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Crisis Comm & Media Relations E-Newsletter

March 1, 2011

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Our regular office number is 216-321-7774. However, if your situation is DEFCON 4 (critical and **extraordinarily** time-sensitive), 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.



The Atlantic

Behind the Scenes at the Oscars

For the past decade, photographer Art Streiber has been at every Academy Awards ceremony, taking pictures of stars and crew-members alike to document what goes on behind the scenes at Hollywood's biggest event of the year. Here, he talks to The Atlantic about how the ceremony has changed over time, what you have to do to get kicked out of the Oscars, and who he's rooting for this year. [READ MORE](#)

The Boston Globe

The Incredible Shrinking Soundbite



In the summer of 1992, just as George H. W. Bush, Bill Clinton, and Ross Perot were gearing up for their presidential race, CBS announced a new policy for its nightly news. Starting immediately, the network would not use any sound bite — that is, any footage of a candidate speaking uninterrupted — that lasted less than 30 seconds. CBS was making this change in response to some troubling news: A professor at the University of California had just published research showing that the length of the average TV sound bite had dropped dramatically, from 43 seconds in the 1968 presidential election to a mere nine seconds in the 1988 election. And this drop had led to lots of hand-wringing — from professors, from journalists, and from politicians themselves. "If you couldn't say it in less than 10 seconds," Michael Dukakis complained about the previous campaign, "it wasn't heard because it

wasn't aired." [READ MORE](#)



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CBC Mag Announces Best Speaker in Cleveland

Thanks to everyone who voted for me for Cleveland Business Connects Magazine's [Best Speaker in Cleveland Award](#). That title, however, went to [Katherine Miracle](#). Alas, I was one of two finalists for the award. While I don't know Katherine personally, colleagues tell me she's a

terrific speaker and very much deserving of the title. Congratulations to Katherine -- and many thanks to Publisher Renee DeLuca Dolan and Editor Thomas Skernivitz from [CBC Magazine](#) for a nice awards ceremony and especially for their fine magazine.

Bruce Hennes



Katherine Miracle
Best Speaker in Cleveland



Bruce Hennes
Second-Best Speaker in Cleveland

Hennes Paynter Communications is the only agency in Ohio focused exclusively on crisis communications - and one of the few in the U.S. with that singular focus. Contact us at 216-321-7774.

Hennes Paynter is proud to support WCPN-FM, Cleveland's National Public Radio affiliate. If you hear one of our underwriting spots, drop us a line, would you?



GigaPan Systems

Lost in the Crowd - No More

You used to be able to get lost in the crowd, but not anymore. Here, you'll find a photograph of 2009 Obama Inauguration. You can see in focus the face of EACH individual in the crowd. Double click on any area in the picture to bring the person closer. Or, just click the mouse and use the mouse wheel to bring them closer. You can scan and zoom to any section of the crowd. Wait a few seconds. Double click anywhere. Then double click again. The focus adjusts to give you a very identifiable close up. The picture was taken with a robotic 1474 megapixel camera (295 times the standard 5 megapixel camera). See the photo [HERE](#).



All Facebook

Lawyers Look Up Jury Candidates on Facebook

The Wall Street Journal has reported that both attorneys for both plaintiffs and defendants use the social network to research potential jury members' possible biases. The lawyers look at what people watch on television, religious beliefs, interests and hobbies.

[READ MORE](#)



The New York Times

WikiLeaks & The New York Times

From Bill Keller at The New York Times: This past June, Alan Rusbridger, the editor of The Guardian, phoned me and asked, mysteriously, whether I had any idea how to arrange a secure

communication. Not really, I confessed. The Times doesn't have encrypted phone lines, or a Cone of Silence. Well then, he said, he would try to speak circumspectly. In a roundabout way, he laid out an unusual proposition: an organization called WikiLeaks, a secretive cadre of antisecrecy vigilantes, had come into possession of a substantial amount of classified United States government communications. WikiLeaks's leader, Julian Assange, an eccentric former computer hacker of Australian birth and no fixed residence, offered The Guardian half a million military dispatches from the battlefields of Afghanistan and Iraq. There might be more after that, including an immense bundle of confidential diplomatic cables. The Guardian suggested — to increase the impact as well as to share the labor of handling such a trove — that The New York Times be invited to share this exclusive bounty. The source agreed. Was I interested? [READ MORE](#)

The Bulldog Reporter



Congrats on Your Industry Award

Accepting an award is like walking a tightrope. You need to be gracious, grateful and appropriately humble. But be careful not to be so humble or self-deprecating that the audience thinks you are trivializing the honor. The warm glow of the occasion can suddenly turn chilly or sour with a few ill-chosen words. Here are some proven tips to help you get off on the right foot as an award winner. [READ MORE](#)

Curated by Hennes Paynter Communications



Short Takes

[The Human Element After the Error](#) Sorry Works !
[How Much Water Does It Take to Carry Away a Car?](#) YouTube
[How to Un-Google Yourself](#) KPHO.com
[How to Make a Successful Marketing Video](#) Mashable
[The Key To Crisis Communications: PANIC](#) Comm's on Demand
[7 Things To Do When the Media Gets It Wrong](#) Mr. Media Training
[When "Bite Me" is Off-The-Record](#) The Atlantic
[10 Things You Should Know Before Going on the Daily Show](#) The Rumpus
[Writing Lessons from Roger Ebert](#) CopyBlogger
[Suze Orman to Mark Zuckerberg: Don't Buy Twitter](#) WebNewser

Hennes Paynter Communications



Check Out Bruce & Barb's Schedule

3/10/11 Business Volunteers Unlimited

Marketing, Communications and Social Media for Catholic Schools

Sponsored by SDG Advisors

[Details & Registration](#)

3/10/11 Cleveland Metropolitan Bar Association - Real Estate Planning Institute (1 hour)

Managing the Message

3/30/11 Ohio Provider Resource Association (1 hour)

Crisis Communications: Planning for Situations Threatening Your Organization's Reputation and Ability to Fulfill Its Mission

3/31/11 Ohio Safety Congress (1 hour)

4/8/11 Cuyahoga County Emergency Management Agency (4.5 hours)

[Managing the Media: Crisis Communications & Media Relations](#)

Police Chiefs' Association, Cuyahoga County Mayors & Managers Association, Business Emergency Planning Institute, American Red Cross - Greater Cleveland Chapter

This seminar includes 1 hour of "Extreme Crisis Communications" (i.e. communicating during times of extraordinary threats to life and limb). This seminar has been approved for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

4/28/11 Eastern Stark County Safety Council (1 hour)

5/4/11 Senior Service Network of Stark County (1 hour)

5/11/11 American Marketing Association (1 hour)

5/12/11 Crossroads Hospice Conference (1 hour)

10/19/11 Lorain County Safety Council (1 hour)

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.

Our CLE, depending upon length, can include canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media; establishing & maintaining "control of the message"; when a reporter calls - making point and not just answering questions; what reporters expect; what news makers should expect; defining and creating Key Messages; reporter's agenda vs. the attorney's agenda; the fundamental differences between print, television and radio interviews and how each requires a different skill set; dealing with the press proactively and reactively; "off the record, not for attribution" and other advanced techniques; and creating relationships with reporters and editors.

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?

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 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 business or reputation is threatened,
you need a specialist. A crisis communications specialist.**

HENNES  **PAYNTER**
COMMUNICATIONS

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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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