

Click here to view this e-newsletter online in your browser.



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

## July 1, 2010

Bruce M. Hennes	<a href="mailto:hennes@crisiscommunications.com">hennes@crisiscommunications.com</a>	<a href="#">LinkedIn</a>
Barbara Paynter, APR	<a href="mailto:paynter@crisiscommunications.com">paynter@crisiscommunications.com</a>	<a href="#">LinkedIn</a>

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.

### IN THIS ISSUE:

1. [A Near-Perfect Game of Baseball & Crisis Management](#)
2. [British Petroleum & the Gulf Coast Spill](#)
3. [BP Gulf Spill – The Lawyers vs. the PR People](#)
4. [BP Gulf Oil Spill – The Video](#)
5. [On the Importance of Empathy](#)
6. [General McChrystal vs. Rolling Stone Magazine](#)
7. [Five Myths of Public Relations](#)
8. [For School Administrators Only](#)
9. [Audience-Centricity Tips with Phil Stella](#)
10. [Facebook Privacy Settings](#)
11. [Quick Takes](#)
12. [Check Out Bruce & Barbara's Schedule](#)
13. [Our Permanent Collection](#)

### [Special Note for Attorneys](#)

[Mike O'Mara Joins Hennes Paynter Crisis Comm SWAT Team](#)  
[Is Hennes Paynter Communications in Your Speed Dial?](#)

## Hennes Paynter Communications

**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>



### **1. A Near-Perfect Game of Baseball & Crisis Management**

By now you've likely heard the tale of the Detroit Tiger and the call that ruined his perfect game. The pitcher, Armando Galarraga, completely contrary to today's stereotypical athlete, reacted to adversity with a smile and forgiveness. Herein lays a tale of notoriety – and consummate sportsmanship.

PRTactics <http://bit.ly/b8OIJA>



### **2. British Petroleum & the Gulf Coast Spill**

Richard Levick at Levick Strategic Communications sees parallels between the BP oil disaster and military campaigns. Forbes.com <http://bit.ly/aqFshZ>

Eric "Take No Prisoners" Dezenhall asks why BP didn't have a plan for catastrophic failure. The Daily Beast <http://bit.ly/8ZOnOt>

According to New York marketing analyst Scott Slatin, BP is paying search engines in order to ensure that its message about the disastrous oil spill in the Gulf of Mexico is the first result to appear. MediaBistro <http://bit.ly/bnJYKa>

Is BP getting it wrong because they don't care? Or is it because they simply don't understand American talk, thought and actions? Financial Times (free registration required) <http://bit.ly/bFf5b6>

Can BP tweet its way to a better image? National Public Radio <http://n.pr/aZtmoO>



### **3. BP Gulf Spill – The Lawyers vs. the PR People**

In crisis situations, it common for attorneys, with their eye on liability, to insist clients say nothing. It's equally common for crisis counselors to offer reasons why that strategy is folly. Throughout the BP situation, you can see the tension between these two approaches on a daily basis, especially evident in CEO Tony Hayward's recent full-day testimony before Congress where his carefully-scripted answers featured glimpses of apology and contrition, but were wordsmithed to the point where the sincerity was totally washed away. Associated Press

<http://bit.ly/dajCVA>



#### 4. BP Gulf Oil Spill – The Video

Imagine, if you will, a simple cup of coffee, a cup spilled at the headquarters of BP. <http://bit.ly/d12NEd>



#### 5. On the Importance of Empathy

The importance of empathy, particularly in times of crisis, is beyond dispute. But the obstacles to achieving empathy are huge. As an example, just watch the senior leadership at BP struggle to engage with the victims of the Gulf Oil spill. The barriers to empathic communication usually include managers who believe their success is proof they know how to empathize; the belief that being right is more important than being empathic; and executive egos getting in the way of sensible strategy.

Holmes Report Blog <http://bit.ly/cC65JW>



#### 6. General McChrystal vs. Rolling Stone Magazine

Put aside, for the moment, talk of Afghanistan, military protocols, the chain of command and presidential decision-making. The recent resignation of the general in charge of U.S. forces in Afghanistan provides us with a fascinating insight into the way reporters think and act. McChrystal allowed a reporter for Rolling Stone Magazine to “hang out” with his top commanders. The resulting article in the magazine included quotes that were unprecedentedly unguarded. The Rolling Stone reporter was a freelancer. One question being asked: would a beat reporter have written the same article? Or in the self-interest of maintaining access to sources, would that beat reporter have self-censored? This is not a simple question, says Jay Rosen, a faculty member at New York University’s journalism school.

PressThink <http://bit.ly/9UKEd9>

-----



## Are Computer Problems Creating a Communications Crisis?

Can't get online because your internet connection is down...or your computer is infected with a virus, spyware, malware, worm, hijacker, ransomware or trojan horse (whatever the heck those last five are)...or your documents won't print...or your wireless connection is temperamental...or your laptop is excruciatingly slow...how can you communicate effectively?

No time to figure out computer problems or wait on the phone for tech support? We rely on Ben's Computer Repair. Ben (Bruce's son) is 30 years old, a full-time student at Cuyahoga Community College and working to pay for his way through college. Ben's specialty is fixing home and small business computers on Cleveland's east side and far suburbs. Ben can be reached by cell phone at 216-276-3181 or at <http://bit.ly/9esYh3>.

-----



## 7. Five Myths of Public Relations

PR is a waste of money. Once I get good PR, I can laugh all the way to the bank. My products/service/awesomeness will generate press all on its own. I went to law school/I kick a\*\* on Jeopardy/I always win arguments; therefore, I will control/intimidate/steamroll any reporter interviewing me. How hard can it be to write an op-ed/letter-to-the-editor/press release?

Wrong, wrong, wrong, wrong and wrong.

The Blog Aesthetic <http://bit.ly/dwMZua>

-----



## 8. For School Administrators Only

Hennes Paynter Communications has a new seminar. Social Media & Professionalism for School Teaching Professionals & Administrators is a 2.5 hour seminar offering practical instruction about the use and misuse of social media (e.g. Facebook, emails, texting, blogging & Twitter). Other topics in this program include off-campus and after-hour behavior by school personnel, FERPA, Licensure Code of Professional Conduct for Ohio Educators, professional dress codes and teachers and administrators as "brand ambassadors." For more information: <http://bit.ly/dyeQ3V>

-----



## 9. 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 returns with Harness the Power of Words – Part IV that can be read here: <http://bit.ly/cKqh6Y>

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 will put together a custom quote for you or your organization.



## 10. Facebook Privacy Settings

Quick show of hands. How many of you have recently made changes to your Facebook privacy settings? How many of you haven't a clue as to how to change those settings? If you're using Facebook, even rarely, don't stick your head in the sand and ignore your privacy settings. We asked local social media guru Scott Juba, from Radar Public Relations & Consulting, to put together a very simple guide to those settings. Check it out and take action. <http://bit.ly/9L6207>



## 11. Quick Takes

**“As coroner, I must aver. I thoroughly examined her. And she's not only merely dead. She's really most sincerely dead.”** When Meinhardt Raabe, an unknown 23-year-old from Wisconsin, sang those lines in his first and only Hollywood feature film, he little suspected they would shape the course of his life for the next seven decades. New York Times (free registration required) <http://nyti.ms/cipS3n>

**Whenever we do media training, we tell everyone that if there is a microphone and/or a reporter in the building, both should be considered armed and dangerous.** Here, California Republican Senate nominee Carly Fiorina is caught on an open mic talking about Sen. Barbara Boxer. This is the raw video feed and Fiorina is talking as if she's in private with a friend. Bet she never does THIS again. Be sure to watch it thru to the

end. CNN.com <http://bit.ly/atQ9in>

**Easy steps to get a reporter to open an email sent by you.** On The Newsdesk <http://bit.ly/cbNXaP>

**Back to basics. Ten rules of crisis management.** CRT/tanaka <http://bit.ly/bROAIv>

-----



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

**9/21/10 Youngstown State University – Wean Nonprofit Summit (1 hour)**

**9/23/10 International Tire Exhibition & Conference (1 hour)**

**11/18/10 Senior Sales & Marketing Association (1 hour)**

**12/20/10 Cleveland Metropolitan Bar Association (4 hours)**

Managing the Media: Lawyers & The Press

Also presenting: Virginia Davidson, Esq.

**4/28/11 Eastern Stark County Safety Council (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.

Need a presenter for your next meeting or conference?

Let us help you make it the best ever.

Are you looking for an eye-opening, inspiring presentation for your next event?

If your organization, company or association is searching for something different—a content-packed, entertaining, how-to customized seminar on how to manage the media, then we should talk.

Do give us a call at 216-321-7774.

Don't just take our word for it. See what other people say about our seminars:

<http://www.crisiscommunications.com/testimonials.html>



### TV Newsman Michael O'Mara Joins Hennes Payter Crisis Comm SWAT Team

Considered by many to be one of the premier television reporters in Cleveland – and certainly one of the most recognizable – Mike O'Mara joins the Hennes Payter Crisis Comm SWAT Team as vice president, bringing more than 30 years of experience in media and law, having worked as an Emmy award-winning television news reporter, anchor and attorney.

"O'Mara has a unique set of skills and experience to offer our clients," said Barbara Paynter, partner at Hennes Paynter Communications. "With today's 24-7 news cycle, where the media focuses unrelenting critical attention on businesses, nonprofits, government agencies and other institutions, simply doing good work doesn't cut it. When you end up on the wrong end of a reporter's microphone, pen or keyboard, maintaining your reputation depends on a communications strategy combining traditional media know-how with social media strategies and legal experience. Mike O'Mara has the skills to help our clients tell their side of the story."

"O'Mara's previous experience in broadcast media, including a decade at WKYC-TV3, Cleveland's highly-regarded NBC affiliate, will be especially valuable in delivering results-oriented crisis communications, first-class media relations, strategic awareness campaigns and media training to support Hennes Paynter clients on the local, state and national levels," added Paynter.

For complete details: <http://www.crisiscommunications.com/>



## 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://bit.ly/ckqHNO>

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. Want a short refresher on crisis communications?** Check out this short, six-minute video of Bruce Hennes on the web: <http://bit.ly/dloCxI>

**E. 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: [www.ready.gov](http://www.ready.gov)

**F. 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.

**G. 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.

**H. Tell me, again, about crisis management:** <http://bit.ly/dBgpIT>

-----

**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).**

-----



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](mailto:hennes@crisiscommunications.com).



### Administrivia

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

**SUBSCRIBE/REMOVE:** A subscription to our Crisis Comm & Media Relations E-Newsletter is free. To subscribe, please send an email to [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com) with the word SUBSCRIBE in the body of the email. To leave our list, put the word REMOVE in the body of the email.

**COPYRIGHT:** Unless otherwise noted, Hennes Paynter Communications LLC owns the material contained in this newsletter. However, we don't own the copyright for most of the articles we reprint or link to nor do we have permission to grant secondary reprint rights to you. Should you want to reprint any copyrighted material, we suggest you contact the author directly.

**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.

**LEGALESE:** This e-newsletter is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sent with the understanding that Bruce Hennes, Barbara Paynter, Hennes Paynter Communications LLC, the authors or individuals quoted above are not engaged in rendering legal or other professional service. If legal advice or other expert assistance is required, the services of a competent professional person should be sought.

**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).

### WARREN BUFFET'S 4-STEP CRISIS COMM STRATEGY:

- Get it right.
- Get it fast.
- Get it out.
- Get it over.

© Hennes Paynter Communications 2010



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

**A crisis communications specialist.**



2841 Berkshire Road  
Cleveland, Ohio 44118

216-321-7774

<http://www.crisiscommunications.com>