coverage of a crisis is framed affects the public's emotional response toward the company involved. [READ MORE](#)



TV Newser

60 Years of Today

Earlier this week, "Today" dedicated most of its broadcast to its 60th anniversary celebration, kicking off with an introduction from Matt Lauer. The program featured congratulations - and a proclamation - from New York City Mayor Michael Bloomberg, President and First Lady Michelle Obama and a cadre of celebrities (Tom Hanks delivered the birthday cake), along with a number of retrospective packages. The culmination was a reunion of anchors, everyone from Meredith Vieira, Katie Couric, Barbara Walters, Jane Pauley and Deborah Norville to Bryant Gumbel, Tom Brokaw and Hugh Downs. [READ MORE](#)



ToughPigs.com

2011: The Year of the Muppet

You'll be hard pressed to find anyone who didn't get a face-full of Muppets in 2011. This was the year of their resurgence, their resurrection, and most importantly, their return. It was truly The Year of the Muppet.

From the premiere of "Being Elmo" at Sundance, the Jim Henson exhibit at New York's Museum of the Moving Image and the holiday release of the new Muppet movie with Amy Adams and Jason Segal to the Muppets reminding you not to eat or talk or use your cell phone or play your drums in the movie theater, a series of videos for Underwriters Laboratory (UL) that set Beaker on fire, Muppets on Dancing with the Stars, Saturday Night Live and The Jimmy Fallon Show, the year was indeed...Muppetational.

Joe Hennes is co-owner, senior contributor and editor of ToughPigs.com, a website for Muppet fans who grew up. Joe's mission is to provide a website and forum for biting satire, poignant observations and general wittiness related to the Muppets, Sesame Street, Fraggle Rock and all things connected to Jim Henson's life and legacy. For scores of links to movie trailers, quotes from Statler & Waldorf and the answer to why so many celebrities look like Janice, [read more here](#).



Curated by Hennes Paynter Communications

Short Takes

[Top 10 Reasons Why Top 10 Lists are So Popular](#) Poynter

[Best Online Ads of 2011 \(E-Trade Baby #1\)](#) New York Times

[Top 25 Grammar & Language Mistakes](#) Ragan's PR Daily

[Top 10 Best & Worst Communicators of 2011](#) Ragan's PR Daily

[Best Local TV News Bloopers of 2011](#) YouTube

[Editors Rank Year's Top Stories Differently Than Readers](#) Poynter

[Raiders of the Lost Archives - Early Indy Jones in Cinema 1919 - 1973](#) YouTube

[Music of The Little Rascals](#) YouTube

[You Should Belong to the Press Club of Cleveland](#)



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

2/6/12 Ohio Parks & Recreation Association (1.25 hours)
Crisis Communications

2/15/12 Portage County Human Resource Association (1 hour)
Communicating Effectively During a Crisis

**2/16/12 Cuyahoga County Law Directors Association & Cleveland Metropolitan Bar Association
Government Section (1 hour)**
Crisis Communications

2/16/12 Lorain County Society for Human Resource Management (1 hour)
Crisis Communications

3/16/12 American Bar Association Bar Leaders Conference, Chicago (1 hour)
Crisis Communications

4/11/12 Lorain County Safety Council (1 hour)
How Media Manipulate the News

4/23/12 Mansfield Economic Club (1 hour)
Crisis Communications

5/10/12 Portage County Safety Council (1 hour)
Crisis Communications

12/18/12 Akron Bar Association (4.5 hours)
Managing the Media: Lawyers & The Press CLE
Co-Presenters: Orville Reed, Buckingham Doolittle; Jim Burdon, Burdon & Merlitti

NOTE: Most of the above are open to the public. Some of the seminars are free; others require a fee, payable to the sponsoring organization. Please call or write us for further information.

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Need a Presenter for Your Next Meeting or Conference?

Are you looking for an eye-opening, inspiring presentation for your next event? If your organization, company or association is searching for something different—a content-packed, entertaining, how-to customized seminar on how to manage the media - then we should talk. Don't just take our word for it. [See what other people say about our seminars](#) .



Managing the Media: Lawyers & The Press CLE

In today's world of high-profile litigation, law firms frequently retain PR consultants to help with media relations.

Numerous law firms have brought us in to do one of our seminars; some have used our seminar for a marketing opportunity, inviting a large number of corporate attorneys, as well as prospects for new business. Call us at 216-321-7774 to discuss particulars.



Media Training & Coaching

Your organization is in trouble...your CFO has been arrested...the company truck was in an accident...hackers hijacked your database...the pressure is on...the camera crew is at the door....

Do you know how to handle a high-pressure TV interview? Will your messages survive the editing booth? Do you know where to put your hands? What to wear? Do you look at the camera - or at the interviewer?

It takes a lifetime to build a reputation and only a few seconds to destroy one. In a split second you could find yourself in a position where you need to know how to handle the media or be a public spokesperson. Would you know what to do or how to respond?

More important - do you have the necessary skill set to "manage the message" and advance the cause of your business, agency or nonprofit?



You can be certain the senior executives at virtually all of the Fortune 500 companies have been through media training, working with a media coach to learn how to handle adversarial situations with journalists and stakeholders. Perhaps it's time for you to learn this specialized set of survival skills?

We also offer spokesperson & presentation training and coaching, designed to improve your daily interactions with colleagues, employees, investors, journalists and other outside parties.

Call Bruce Hennes, Barb Paynter and the staff at [Hennes Paynter Communications](#) today at 216-321-7774 and talk to us about media, spokesperson and presentation training and coaching for you, your top execs -- or anyone who might have to hold the fort down with a reporter until the appropriate spokesperson can be located.

Ask us, too, about how we can help you create, implement and test a crisis communications plan.



Our Permanent Collection of Links & Tips

If you're a new subscriber to this e-newsletter, our [carefully-selected list](#) of links and tips will help you prepare for, and respond to, crisis situations.



**When your organization or reputation is threatened, you need a specialist.
A crisis communications specialist.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

www.crisiscommunications.com
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Administrivia

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OUR FAVORITE QUOTE: You simply can't communicate your way out of a situation you've behaved your way into (credit to Don Etling at Fleishman-Hillard for this insight).

WARREN BUFFET'S 4-STEP CRISIS COMM STRATEGY: Get it right. Get it fast. Get it out. Get it over.



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