



## Barbara Paynter, APR

Barbara Paynter is *of counsel* to Hennes Communications LLC, 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 Communications also offers litigation communication support and public relations services to clients. The firm is a coalition member of ProtectingAmerica.org and National Preparedness Month (US. Department of Homeland Security).



Paynter specializes in crisis and environmental communications, issues management, media relations and media training. Her crisis experience includes helping clients deal with environmental incidents, sudden changes in leadership, accusations of criminal behavior, medical malpractice and other high-stakes reputation issues.

Paynter most recently served as Senior Vice President with Edward Howard & Co., a full-service public relations agency based in Cleveland, Ohio. During her nine-year tenure with Edward Howard, Paynter worked with a number of high-profile clients including Wal-Mart Stores, Inc., The Hoover Company, 3M, PPG Industries and National City Bank.

Before joining Edward Howard & Co. in 1997, Paynter was director of university relations for Walsh University. Paynter began her career as a newspaper reporter and editor, working for newspapers in Georgia, Mississippi, Texas and Ohio.

In 2004, Paynter’s work on behalf of Barberton Citizens Hospital helped that organization earn a Silver Anvil from the Public Relations Society of America (PRSA). She also led a team that received the Gold SABRE Award for business-to-business marketing from The Holmes Group, for work on behalf of the Wallcoverings Association. In 2001, the YWCA of Summit County recognized her with its “Women of Achievement” distinction, and in 1997, she received the Mary O’Neil Award for her work with the Akron Chapter of the Association for Women in Communications.

Paynter holds a bachelor of journalism degree from the University of Missouri. She is an accredited member of the Public Relations Society of America and is past-president of the Greater Cleveland Chapter, having previously served as president of the Akron Area Chapter as well. She also serves on the board of Walsh Jesuit High School in Cuyahoga Falls and previously served on the boards of the Urban League of Greater Cleveland, Loyola of the Lakes Jesuit Retreat House in Summit County and Women’s Network of Akron.