



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

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

For Release: December 3, 2010

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

NORA JACOBS JOINS HENNES PAYNTER COMMUNICATIONS

CLEVELAND – Hennes Paynter Communications, the only firm in Ohio focused exclusively on crisis communications and one of the few in the U.S. with that specific focus, today announced that Nora Jacobs, APR has joined the firm as vice president. Nationally recognized for her work to help organizations use communications to seize market opportunities and overcome obstacles to growth, Jacobs brings more than three decades of experience in the public relations field. She will be responsible for the development, management and implementation of communication strategies for clients of the firm, drawing especially on her years of work helping clients manage their response to reputational crises.

“Effective crisis management takes a special skill set that is best learned through real-world experience,” said Barbara Paynter, partner at Hennes Paynter Communications. “Nora has that experience – successfully handling everything from product failures and worker exposure, to management transitions, activist attacks and labor issues. She is highly regarded for her ability to think strategically and bring successful solutions to all types of situations where communication management is critical to restoring an organization to normal operations. Her intelligent and calm approach to crisis management will serve our clients extremely well.”

Jacobs previously served as executive vice president of Edward Howard Public Relations, where she was a member of its board of directors and executive committee, with management responsibility for its largest office as well as staffing and training firm-wide. She retired from the company in 2009, and most recently headed her own communications consulting firm. Her client work has encompassed consumer and industrial products, healthcare, biotechnology, education and economic development, with assignments in both the non-profit and for-profit sectors. She has particular expertise in the healthcare field and with the chemical and plastics industry. Jacobs began her career at BFGoodrich Chemical Group.

“Organizations in crisis need fast, effective strategies based on deep knowledge of what works and what to avoid,” said Bruce Hennes, managing partner of Hennes Paynter Communications. “The individuals on our team have that knowledge because they do this work every day. Nora will be a strong addition to what is already one of the most talented crisis management teams in the country.”

Jacobs holds a bachelor’s degree from Kent State University and a master’s degree from John Carroll University. She is a member of the Kent State University Foundation Board, president of the Kent State Honors College Advisory Board, a director on the board of the Conservancy for Cuyahoga Valley National Park, an accredited member of the Public Relations Society of America and a member of PRSA’s Counselors Academy. She has held board leadership positions with several other organizations.

A three-time Silver Anvil winner, the highest award given by the public relations profession, Jacobs is the recipient of numerous other communications awards, including a Gold World Award from the International Public Relations Association. She has received the Distinguished Honors Alumni Award from Kent State's Honors College, and the Distinguished Alumni Award from Kent's College of Arts and Sciences.

In 2009, she was presented with the Davis Young Award for Exceptional Mentors by the Cleveland Chapter of the Public Relations Society of America in recognition of the work she has done to help young professionals and others advance in the field.

About Hennes Paynter Communications

Hennes Paynter Communications, based in Cleveland, is the only firm in Ohio focused exclusively on crisis communications and media training – and one of the very few in the U.S. with that specific focus. 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, crisis communication plans, crisis drills and presentation training to clients. In 2010, Hennes Paynter won the “gold” award in the crisis category from the Public Relations Society of America – Greater Cleveland Chapter, and in 2009 it won the coveted “Best of Show” award for its work with another agency on the national peanut butter recall. For more information, please go to www.crisiscommunications.com.