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# Crisis Comm & Media Relations E-Newsletter

## January 24, 2010

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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.

**Yes, we indeed missed sending out a January 15, 2010 issue (for those of you keeping track).**

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**The only agency in Ohio focused exclusively on crisis communications and 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>

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**1. Conan, Leno & Letterman - Late Night Fratricide**

Describing the Leno-Conan-Letterman imbroglio as “late night fratricide,” writer David Carr said, “In spite of what you may have read, Jeff Zucker, the chief executive of NBC Universal, didn’t kill “The Tonight Show,” and neither did Jay Leno. And as much as NBC would like you to think it, Conan O’Brien didn’t do in the show with his bare hands either. The people who are responsible? That would be you and me.”

Before you simply dismiss all of this as silly, frivolous celebrity nonsense that’s off-topic for the Crisis Comm E-Newsletter you’re reading right now, do read this Carr piece as he examines the implications for network-based, mainstream media. New York Times (free registration required) <http://bit.ly/7Vuz7i>

On his final appearance hosting The Tonight Show, Conan O’Brien said that when HBO makes a movie about his life, he wants Oscar-winner Tilda Swinton to play the part of Conan O’Brien. Is that a good choice? You decide.



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**2. Tylenol Stumbles**

The Harvard Business School uses Johnson & Johnson’s conduct as the gold standard when it comes to crisis management, citing J&J’s handling of tainted Tylenol capsules in the Chicago area in 1982. But according to a recent New York Times article, Johnson & Johnson appears to have abandoned its own template, stunning a few business school professors and attracting harsh criticism from federal officials.

On January 15, McNeil Consumer Healthcare, a division of Johnson & Johnson, announced the recall of several hundred batches of popular over-the-counter medicines, including Benadryl, Motrin, Roloids, Simply Sleep, St. Joseph Aspirin and Tylenol. According to a federal inspection report, the response was anything but swift. New York Times (free registration required) <http://bit.ly/6EueIg>

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**3. Mark McGwire – Better Late Than Never? Or Not.**

From the desk of Barb Paynter, head of the Hennes Paynter Crisis Comm SWAT Team:

First, full disclosure. I have been a die-hard St. Louis Cardinals baseball fan my entire life. I cheered just as hard as anyone else in 1998 when Mark McGwire broke the long-standing season homerun record held by Roger Maris. And, yes, I was sad and embarrassed by his Congressional testimony and his refusal for all these years to admit what we all knew, that he used performance-enhancing drugs. Of course he did. So why wait all these years to admit it? Because he wants to be back in uniform, coaching hitters in St. Louis. And as a fan, I'm glad he'll be back on the field. I'm hoping for great things this year.

But the Hennes Paynter Crisis Comm E-Newsletter is about crisis communications, so let's focus on McGwire's

admission that he used steroids. As confessions go, he did a good job on "coming out" day. He first called those who needed to hear it directly from him, including the widow of Roger Maris. He sat down with Bob Costas -- a good choice, given that Costas knows the game so well and is from St. Louis. And McGwire seemed genuinely sorry. He is a private man and clearly has suffered because of his actions. He followed the formula by confessing his sins and not making excuses.

But McGwire's strong start ended badly. In interviews, he suggested that he still could have hit all those homeruns without the steroids. Maybe he could have. But nobody but him believes that. Frankly, he should simply have said that we'll never know what he could have accomplished without the drugs.

Then, at the first media event of 2010, he evaded questions from the media in St. Louis, once again trying to convince everyone to "move on," saying he wants to talk about the game and not about performance-enhancing drugs.

Mark, the only way you could be "moving on" now is if you had not waited all these years to confess. Of course, fans in St. Louis will forgive you -- even if former players like Jack Clark won't -- if you help the Cardinals win another World Series.

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Our colleague, Jerry Brown, has an interesting take on McGwire, too: There is one thing that may work in McGwire's favor. Apparently, he's still popular in St. Louis. McGwire received a standing ovation this weekend from local fans in his first public appearance in St. Louis since making his confession. Popular support may help him keep his new job. But stay tuned. This story isn't over yet. In the meantime, what's the lesson for the rest of us? The opportunity to begin restoring your reputation by acknowledging your mistakes is short-lived. Wait too long and it becomes virtually impossible to do.

Just ask Pete Rose.

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Before we leave the subject of Mr. McGwire, let's pause for a little gut-wrenching honesty about sports journalism, shall we?

University of Indiana – National Sports Journalism Center <http://bit.ly/7Xh8pr>

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**4. The Four Bankers of the Apocalypse**

A picture may be worth a thousand words, but words still have the power to define, describe -- and devastate. Just ask the heads of Goldman Sachs, JPMorgan Chase, Morgan Stanley and Bank of America who recently testified before the Financial Crisis Inquiry Commission. NY Times staffer Mark Leibovich writes: "The four bankers of the apocalypse strode into the Congressional hearing room and formed a crooked line. They raised their hands haltingly, looking at one another as if to see whether the other guys were going to do it, too. It was one of the more indecisive swearings-in you will ever see on Capitol Hill."

With words and phrases like, "cantankerous," "muscular but diminished adversaries," "photographic firing squad" and "the bushy-eyebrowed one" with reference to "labored metaphors," Leibovich's article is worth a read. New York Times (free registration required) <http://bit.ly/93cUfn>

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**5. Arenas Stumbles**

When we need a second opinion on a critical crisis comm subject, we go to Gene Grabowski at Levick Strategic Communications in Washington, DC. Here's his take on the Gilbert Arenas plea bargain agreement: "From the moment we heard that he may have brought unloaded guns to work, Arenas has compounded his reputational

challenges with mistakes that stoked the media firestorm, transformed potential allies into adversaries, and drained nearly every drop of goodwill amassed over a career spent dazzling fans on the court and contributing to his local community.” For the rest of the story: <http://bit.ly/4NofOr>

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**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](http://www.hennespaynter.com) 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.

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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>

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**7. The Sins of Tiger Woods**

Is Tiger a fallen hero? Or an ego monster who used his family as a prop to distract from his relentless pursuit of women and money? The Montreal Gazette <http://bit.ly/7wgRAp>

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**8. Short Takes**

>>> **New media and the Haiti quake.** New media platforms played a crucial role in delivering early information about damage and relief efforts in the aftermath of a 7.0 earthquake. Haitians, outside observers, and the mainstream media alike relied on Twitter, Facebook, and Skype to gather details about the extent of the tragedy as television and newspaper reporters scrambled to reach the scene. Columbia Journalism Review <http://bit.ly/86zCwx>

>>> **Take a trip with us thru 10 years in 2 minutes via a fast-paced video telling the story of the century's first decade through the prism of 92 magazine covers.** American Society of Magazine Editors <http://bit.ly/8xoNUp>

>>> **Back to basics: How to write a press release.** UnderstandingMarketing.com <http://bit.ly/84cSaF>

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**Need a keynote speech, short seminar or training session for a lunch meeting or conference? Give Bruce Hennes or Barb Paynter a call at 216-321-7774. Check out their list of previous seminar sponsors:** <http://www.crisiscommunications.com/past-events.html>

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**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.

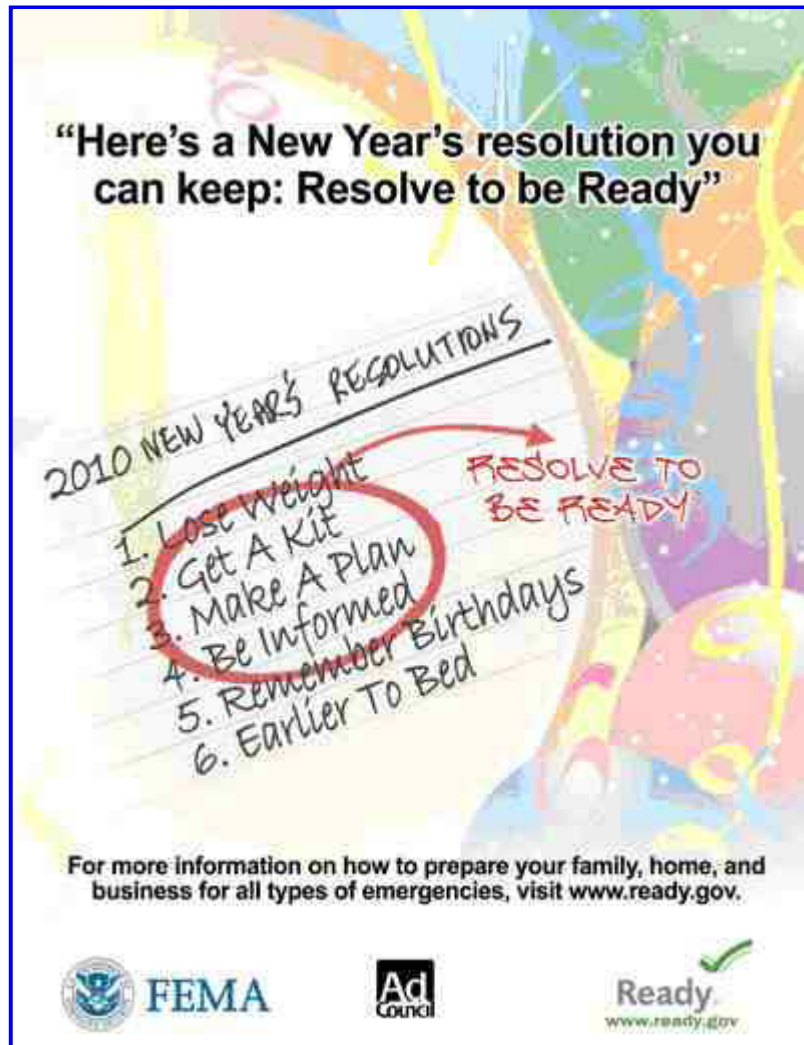
While nearly 50 percent of Americans make New Year's Eve resolutions, very few manage to keep them. The Ready Campaign would like to make an emergency preparedness resolution easy to keep by providing the tools and



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>



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**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)

**5/5/10 American Public Transit Association**

Crisis Communications (1.5 hours)

**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.



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**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 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/ybfdeq> If you’d like to post something similar on your own website, Steve Petti is the guy to call. For more info: <http://www.newimagemediamedia.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; Mentor 1620-AM; Beachwood 1630-AM.; Pepper Pike 1670-AM; Lakewood 1660-AM; Strongsville 1640-AM; Brunswick 1700-AM; and Westlake 1680-AM. 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](http://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>

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**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](mailto:hennes@crisiscommunications.com).**

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**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.

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**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.

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**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](mailto:hennes@crisiscommunications.com).

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**Administrivia**

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

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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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