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Hennes Communications is now called Hennes Paynter Communications.

To find out why: <http://bit.ly/7o0hzD> Check out our new website, too: <http://www.crisiscommunications.com>

Crisis Comm & Media Relations E-Newsletter December 1, 2009

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Hennes Paynter Communications is the only agency in Ohio focused exclusively on crisis communications.

The best way to reach us is by calling 216-321-7774. However, if your situation is extraordinarily critical, please call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771.



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SPECIAL NOTE FOR ATTORNEYS:

Managing the Media: Lawyers & The Press CLE's

December 10 & 17

For complete information, click [here](#).

1. The Tiger's Tale

We have no idea what really happened at Tiger Woods' home causing him to be cut, bruised, sprawled on the ground and found by police at the end of his driveway at 2:30 in the morning. The only thing we absolutely know for certain is that his refusal to speak candidly about the incident has made this into a multi-day story with no signs of ending, thrusting the situation into water cooler and dinner table conversations across the land, not to mention online rumors.

Did he do the right thing by claiming his right to privacy, cancelling all of his public appearances - including a tournament to benefit his own charity foundation - and refusing three times to meet with the police? If he lays low long enough, will his fans – and the media – move on to The Next Big Thing?

So you don't have to, we've read just about every article and blog on the subject of what Tiger Woods should have done or not done and we think one of the best was written by Roy Peter Clark, on the faculty of the Poynter Institute, who said, "This story has more to do with Freud than Schadenfreude...He misbehaves on the golf course, showing anger that would not be tolerated from other golfers. He's chosen a thug for a caddy to crucify any spectator who makes a squeak or snaps a photo. Then he makes his fortune, hundreds of millions of dollars, from endorsements that sell products to the general public. He wants his image to be everywhere. Everywhere, that is, until there's a bump in the night. Then suddenly he's not talking, not even to the police who are turned away from his house three times by his paid lackeys. It's all Look At Me, Look At Me, until something goes wrong and then it's all Please protect my family's privacy. He is acting like a guilty man. Why not treat him like one?" To read the rest of Clark's incisive analysis of what's likely to become a classic case study for every serious practitioner of crisis communications, click here: <http://bit.ly/8xx2me>

We have just one suggestion for Tiger Woods: you should immediately put in a call to Dave Letterman, who certainly knows a thing or two about getting ahead of a story and taking control of his own narrative.

On a more practical level, here are suggestions from our colleagues:

- **Gene Grabowski, Bulletproof Blog: Tiger Must Do More Than "E-Mail It In"** <http://bit.ly/5JpQsW>
- **Dave Feschuk, The Toronto Star: Tiger Hurt by Bunker Mentality** <http://bit.ly/8xHB6D>
- **Phoenix Business Journal: PR Pros Advise Tiger Woods To Open Up**<http://bit.ly/6UwPSJ>
- **Jonathan Bernstein's Crisis Management Blog: Tiger's Drive**<http://bit.ly/76UDsv>
- **Mike LoPresti, USA Today: Tell Us Something, Tiger** <http://bit.ly/7LRtEZ>

Our last word on the subject is to those who suggest that as a private citizen, Tiger has handled it well and should continue toughing it out. We think that's absolutely the wrong way to handle this situation -- and the perfect illustration of the strategic differences between public relations and the practice of crisis communications.

2. Just Because You Can File a Lawsuit...

...doesn't mean you should.

That was our advice to AT&T who recently filed suit against Verizon over Verizon's advertisements comparing coverage areas. Here's what we told AdvertisingAge Magazine last week: <http://bit.ly/4PgOLR>

We like Jim Haggerty's take on this, too: <http://bit.ly/3PLnet>

3. “Deny-Delay-Defend” Crisis Strategy is Wrong

Save it all for discovery and the trial? Or tell it first and tell it all?

These are the classic default positions for attorneys on one side and the Hennes Paynter Communications Crisis Comm SWAT Team on the other, each doing our best to advise clients faced with reputational threats. However, it doesn’t have to be win-lose. There are ways to use crisis comm strategies to achieve better legal outcomes.

Shel Holtz <http://bit.ly/17Zz7F>

4. BCS Creates Case Study About How NOT to Use Social Media

Over the last two weeks, the Bowl Championship Series (BCS) -- which determines college football’s national championship game every year – made a series of classic communications mistakes by treating social media platforms like propaganda broadcast tools, rather than a way of finding out what, exactly, fans want.

Advertising Age <http://bit.ly/738Tdz>

5. The Redemption of Wall Street

Wall Street banks are under regulatory pressure, and come election time, if unemployment is still above 10 percent and Wall Street is still paying itself big bonuses, lawmakers’ wrath might force broader pay curbs, tougher restrictions on what banks can do, or even a break up of the biggest banks. Last week, New York State’s comptroller reported that Wall Street profits this year are on track to exceed the record set at the height of the credit bubble. So what to do? Here are some suggestions about making the unloved Masters of the Universe loveable again.

New York Times (free registration required) <http://bit.ly/7jAUJe>

6. Ford-Firestone Crisis: Insider Shares Hard-Won Lessons

As head of public relations for Ford Truck, Jon Harmon was thrust into defending the Ford Explorer throughout the Ford-Firestone tire crisis. Now, he’s written a book about his experiences during the crisis. The book, “Feeding Frenzy,” offers an insider's look into the crisis. Here, Harmon answers questions on the crisis and the book and offers his tips for managing reputation in recession and in the new media landscape.

Bulldog Reporter <http://bit.ly/45VqtE>

7. Using Crisis Comm to Protect Your Law Firm’s Reputation

A law firm employee goes on a murderous rampage at a health club. A corruption scandal erupts, in which at least one defendant has personal or business ties to a local law firm. Stealth layoffs leak out and get reported in the media and on influential legal blogs that raise questions about the economic health of the law firm. These are real and very recent examples of crisis situations that law firms have to be thinking about if they are serious about protecting their hard-earned reputations with clients, prospects, employees and the communities where they have

offices.

Unfortunately, many firms still do not adequately prepare for the worst when it comes to their business, even though they are paid well for advising clients about potential crises in their business or personal lives.

Law.com <http://bit.ly/sxLZs>

8. Phil Stella’s Stellar Presentations

Our resident presentation trainer, Phil Stella, is back with another installment of his “Audience-Centricity” presentation techniques. This issue, Phil writes about Dog & Pony Shows. Check it out here:

<http://bit.ly/7XM61C>

To read or re-read “The Best of Phil Stella” and all of his presentation tips, click here: <http://bit.ly/4nitWJ>

Would you like to speak, argue, cajole, motivate, encourage, articulate and present with power and authority? Phil is available for one-on-one executive coaching and/or group presentations. Just give us a call at 216-321-7774 to tell Phil what your needs are and he’ll put together a custom quote for you or your organization.

9. World’s Best Kept Legal Secrets Revealed

Arthur Kaufman is an attorney and partner at Hahn Loeser + Parks where he handles commercial litigation. Like many attorneys, he lives his life in 6-minute increments. He recently wrote a terrific piece for the Cleveland Metropolitan Bar Association Journal. With tongue placed somewhat firmly in cheek, he exposes, for the first time, legal secrets meant never to be disclosed . If you know a lawyer or if you are one, yourself, you will find mirth, inspiration and truth here: <http://bit.ly/4SqhTY>

Many thanks to Art for permission to reprint the article.

10. An Abundance of Talent PLUS Communicating Via Resume

Does your business, nonprofit or government agency use writers and researchers from time to time? If so, there is an enormous pool of talent out there right now, all of whom are willing to roll up their sleeves, writing reports, backgrounders and brochures and doing deep-dive research projects, all at a reasonable cost to you. If you have need of those services, call Hennes Paynter Communications at 216-321-7774. We're in touch with many reporters and editors who are now freelancing. On a no charge basis, we'd be happy to play matchmaker, put you in touch with them - and get out of the way so you can do business directly with them.

Because the world of publishing continues to shrink, we continue to receive resumes from job-seekers. Unfortunately, the vast majority of those resumes are simply wretched, virtually guaranteeing the applicant won’t make it past our circular file nor will their resumes find serious consideration wherever else sent.

If you know of a communicator looking for a position, we suggest you refer them to executive recruiter Laurie Mitchell’s web site for useful tips, resume "verb list" and sample resumes. Laurie is the acknowledged expert on what companies seek and what candidates need to know: <http://www.lauriemitchellcompany.com>

11. Short Takes

- **The art of the paragraph.** Copyblogger <http://bit.ly/3AHyPS>
- **Press releases vs. media alerts. Do you know the diff?** Journalistics.com <http://bit.ly/3uBPqG>
- **18 Public speaking tips.** HowStuffWorks
<http://money.howstuffworks.com/18-tips-for-public-speaking.htm>
- **The value of crisis communications.** ThomasNetNews <http://bit.ly/9qacS>

12. Check Out Bruce & Barb's Schedule....

12/2/09 Center for Community Solutions – Annual Media Workshop for Nonprofits

The Media & Nonprofits - Leveling the Playing Field (1.5 hours)

12/4/09 Ohio Association of County Boards of Developmental Disabilities

Essential Elements of a Crisis Communications Plan

12/10/09 Akron Bar Association

Managing the Media: Attorneys & The Press (3.75 hours)

Co-Presenters: Orville Reed, Esq. and Jim Burdon, Esq.

12/17/09 Cleveland Metropolitan Bar Association

Managing the Media: Attorneys & The Press (3.75 hours)

Co-Presenters: Deborah Coleman, Esq. and Virginia Davidson, Esq.

3/9/10 Greater Cleveland School Superintendent Association

Extreme Crisis Communications (3.5 hours)

NOTE: Approval for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General is pending.

3/16/10 Stark County Safety Council

How the Media Manipulate the News (1 hour)

3/17/10 Tallmadge Chamber of Commerce

How the Media Manipulate the News (1 hour)

3/30/10 Bureau of Workman's Compensation Annual Safety Congress

How the Media Manipulate the News (1 hour)

3/31/10 Lake County Bar Association

Managing the Media: Lawyers & The Press (1 hour)

4/22/10 Mahoning Valley Safety Council

How the Media Manipulate the News (1 hour)

5/11/10 Akron Sales & Marketing Executives

How the Media Manipulate the News (1 hour)

5/20/10 Heights-Hillcrest Chamber of Commerce

Media Relations: Tools, Tips & Tactics (1 hour)

6/11/10 Canton Chamber of Commerce

How the Media Manipulate the News (1 hour)

11/18/10 Senior Sales & Marketing Association

How the Media Manipulate the News (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.



13. Our Permanent Collection

A. Our favorite blog on the subject of public and citizen preparedness. Undoubtedly, you will find it helpful to you, your family, your business, nonprofit, government agency and your community when it comes to preparing for emergencies -- big and small: <http://incaseofemergencyblog.com/> Written by John Solomon, he's also the writer of "It's An Emergency – We're Not Prepared," which can be read here (free registration required): <http://tinyurl.com/5twym9>

B. Our favorite book about Homeland Security is "Our Own Worst Enemy: Asking the Right Questions About Security to Protect You, Your Family, and America" by Randall Larson, director of the Institute for Homeland Security. The book provides a solid, practical, logical approach to personal security for all Americans and explains why the government is not prepared to help us in a time of crisis. For more info: <http://tinyurl.com/5ad3dz>

C. As we learned on 9/11 and after Hurricane Katrina, when landline and cell phone telephone lines go down or are jammed to overcapacity, short text messages (150 characters maximum) can often get through. This is because person-to-person voice phone calls basically require an "open pipe" while text messages occupy very little bandwidth and can be "lined up" for delivery. The easiest way to send a text message is cell phone to cell phone (for instructions on how to do so, we suggest you find a 13 year old – they all appear to be quite capable of texting).

You can also use your computer or Blackberry-type device to send a text message, also known as SMS, to a cell phone, just like a regular email. Here are the exact email addresses you can use to send computer-to-cell phone emails (the x's represent the cell phone's area code and phone number, without the "1" and without any dashes):

AT&T xxxxxxxxxxx@txt.att.net

Nextel xxxxxxxxxxx@messaging.nextel.com

Sprint xxxxxxxxxxx@messaging.sprintpcs.com

T-Mobile xxxxxxxxxxx@tmomail.net

Verizon Wireless xxxxxxxxxxx@vtext.com

For a complete list of all cell phone company "texting domains", type in <http://sms411.net>.

WARNING: 1. Depending upon the recipient's cell phone contract, they may pay a few cents to send or receive a text message; 2. Sometimes computer-to-cell phone text message are nearly instantaneous, sometimes they can take hours to go thru the system. Best bet: we suggest you try sending a few computer-to-cell phone text messages now – before you need to do this in an emergency.

D. It's been eight years the terrorist attacks of 9/11 and three years since the issuance of The National Commission on Terrorist Attacks Upon the United States Report. Are we safer today? The authors of that official report think the answer is no. You can read what they recently wrote here: <http://tinyurl.com/25zzxz>

E. Want a short refresher on crisis communications? Check out this short, six-minute video of Bruce Hennes on the web: <http://tinyurl.com/ybfdeg> If you'd like to post something similar on your own website, Steve Petti is the guy to call. For more info: <http://www.newimagemedia.com>

F. Dan Hanson at GreatLakesGeek.com, interviews Bruce Hennes:<http://www.greatlakesgeek.com/podaudio/bios/brucehennes.htm>

G. Make a Plan: With ready.gov/business, the business you've worked so hard to build can be as prepared as possible should a disaster strike. Download free, easy-to-use checklists, templates and other resources to help you develop an affordable plan. Protect your business or life's work - start or update your plan today. Becoming a success is hard work. Protecting it isn't. Here's how: <http://www.ready.gov/business/>

H. Emergency & Crisis Info: Do you live in Greater Cleveland? If so, you may be in range of these new, low-power, community and emergency information stations: Mayfield Heights 1700-AM; Mayfield Village 1640-AM; Beachwood 1630-AM.; Pepper Pike 1670-AM; Lakewood 1660-AM; Strongsville 1640-AM; Brunswick 1700-AM; and Westlake 1680-AM. Mentor, Ohio will soon broadcast at 1620 on your A.M. dial. In the event of an emergency, you will find these stations to be an important source of information. If you live in or near one of these communities, you should set your car radio button for one of these stations.

I. Pandemic Flu Link: <http://www.flu.gov>

J. Apologizing – Vanity Fair's All-Purpose Public Mea Culpa Kit: <http://tinyurl.com/ysu4ch> Keep a copy handy - the reputation you save may be your own.

K. When disaster strikes and telephone lines are jammed, how can you assure your critical calls go through? The National Communications System (NCS), part of the Department of Homeland Security, offers priority telecommunications services to first responders, police, fire and rescue, public safety officials at all levels of government, and other national security and emergency preparedness personnel to ensure ongoing communications during crisis situations. Sign up today at www.ncs.gov or call 800-NCS-CALL.

L. Business Emergency Planning Institute. We're active with BEPI. You should be, too.

M. Tell me, again, about crisis management: <http://tinyurl.com/b7no3>

Did someone forward this e-newsletter to you? You can get your own subscription at no charge simply by sending your request to hennes@crisiscommunications.com.

Media Training & Coaching

Your firm 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? Do you know where to look? What to wear? Where to put your hands? 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 – will you “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 thru media training, working with a media coach, where they’ve learned to deal with adversarial situations with journalists. Perhaps it’s time for you to learn this specialized set of media survival skills?

We also offer straight spokesperson & presentation training and coaching, which consists of ways to improve a spokesperson's skills and daily interactions with peers, subordinates, investors, journalists and other outside parties.

Call Bruce Hennes, Barbara 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.

SPECIAL NOTE FOR ATTORNEYS

Managing the Media: Lawyers & The Press CLE

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

In the 1st hour of this seminar, attorneys will hear about the canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media. The remaining 2.75 hours of this seminar will include: 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 require different skill sets; dealing with the press proactively and reactively; "off the record, not for attribution" and other advanced techniques; =and creating relationships with reporters and

editors.

Akron Bar Association

Managing the Media: Lawyers & The Press
(3.75 CLE's, including 1 hour of professionalism)
Thursday, December 10, 2009
8:00 a.m. - 12:00 Noon
Presenting: Orville Reed, Esq., Jim Burdon, Esq. and Bruce Hennes
For More Information: <http://bit.ly/3KGq6f>

Cleveland Metropolitan Bar Association

Managing the Media: Lawyers & The Press
(3.75 CLE's, including 1 hour of professionalism)
Thursday, December 17, 2009
8:00 a.m. - 12:00 Noon
Presenting: Deborah Coleman, Esq., Virginia Davidson, Esq. and Bruce Hennes
For More Information: <http://bit.ly/13mbUs>

About Hennes Paynter Communications LLC

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 and public relations services to their clients. The firm is a coalition member of ProtectingAmerica.org and National Preparedness Month (US. Department of Homeland Security).

We can be reached by calling 216/321-7774 or by email at hennes@crisiscommunications.com.

Administrivia

This email newsletter about Crisis Communications & Media Relations is generally published twice a month.

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FORMAT: There are still many browsers and email programs that are not state-of-the-art and subsequently cannot automatically “read” HTML (the coding used to design web pages). Therefore, this newsletter is designed simply, omitting most graphics, and can be read by virtually any email program.

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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).

NEW PHOTO AT THE TOP OF THIS NEWSLETTER: Thanks, Beth Segal (<http://www.bethsegalphotography.com>)

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



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