



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

2841 Berkshire Road, Cleveland, Ohio 44118 tel 216.321.7774 fax 216.321.7577
www.crisiscommunications.com

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Contact: Bruce Hennes, 216-321-7774 or 216- 216-978-2047
Barbara Paynter, 216-227-0867 or 216-965-6543

Michael O'Mara Joins Hennes Paynter Communications

Cleveland OH — Hennes Paynter Communications today announced that Michael O'Mara has joined the firm as vice president. Considered by many to be one of the premier television reporters in Cleveland – and certainly one of the most recognizable – O'Mara brings more than 30 years of experience in media and law, having worked as an Emmy award-winning television news reporter, anchor and attorney. He will be responsible for the development, management and implementation of communication strategies for clients of the firm, specializing in crisis communications, media training and litigation communications.

"I will always love the news business. And WKYC-TV3 was a great place to work, a television news station that continues to respect and practice good journalism. But this was a not-to-be-missed chance to work together with talented professionals at the only firm in Ohio – and one of the few in the U.S. – focused exclusively on crisis communications and media training," O'Mara said.

"O'Mara has a unique set of skills and experience to offer our clients," said Barbara Paynter, partner at Hennes Paynter Communications. "With today's 24-7 news cycle, where the media focuses unrelenting critical attention on businesses, nonprofits, government agencies and other institutions, simply doing good work doesn't cut it. When you end up on the wrong end of a reporter's microphone, pen or keyboard, maintaining your reputation depends on a communications strategy combining traditional media know-how with social media strategies and legal experience. Mike O'Mara has the skills to help our clients tell their side of the story."

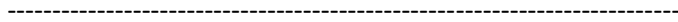
"O'Mara's previous experience in broadcast media will be especially valuable in delivering results-oriented crisis communications, first-class media relations, strategic awareness campaigns and media training to support Hennes Paynter clients on the local, state and national levels," added Paynter.

"Crisis communications is about making client's situations better, making their situation shorter or making their situation go away. O'Mara will help our clients win in the Court of Public Opinion," said Bruce Hennes, managing partner of Hennes Paynter Communications.

Admitted to the practice of law in Michigan and Ohio, O'Mara's legal work encompassed a broad range of corporate and private clients, as well as contentious planning and zoning issues.

In 1978, O'Mara moved into television journalism at WSPD-TV13 in Toledo. Hired as a reporter/photographer/editor, he was soon promoted to weekend anchor/weather/producer/reporter. He came to Cleveland in 1982 and joined the news staff at WJW-TV8, the local CBS affiliate, whose news department at that time enjoyed a reputation for tough journalism. In 1994 he reported and anchored for WOIO/WUAB, which by then had become the Cleveland CBS affiliate and, in 2001, he joined the staff of WKYC-TV3, Cleveland's NBC affiliate, as a reporter.

During his three decades in the media, O'Mara covered everything from disasters to feature stories, including a long list of political issues on the federal, state, and local levels. His reporting won five regional Emmy Awards and the top prize from the Ohio Associated Press for Best Reporting. He has also been honored many times by the Press Club of Cleveland for reporting excellence.



About Hennes Paynter Communications

Hennes Paynter Communications is a crisis communications, media training and media relations consulting firm based in Cleveland. Serving corporations, government agencies, nonprofits and individuals who are “on trial” in the court of public opinion, Hennes Paynter Communications also offers litigation communication support, pre-crisis preparation, crisis drills, presentation training and public relations services to clients. In 2009, Hennes Paynter won the coveted “Best of Show” award from the Public Relations Society of America - Greater Cleveland Chapter for its work with another agency on the national peanut butter recall. For more information, please go to www.crisiscommunications.com.