

If you can't see any images below, please set your email program to "show all images" when receiving this e-newsletter. Click [here](#) to see this newsletter in your web browser.



[www.crisiscommunications.com](http://www.crisiscommunications.com)

## Crisis Comm & Media Relations E-Newsletter

April 15, 2011

**Bruce M. Hennes** [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com) [LinkedIn](#)  
**Barbara Paynter, APR** [paynter@crisiscommunications.com](mailto:paynter@crisiscommunications.com) [LinkedIn](#)

Our regular office number is 216-321-7774. However, if your situation is DEFCON 4 (critical and extraordinarily time-sensitive), call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771. If necessary, leave a voicemail and we'll get back to you within 30 minutes.



MSNBC & Hennes Paynter Communications

### Parents of Topsy Toddler Sue Applebee's Over Drink Mixup

The parents of the Michigan toddler accidentally served alcohol at an Applebee's restaurant last week filed suit against the company, saying its employees have made similar mistakes with other children. For the MSNBC story, click [here](#). For Applebee's side of the story, click [here](#).

**From Barb Paynter at Hennes Paynter Communications:** If you're a regular reader of this e-newsletter, you know the simple words, "We're sorry" can be a powerful tool in minimizing the damage caused by a crisis. So we applaud Applebee's for the first part of its [statement](#) after a toddler apparently was served an alcoholic beverage instead of apple juice at an Applebee's restaurants. Applebee's issued a public apology and "accepted responsibility for serving the toddler the wrong beverage." They went on to say, "We've changed our procedures by switching to pouring apple juice only from single-serve containers served at the table." So far so good.

If only they had stopped there! Instead, they felt a need to highlight "discrepancies" about the amount of alcohol in the child's drink. They quoted reports in the local newspaper of a police officer saying he didn't believe claims about the child's blood alcohol level. In essence, their statement said, "Hey, we don't think it was as bad as all that." What they should have said was that, while there are discrepancies about exactly what happened, "serving ANY amount of alcohol to a child is unacceptable and we will do everything we can to make sure it never happens again."

You can't lessen outrage by minimizing a problem. Leave arguments over the details for the Court of Law. In the Court of Public Opinion, what matters is that you show concern and don't sound like you're making excuses. Your customers want to know that you take the matter seriously and will do everything you can to make sure it doesn't happen again.



Bulldog Reporter

## Has Charlie Sheen's Shooting Star Finally Fizzled?

Years ago, the great **P.T. Barnum** once said, "I don't care what they say about me as long as they spell my name right." But even he might have reconsidered that perspective if he had seen the kind of meteoric fall in public opinion **Charlie Sheen** has experienced of late.

[READ MORE](#)



Hennes Paynter Communications

## Hennes Paynter Co-Sponsors Criminal Law & The Media Program

### First-Ever Cleveland Metropolitan Bar Association & Press Club of Cleveland Program

**Tuesday, May 17, 2011**

Nighttown, 12387 Cedar Road, Cleveland Heights, Ohio

5:30 p.m. Cocktails (cash bar) 6:30 p.m. Dinner

7:30 - 9:00 p.m. CLE Presentation

Opening Remarks: **Steve Dettelbach**, U.S. Attorney

Closing Remarks: **Darrell Clay, Esq.**, Walter & Haverfield LLP

Moderator: **Michael O'Mara, Esq.**, Hennes Paynter Communications

Seminar Chair: **Bruce Hennes**, Hennes Paynter Communications

#### Panel

**Carole Rendon, Esq.**, U.S. Attorney's Office

**Sherri Bevan Walsh, Esq.**, Summit County Prosecutor

**Debra Adams Simmons**, Plain Dealer Editor

**Niki Schwartz, Esq.**, Schwartz, Downey & Co., LPA

**Ian Friedman, Esq.**, Ian N. Friedman & Associates

**Dennis Terez, Esq.**, Public Defender's Office

**Rufus Sims, Esq.**, Rufus Sims & Associates

**Dan Salamone**, WOIO-TV19 News Director

**Timothy McMonagle**, Retired Judge, Cuy. Cty. Court of Common Pleas

At the intersection of criminal law and the media, the idea for this program evolves from the belief that most law/media programs involve representatives of each profession arguing the issues that divide us, as though it were an exercise in attempting to persuade third parties to see it their way. Instead, we envision a dialogue between representatives of the two professions, as well as with the audience, in which each share pet peeves about the other, developing understanding about how each side can behave differently to avoid or ameliorate problems and work together to better each do their jobs.

This is the first time the Cleveland Metropolitan Bar Association and The Press Club of Cleveland have ever done a joint program. Lawyers, non-lawyers, those with an interest in the media, spouses and

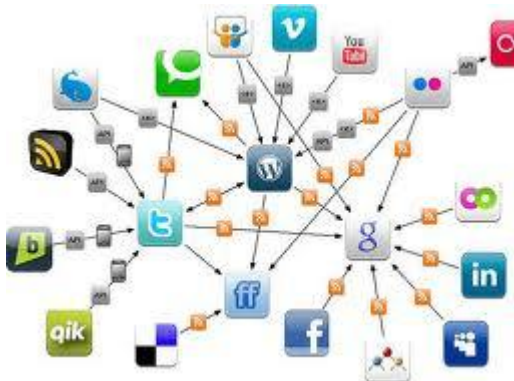
friends are invited to join us for this special dinner and program event to be held at [Nighttown](#), which is also the home of The Press Club of Cleveland's [Journalism Hall of Fame](#).

**For full CLE and registration information, [click here](#).** We are expecting a sell-out, so do consider early registration.

Speaking of **Nighttown**, thanks to Robin Swoboda and the WKYC-TV3 News Team for their "love letter" to the fabled restaurant and jazz club. [CLICK HERE](#) for the video.

[Hennes Paynter Communications](#) is the only agency in Ohio focused exclusively on crisis communications - and one of the few in the U.S. with that singular focus. Contact us at 216-321-7774.

Hennes Paynter is proud to support [WCPN-FM](#), Cleveland's National Public Radio affiliate. If you hear one of our underwriting spots, drop us a line, would you?



New York Times

## How to Fix (or Kill) Web Data About You

As more of our social lives, shopping sprees and dating misadventures take place online, we leave behind, purposely or not, a growing supply of personal information. Marketers, employers, suitors and even thieves and stalkers are piecing together mosaics of who

we are. Even when it is accurate, it may not present a pretty picture.

[READ MORE](#)

More on this subject: [Erasing the Digital Past](#) & [The Trouble with ICorrect](#)

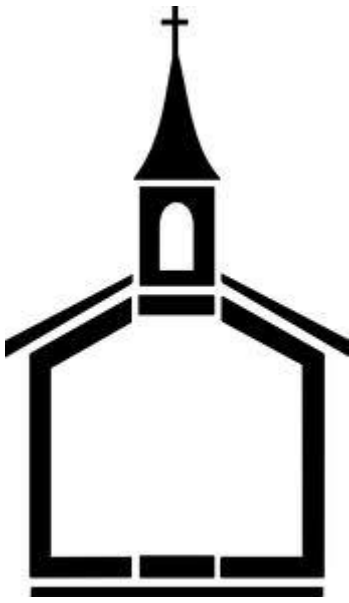


CommPR.biz

## When Is It the Right Strategy to Fight Back in Public?

Traditionally, companies have resisted the idea of joining the public fight; choosing instead to maintain a low profile out of fear of exacerbating the situation, or hoping to prevail in the court of law. They believe that they must adhere to Marquess of Queensbury rules, even while their opponents steal from the WWE playbook. But faced with the prospect of a public flogging at the hands of the media, trial lawyers and/or publicity-seeking

politicians, more and more companies are rethinking that approach. [READ MORE](#)



Peter Sandman

## **The Catholic Church's Pedophilia Scandal: Contrition, Dilemma-Sharing & Accountability.**

Child molesting is a huge outrage, among the hugest. When the molester is a priest, an agent of God entrusted with children's moral and spiritual well-being, the outrage is exacerbated. When the Church has turned a blind eye for decades, the outrage is exacerbated further.

And when Church officials emphasize that other institutions also have a child molesting problem, and complain that it is unfair to single out the Catholic Church for criticism, they are, as you say, unwisely focusing on the hazard instead of the outrage. "Everybody does it" is never an effective defense; it's not a defense a priest would accept from a misbehaving parishioner or child. But that's not the point. The point is that "defense"

isn't what you do when people are rightly outraged at you. You apologize.

[READ MORE](#)



Phil Stella's Audience-Centricity Presentation Tips

## **Taking the Pain Out of Sales Presentations**

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about taking the pain out of sales presentations. Read it [here](#). To read "The Best of Phil Stella" and all of his presentation tips, click [here](#).

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.

*Photo Credit: Michelle Meiklejohn*



Curated by Hennes Paynter Communications

## **Short Takes**

[Congressman Dennis Kucinich Jumps the Shark](#) The Daily Show

[How to Pitch a Blogger](#) Ragan's PRDaily

[Founder of "Tiger Beat Magazine" Dies](#) New York Times

[Japan Crisis Showcases Social Media's Muscle](#) USA Today

[How to Create Time-Lapse Video of a Website](#) 10,000 Words

[Losing It on CBS' 60 Minutes - The Great "Walk-Offs"](#) 60 Minutes Overtime

[5 Ways News Organizations Respond to "Unpublishing" Requests](#) The Poynter Institute

[Clients & Phone Interviews - Should You Be On the Call?](#) PR Breakfast Club

[Beckham Says Trick Shots in Pepsi Video Are Legit](#) Toronto Star

[Put Your Best Foot Forward During a Skype Interview](#) Corporette



Hennes Paynter Communications

## Check Out Bruce & Barb's Schedule

**4/28/11 Eastern Stark County Safety Council** (1 hour)

**5/4/11 Senior Service Network of Stark County** (1 hour)

**5/9/11 Canton City Health Department (Session #1: 4.5 hours; Session #2: 2 hours)**

[Managing the Media: Crisis Communications , Media Relations Social Media](#)

**Co-Sponsors: Stark County Emergency Health Care Planning Committee, Stark County Emergency Management Agency, Canton Regional Chamber of Commerce, Kent State University at Stark**

This seminar includes 1 hour of "Extreme Crisis Communications" (i.e. communicating during times of extraordinary threats to life and limb) plus 2 additional hours (optional) on the use of social media during a crisis. This seminar has been approved for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

**5/11/11 American Marketing Association** (1 hour)

**5/12/11 Crossroads Hospice Conference** (1 hour)

**5/12/11 28th Annual Metro Life Flight Critical Care Symposium** (1 hour)

[Communicating in a Challenging Media Environment](#)

**6/1/11 Mahoning County Board of Health (4.5 hours)**

[Managing the Media: Crisis Communications & Media Relations](#)

**Co-Sponsor: Youngstown State University Police Department**

This seminar includes 1 hour of "Extreme Crisis Communications" (i.e. communicating during times of extraordinary threats to life and limb). This seminar has been approved for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

**7/18/11 Holmes County Board of Health (4.5 hours)**

**Managing the Media: Crisis Communications & Media Relations**

**Co-Sponsors: TBA**

This seminar includes 1 hour of "Extreme Crisis Communications" (i.e. communicating during times of extraordinary threats to life and limb). This seminar has been approved for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

**9/20/11 Wean Nonprofit Summit** (1 hour)

Crisis Communications for Nonprofits

**10/19/11 Lorain 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.

## Did Someone Forward This E-Newsletter To You?

Don't miss a single issue. To get your own subscription, simply send your name, email and a few words about who you are and what you do to [info@crisiscommunications.com](mailto:info@crisiscommunications.com).



## Need a Presenter for Your Next Meeting or Conference?

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. Don't just take our word for it. [See what other people say about our seminars.](#)



## Managing the Media: Lawyers & The Press CLE

In today's world of high-profile litigation, 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 requires a different skill set; 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 attorneys, as well as prospects for new business. Call us at 216-321-7774 to discuss particulars.



## Media Training & Coaching

**Your organization 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? Will your messages survive the editing booth? Do you know where to put your hands? What to wear? 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 – do you have the necessary skill set to “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 through media training, working with a media coach to learn how to handle adversarial situations with journalists and stakeholders. Perhaps it's time for you to learn this specialized set of survival skills?

We also offer spokesperson & presentation training and coaching, designed to improve your daily interactions with colleagues, employees, investors, journalists and other outside parties.

Call Bruce Hennes 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.



## Our Permanent Collection of Links & Tips

If you're a new subscriber to this e-newsletter, our [carefully-selected list](#) of links and tips will help you prepare for, and respond to, crisis situations.



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



### Administrivia

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

**LINKS:** All of the links above include "icptrack." This is placed by iContact, the service we use to design and send out this e-newsletter. In this manner, we do receive "web analytic" information aggregating information about how our readers use this e-newsletter. We will not share this information with anyone. Promise.

**SUBSCRIBE/REMOVE:** A subscription to our Crisis Comm & Media Relations E-Newsletter is free. To subscribe, please follow the instructions below or simply send your name, email and a few words about yourself to [info@crisiscommunications.com](mailto:info@crisiscommunications.com)

**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.

**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 Hennes Paynter Communications LLC, our employees, contractors, the authors or individuals quoted above are not engaged in rendering legal service or advice. If legal advice is required, the services of a competent attorney 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 2011

This message was sent to hennes@crisiscommunications.com from:

Bruce Hennes | 2841 Berkshire Road | Cleveland, Ohio 44118

[Manage Your Subscription](#) | [Send To a Friend](#)

Email Marketing by  
**iContact**   
try it free