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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

## March 1, 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.

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### [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>

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## 1. Tiger Woods – Crisis Comm Lessons

Since making apologies on live television to an audience composed of friends and employees and without questions from the press, our informal survey shows that 1/3 of our colleagues believe his speech made things worse; 1/3 thought he was terrific; and 1/3 firmly believe this is all celebrity nonsense and that nothing matters except his prowess on the golf course. “Eloquent,” “pathetic” and “conveyed sincerity” are just a few adjectives we’ve heard and read.

Barb Paynter, who heads up the Crisis Comm SWAT Team at Hennes Paynter Communications, talked Tiger to WKYC-TV’s Jeff Maynor. <http://bit.ly/9TPfnv>

From Brian Tucker, publisher of Crain’s Cleveland Business. <http://bit.ly/9bAqhA>

From the “made things worse” camp, this writer asks, “Hey, Tiger, was that a press conference or a hostage video?” PR Junkie <http://bit.ly/aicizV>

Here, five media experts dissect Tiger’s performance from all sides. Bulldog Reporter <http://bit.ly/9E3dLi>

Perhaps one of the more thoughtful comments came to us from an attorney friend, Tom, who stopped us cold in our tracks by focusing completely on Tiger’s words alone. Was this a genuine and (very) public embrace of the 12-step approach, nothing more and nothing less? A few days after hearing from Tom, the New York Times seems to agree. <http://nyti.ms/ao9866> (free registration may be required)

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## 2. Toyota – Honor, Humility & Pain

“It’s already ugly, and it may grow uglier,” says Jon Harmon, who managed communications in the Ford-Firestone crisis. Bulldog Reporter <http://bit.ly/a7JJuq>

Here are five top tips for crisis management. PRWeek United Kingdom <http://bit.ly/cHJSco>

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## 3. The Winter Olympics – Crisis & Communications

Let us not forget Tonya Harding, as we look at The Ten Worst Winter Olympics PR Disasters of All Time. Business Insider <http://bit.ly/bBx7ny>

On a much more uplifting note, here’s our nomination for the best Winter Olympics TV ad. <http://bit.ly/anqELt>

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## 4. This Lawsuit is Without Merit...

If you’ve attended one of our seminars, you know we preach never, ever say the words, “no comment.” Even if you can’t comment. We don’t think “legal clichés” work, either. In The Court of Public Opinion <http://bit.ly/deOoyf>

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## 5. Cleveland International Film Festival



**Hennes Paynter is a proud sponsor of the 34th Cleveland International Film Festival, running March 18-28 at Tower City in downtown Cleveland. As a sponsor, we are able to offer readers of our Crisis Comm E-Newsletter the same discount on film tickets we offer our employees and associates: \$2.00 off every ticket you purchase. NOTE: Tickets go on sale to the general public on March 5 at 11:00 a.m.**

Online: Use the code "CRISIS" (without the quotes) when purchasing tickets at [www.clevelandfilm.org](http://www.clevelandfilm.org) (available 24 hours a day). Phone: Use the code "CRISIS" when calling the Cleveland International Festival Store at 877-304-FILM (3456). Store: Use the code "CRISIS" at the Cleveland International Film Festival Store in the lobby of Tower City Cinemas.

Ticket prices (before your Hennes Paynter Comm's discount): \$10 Cleveland International Film Festival Members; \$12 Non-members; \$10 Students and Seniors (day of show only)

Advance tickets are available at the Cleveland International Film Festival Store in the lobby of Tower City Cinemas (230 W Huron Rd. in Cleveland). Store hours between March 5 and 18 are as follows: Monday - Saturday, 11 a.m. - 7 p.m., and Sunday, 12 p.m. - 5 p.m. Store hours between March 19 and March 27 are as follows: 8:30 a.m. - 9:30 p.m. daily. Store hours on March 28 are as follows: 8:30 a.m. - 7 p.m. "Day of Show" tickets are available at the Tower City Cinemas Box Office.

Visit [www.clevelandfilm.org](http://www.clevelandfilm.org) for Film Festival program updates and comprehensive information about the 34th Cleveland International Film Festival. And don't forget - there is no charge for parking (when available) in the Tower City Center Self-Parking Garage and Tower City Amphitheater Parking at Riverview (off Canal Road), but you must have your parking ticket validated in the Tower City Cinemas lobby.





As part of the Film Festival, we are co-sponsoring a special screening of **HIPSTERS** at the Cedar-Lee Theater on March 24. We'll start off the afternoon with a ticket holders-only party and complimentary appetizers at [Nighttown](#) at 5:00; we'll run over to the Cedar-Lee for the 7:15 screening; then it's back to Nighttown for jazz and special drink and menu prices. You will find complete information about the before and after parties at Nighttown here: <http://bit.ly/aDyOei>

HIPSTERS is an award-winning candy-colored musical set in the drab Soviet Union of the 1950's. More political than "Hairspray" and way cooler than "High School Musical," it inspired a wave of Hipster parties across Russia. For full information about the film, click here: <http://bit.ly/hpciff>

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## 6. Roger Ebert – Two Thumbs Up

For many of us, the phrase “two thumbs up” immediately conjures up two guys sitting in the front row balcony of a movie theater talking about movies. From 1986 to 1999, Gene Siskel (thin) and Roger Ebert (not-thin) offered movie criticism to television viewers. From Wikipedia: “Siskel and Ebert often had notably divergent tastes, and as a result, heated arguments and spats added to the series' popularity. Many viewers considered such "fights" to be the highlight of the program.” Gene Siskel passed away somewhat suddenly in 1999, but Roger Ebert, who previously won the Pulitzer Prize for Criticism, carried on with a succession of guest critics.

Today, Roger Ebert is syndicated in more than 200 newspapers around the country. What's not as well known is the fact he suffered post-surgical complications in 2006 related to thyroid cancer which left him unable to speak.

From time to time, the Hennes Paynter Crisis Comm & Media Relations E-Newsletter brings its readers an example of stellar writing. As soon as we read these opening lines, we knew we had to bring this to you:

**“It has been nearly four years since Roger Ebert lost his lower jaw and his ability to speak. Now television's most famous movie critic is rarely seen and never heard, but his words have never stopped.”**

**-- Chris Jones, Esquire Magazine**

You can read the full article here: <http://bit.ly/caegbd> And here, you can read Roger Ebert's response, written for his blog: <http://bit.ly/cxKcqP>



**Roger Ebert**

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**7. If You've Never Been To Cleveland...**

Then you'll be amazed by this video. <http://bit.ly/aKFMfW>

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**Are Computer Problems Creating a Communications Crisis?**

If you're reading this e-newsletter, you're probably like us in that you do much of your communicating online.

But when you 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?

Like many of you, we're busy running our business and serving clients. We don't have time to figure out computer problems or wait on the phone for tech support, so 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. For more info about Ben, click here: <http://bit.ly/9esYh3>

We share this "plug" for Bruce's son because it's often difficult to find someone who will come to your home or office to work on a single computer.

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**8. Charlie Hume, Joe Rossi & Mrs. Pynchon**

Billie Ross, Art Donovan and Animal, too.

If these names mean anything to you, you'll appreciate "Lou & Me" from the Columbia Journalism Review: <http://bit.ly/anzxsn>

And if you're a real fan, here, for you, 3 seasons and 68 episodes, free of charge: <http://bit.ly/9s4kZ2>





A few members of the cast of Lou Grant got together at a Hollywood collector's show in 2008 for what was probably their last reunion. More info here: <http://bit.ly/d03LO6>

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**9. How NPR Is Using Twitter & Facebook re: Earthquake Coverage**

NPR has always been ahead of the curve when it comes to using social media to do great reporting. So when we saw that they'd created a Twitter list of people tweeting from Haiti, we wanted to know: How'd you figure out those folks were legit? Baynewser <http://bit.ly/aF93Xc>

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**10. Silent Bob No More**

Kevin Smith may play the character of Silent Bob in most of the films he produced, but he has been far from silent on Twitter, ripping into Southwest Airlines for an incident in which he was asked to leave an airplane for being too heavy. Webnewser <http://bit.ly/bYOB4I>



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Is [Hennes Paynter Communications](#) in your speed dial ?  
You can reach us at 216-321-7774.

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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: This seminar has been approved numerous times in the past for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General. This year,

however, only crime victim-related courses are eligible for reimbursement.

**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)

**3/25/10 Cleveland Rotary Club**

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)

**4/16/10 Public Relations Society of America – Akron Chapter**

YouToo Social Media Conference at Kent State University

Using Social Media in Crisis Communications

<http://www.akronprsa.org/events/events.asp?id=286>

**4/22/10 Mahoning Valley Safety Council**

How the Media Manipulate the News (1 hour)

**4/27/10 Columbiana County Board of Health**

Managing the Media + Extreme Crisis Communications (4 hours)

NOTE: This seminar has been approved numerous times in the past for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General. This year, however, only crime victim-related courses are eligible for reimbursement.

<http://bit.ly/c5SWFT>

**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://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. 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://bit.ly/aJpZqR>

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

**F. Dan Hanson at GreatLakesGeek.com, interviews Bruce Hennes.** <http://bit.ly/dw4veX>

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

**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://bit.ly/dfQnIW> 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. [www.bepinstitute.com/](http://www.bepinstitute.com/)

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

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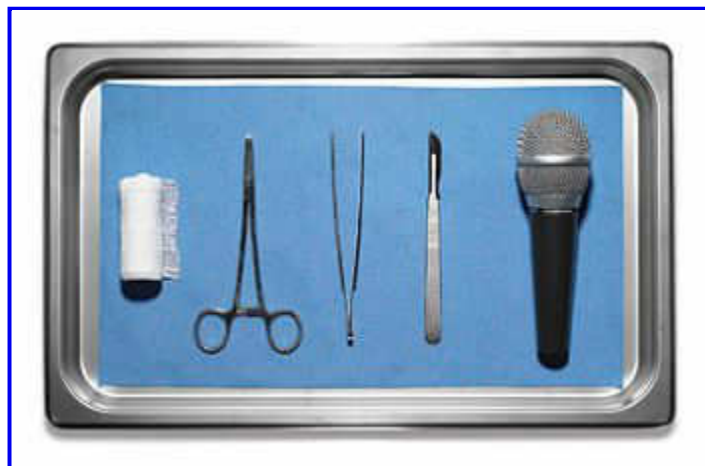
**FORMAT:** There are still many browsers and email programs that are not state-of-the-art and subsequently cannot automatically "read" HTML (the coding used to design web pages). Therefore, this newsletter is designed simply, omitting most graphics, and can be read by virtually any email program.

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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).

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



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