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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

January 1, 2010

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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.

SPECIAL NEW YEAR/NEW DECADE ISSUE

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Hennes Paynter Communications

Winner of the 2009 Gold Award for Crisis Communications and the 2009 Best In Show Award at the recent Public Relations Society of America Cleveland Rocks Award Program

For full details: <http://bit.ly/5EBzPW>

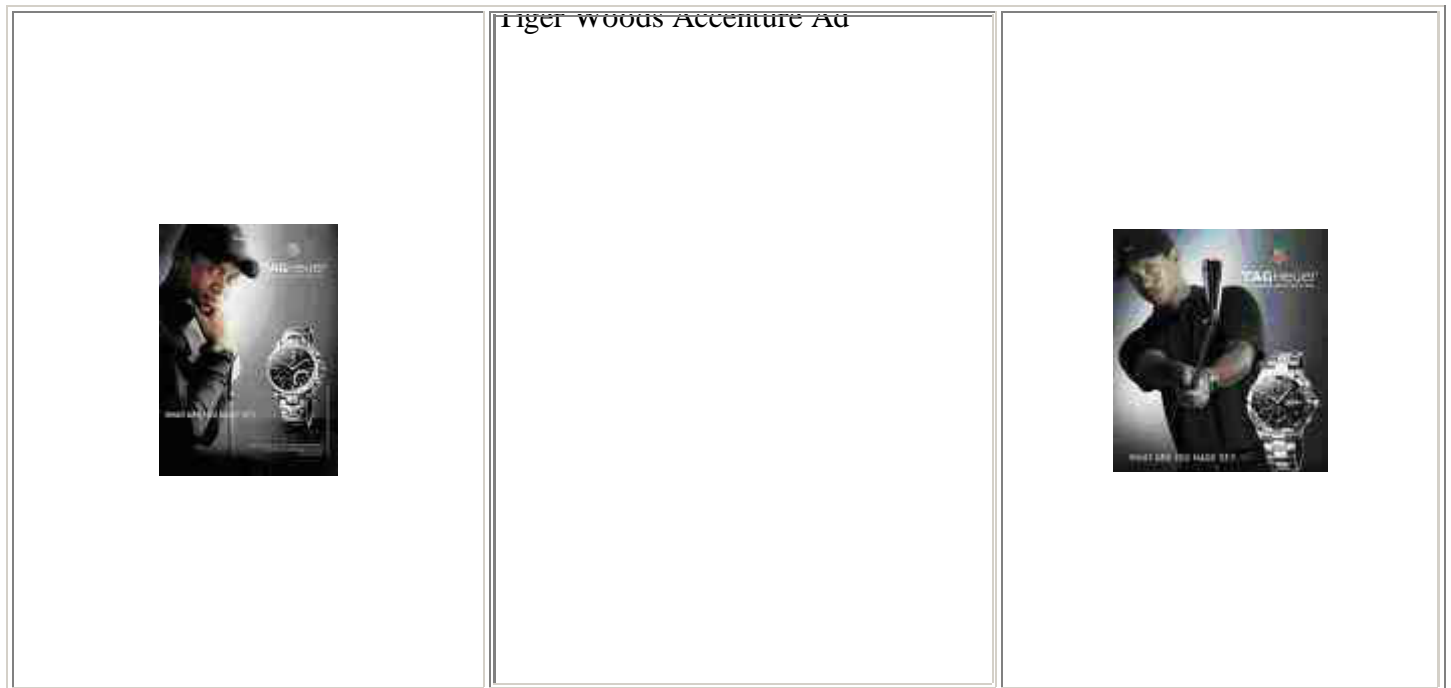
1. Tiger in the Tank

His stunning fall from grace continues.

Yesterday, AT&T, whose logo had been emblazoned on Woods's golf bag, ended its sponsorship agreement with him, joining Accenture, who also recently said goodbye. Ffor a particularly pithy take on Accenture, here's what our colleague, Jonathan Bernstein, had to say: <http://bit.ly/6RP8Ia>. And just a few days ago, two University of California-Davis professors pinned the loss to shareholders from Tiger's marital infidelity at up to \$12 billion.

Your trusty writer/editor of the Crisis Comm & Media Relations E-Newsletter was interviewed on WKYC-TV on this subject: <http://bit.ly/4pVGm7>. You can read what was edited out of the video piece here: <http://bit.ly/4RMJTX>

Before they all totally disappear, a few images you likely won't see anywhere else soon...



To put all of this talk about fame and fortune into slightly different perspective, we turn to Dick Cavett who writes of Jack Benny. If neither of those names do not immediately bring both a smile to your face and their distinctive voices to your ear, don't bother reading this. But if they do, give this Cavett piece a bit of time as he ambles about a bit before delivering a sucker-punch, nostalgic ending, and then scroll further for reader comments. New York Times blog (free registration may be required) <http://bit.ly/5MKNur>



But we're going to give the last word on this subject (for now, at least) to another one of our colleagues, Paul Holmes, who said:

Unlike everyone else in the western world, I find the scandal surrounding Tiger Woods spectacularly uninteresting. Once you get past the fact that there are women who are prepared to have sex with golfers (!) it seems like a pretty banal, clichéd tale of tawdry sex. But it does provide a helpful illustration of one of the classic misconceptions about public relations: that good PR involves making a company, brand, or--in this case--personality look better than it really is. In truth, that's the probably the worst kind of PR you can have, because when the public discovers the gap between perception and reality is eventually discovered, as it inevitably will be--just ask Woods--the public backlash will be swift and furious. In other words, Tiger's PR problems didn't begin with the discovery of his extramarital affairs; it began with the manufacture of an image that bore no resemblance to reality.

2. The Ten Best (Fill in the Blank)

Did you know that all print publications (including this e-newsletter) and media outlets are required by the Federal Trade Commission and/or the Federal Communications Commission to allocate space and time to a recap of the past (fill in the blank) over the last year? Well, that's not exactly true – but it certainly does seem like it every year at this time.

For most publications, it's a space-filler. But for your Crisis Comm E-Newsletter, it's a teaching moment and an opportunity to look at and examine, word by word or pixel by pixel, how Master Communicators persuaded mass numbers of people to read, click and watch. So, on this festive holiday, kick off your shoes and take a few minutes to click on a few of our favorite Best of's...

The Top 10 PR Blunders of 2009

From the Goldman Sachs CEO who said the company is “doing God’s work” and United Airlines refusal to compensate musician Dave Carroll after he watched baggage handlers throw his guitar to Domino’s inability to move quickly enough when some of its employees posted YouTube videos of themselves performing unsanitary actions with food, it’s been a banner year for PR blunders.

PR Newswire <http://bit.ly/4Cr9qn>

The Most-Watched Videos of 2009 on YouTube

- Susan Boyle — Britain's Got Talent: <http://bit.ly/TnRKO>
- David After Dentist: <http://bit.ly/1Srd76>
- JK Wedding Entrance Dance: <http://bit.ly/Z7vMw>
- New Moon Movie Trailer: <http://bit.ly/4aSC9>
- Evian Roller Babies: <http://bit.ly/VCy0C>

The Top 10 Newspaper Business Stories of 2009

Editor & Publisher <http://bit.ly/8gWkX8>

The 15 Biggest PR Disasters of the Decade

The Business Insider <http://bit.ly/7d5shP>

The Top 10 News Stories of 2009

Time Magazine <http://bit.ly/4VZwje>

The Top 10 Political Gaffes of 2009

Time Magazine <http://bit.ly/7aeIly>

The Top 10 Apologies of 2009

Time Magazine <http://bit.ly/7m51ra>

The 5 Best Legal Motions of 2009

AboveTheLaw.com <http://bit.ly/5KTgCB>

The 21 Dumbest Moments in Business of 2009

Fortune <http://bit.ly/62sLyz>

Ten Media Blunders of 2009

Politico.com <http://bit.ly/8ljO9m>

The 10 Best Films of 2009

The New Yorker <http://bit.ly/611i7x>

The 10 Best American Ideas of the Decade

The Atlantic <http://bit.ly/63nj48>

3. Interviewing the Interviewer – NPR’s Terry Gross

Every day, millions of National Public Radio listeners metaphorically open their windows to take in another deep breath of "Fresh Air," the nationally syndicated program about the arts, culture and society hosted by Terry Gross. One reason why is because she is one of the most effective interviewers working today in any medium, as comfortable asking Dolly Parton about her rhinestone wardrobe as she is Nancy Reagan about her White House influence. Gross' conversational interviews are marked by intelligence, preparation and a diplomatic but firm probing of what makes people tick. The results are anything but the standard sound-bite fare. "We're not an infomercial," she says. Relaxing in her Philadelphia studios, Gross talked about her program and the art of the interview.

American Journalism Review <http://bit.ly/4njWxN>

4. Regret the Error

Mistakes happen. Indeed they do. And when they occur in print publications, Regret the Error compiles them. Much to the chagrin of many.

One of our favorites from this past year was from the Toronto Sun:

A headline on page one of the Toronto Sun yesterday was both inaccurate and misleading. In fact, as the story reported, the mother of a boy involved in a high school fight in Keswick said her son "said something stupid." She did not say nor imply he was stupid. The Sun regrets the error and

apologizes to the boy and his family.

>From a Brandeis University publication:

The original article provided the incorrect location of New York University's new institution. It is in Abu Dhabi, not Abu Ghraib.

For your reading pleasure, we offer a compendium of the best gaffes, misquotes, geographical mix-ups, corrections, apologies, photo misidentifications, hoaxes, translation errors and other "didn't anyone proof this before it got into print?" errors. Regret the Error <http://bit.ly/8QC4hu>

5. Audience-Centricity Presentation Tips by Phil Stella

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about harnessing the power of words: <http://bit.ly/5pnlk4>

To read "The Best of Phil Stella" and all of his presentation tips, click here: <http://bit.ly/2DFzSI>

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.

6. 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>

7. Delivering Bad News

Nobody likes to give bad news, and most of us are leery of "shoot the messenger" syndrome. Yet giving bad news is an occasional part of the job for many of us.

Law.com <http://bit.ly/7cnDtX>

8. Short Takes

>>> **Every newspaper headline from every Simpsons cartoon episode in one single 8-minute video.**

Obviously, the person who did this has way too much time on their hands. Perhaps you do, too. PR Junkie <http://bit.ly/55qvnK>

>>> **Grammar rules you should know** from TJ Dietderich <http://bit.ly/5HYunD>

>>> **Five top rules for writing better business emails.** The Better Business Writing Advantage <http://bit.ly/7nalGS>

9. Resolve To Be Ready 2010

Before we sign-off, your Crisis Comm E-Newsletter and the Federal Emergency Management Agency's Ready Campaign are once again reminding you to Resolve to be Ready in 2010.

While nearly 50 percent of Americans make New Year's Eve resolutions, very few manage to keep them. The Ready Campaign would like to make an emergency preparedness resolution easy to keep by providing the tools and resources needed to take the three important steps: get a kit, make a plan and be informed about the different types of emergencies that can happen in your area and their appropriate responses.

On the link below, you will find a toolkit to help your organization develop internal and external messages to encourage your members, employees, constituents, customers and community to make a New Year's resolution to prepare for emergencies. You will also find Web banners for your organization's Web site, a sample E-mail and a Newsletter you can share with your key constituents.

<http://bit.ly/83XmJs>





MSP/PS

www.ready.gov

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

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)

5/7/10 Business Volunteers Unlimited

Managing the Media + Crisis Communications (3 hours)

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.



11. 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://bit.ly/92Rq77>

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://bit.ly/6JQjuQ>

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 xxxxxxxxxx@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.

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 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.

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 counsel, as well as prospects for new business.

Call us at 216-321-7774 to discuss particulars.

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.

PRIVACY STATEMENT: We value your privacy. Your name, company or email address will never get shared, traded, sold, delivered, revealed, publicized or marketed in any way shape or form. Please know, however, that the websites we link to are not endorsed by Hennes Paynter Communications and are not part of our site, so we cannot vouch for their privacy policies.

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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).

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



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