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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

August 1, 2011

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Our regular office number is 216-321-7774.
However, if your situation is DEFCON 4 (critical and **extraordinarily** time-sensitive), please 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.

For those of you keeping track, our last issue was dated June 15, 2011.



Forbes, Law.com, HolmesReport.com, Government Computer News, Politico.com

Rupert Murdoch, News Corp and the Corleone Family

Since our last Crisis Comm E-Newsletter six weeks ago, allegations that reporters, editors and freelancers working for Rupert Murdoch-owned newspapers in Great Britain have engaged in illegal voicemail access and cell phone eavesdropping have taken on Shakespearean proportions. From the closure of Murdoch's News of the World newspaper, a suicide and a variety of resignations to the stunningly unconvincing testimony of Murdoch father and son before a committee of Parliament, seasoned observers of the scene believe this situation has a very good chance of "jumping the pond" and bringing to light a similar situation amongst Murdoch-owned companies in the U.S. Already, the FBI is looking into U.S.-based allegations. For a complete list of companies owned by News Corp across the globe, click [here](#). It's a complicated story, but well worth trying to get your arms around.

As usual, we've read hundreds of articles on the subject and curated just the best for your reading pleasure. Up first, crisis comm's expert Richard Levick writes in Forbes about Rupert Murdoch's lack of contrition and makes reference to News Corp's board, "hitherto so supine that governance expert Nell Minow has given it an 'F' rating for the last six years 'only because there is no lower grade.'" [READ MORE](#)

[What Sensational Media Cases Teach Us About Proper PR Response](#) Law.com

[The Murdochs Take a Pie for the Team](#) Law.com

["It's the christening scene from 'The Godfather.'"](#) Politico.com

[News Corp, Like the Corleone Family, Has a Lot of Buffers](#) HolmesReport.com

[Hacks Behind UK Phone Scandal Easy as 1, 2, 3](#) Government Computer News

[News of the World Staff Roast Their CEO in Final Crossword Puzzle](#) Ragan's PR Daily

For the last word, let's go to [The New Yorker](#) to tell us all what it really means.



The Poynter Institute

Memo from 1970: A Plan for Putting the GOP on TV News

Writer John Cook found "a remarkable document buried deep within the Richard Nixon Presidential Library" that addresses how to circumvent the "prejudices of network news" and deliver "pro-administration" stories to heartland television viewers.

The memo - called, simply enough, "A Plan For Putting the GOP on TV News" - is included in a 318-page cache of documents detailing [Roger] Ailes' work for both the Nixon and George H.W. Bush administrations obtained from the Nixon and Bush presidential libraries. [READ MORE](#)



Ready.gov & FEMA

September is National Preparedness Month

Eighth Annual National Preparedness Month in September: "A Time to Remember. A Time to Prepare," Encourages Americans to Take Simple Steps to Prepare for Emergencies

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

The Federal Emergency Management Agency's (FEMA) Ready Campaign, in partnership with Citizen Corps and the Ad Council, recently announced the launch of new web tools that will make it easier for individuals and organizations throughout the nation to join the 2011 National Preparedness Month (NPM) coalition and pledge their support to help prepare their families, businesses and communities for emergencies of all kinds.

The eighth annual NPM will kickoff this September, using the slogan: "A Time to Remember. A Time to Prepare." The campaign seeks to transform awareness into action by encouraging all Americans to take the necessary steps to ensure that their homes, workplaces and communities are prepared for disasters and emergencies of all kinds.

"As we move forward with planning for this year's events and activities, we also recognize that this September marks the ten year anniversary of the 9/11 terrorist attacks," said FEMA Administrator Craig Fugate. "By doing what we can to ensure that our communities, and our nation, are prepared to respond and recover from all types of disasters and hazards, we honor the memory of those who were lost that day."

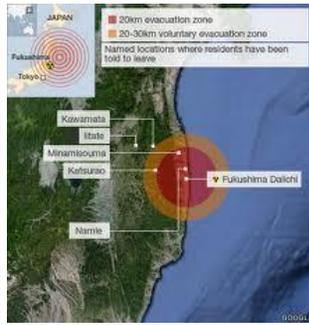
Individuals and groups can now register to become NPM coalition members by visiting <http://community.fema.gov>. Once registered, members have access to a toolkit that includes suggestions for activities and events, templates, articles, banners and customizable materials. Coalition members also have access to an events calendar allowing them to post and promote preparedness events, share success stories, and participate in national and regional discussion forums to engage with fellow coalition members and FEMA representatives.

By hosting events, promoting volunteer programs and sharing emergency preparedness information, coalition members can help ensure that their communities are prepared for emergencies. Becoming a coalition member is easy and free, so register now to get started. Nearly 2,000 coalition members have already joined this year's campaign.

While NPM is held each September, FEMA's Ready Campaign promotes individual emergency preparedness at home, in the workplace, and throughout America's communities throughout the year. Ready is a national campaign, designed to educate and empower Americans to prepare for

and respond to all types of emergencies, including natural disasters and potential terrorist attacks.

The Ready Campaign's websites (ready.gov and listo.gov) and toll-free numbers (1-800-BE-READY and 1-888-SE-LISTO) provide free emergency preparedness information and resources available in English and Spanish.



World Future Society

Crisis Comm's Expert Peter Sandman on the Fukushima Daiichi Nuclear Meltdown in Japan

If you work for a government agency or are an elected official and one day it may fall to you to talk about situations that could alarm or scare the public, you need to know the name [Peter Sandman](#), a man who is head and shoulders over all of us who teach or practice what's called

"risk communications."

In this interview, Sandman talks about the Japanese government's failure to speculate publicly about what-if scenarios it was certainly considering privately. Says Sandman, "Every crisis raises three key questions: What happened - and what are you doing to respond to it, and what should we (the public) do? What's likely to happen next - and what are you doing to prepare for it, and what should we do? What's not so likely but possible and scary, your credible worst case scenario - and what are you doing to prevent it (and prepare for it in case prevention fails), and what should we do? [READ MORE](#)



Forbes

A Digital Crisis is Coming Your Way. Are You Ready?

Burson-Marsteller, the global public relations firm, has just released a study surveying corporate perceptions of the state of crisis communications in the age of social and digital media. It amounts to a wake-up call for business leaders who defend reputations and brand equity in today's digitally connected marketplace.

The survey canvassed more than 800 business leaders across the world. An overwhelming majority of them said they believe their company is less than 12 months away from as potential "bet the company" crisis moment. Most of them believe that that crisis will arise from within the online space. Corporate leaders in nearly every industry, regardless of size or geography, acknowledge that the dark clouds of impending digitally fueled crises are gathering. They also believe they know with some certainty how soon a crisis will occur-within the next year.

Yet, despite that conviction, most are still totally unprepared to manage and emerge successfully from crises fueled by a digitally powered news cycle. Nearly half of those surveyed said they lack even a basic form of effective online reputation monitoring. Not only are they not prepared, they don't even have the most rudimentary tools to know if their reputations are under assault.

You have three choices: 1. Continue to keep your head placed firmly in the sand; 2. Read this article and take the steps outlined to protect your organization; 3. Call [Hennes Paynter Communications](#) before the crisis hits. [READ MORE](#)

Hennes Paynter Communications

News From Hennes Paynter

Bruce M. Hennes was recently honored as **Communicator of the Year** by the International

Association of Business Communicators (IABC). This award is presented annually by IABC's Cleveland Chapter to recognize a practitioner who demonstrates excellence in communications. For full details, click [here](#).



We are pleased to announce that Bruce Hennes has been reappointed for a third consecutive term to the Executive Committee of the [Cleveland Metropolitan Bar Association](#).



Barbara Paynter continues to serve the [Federal Bar Association - Northern Ohio District Chapter](#) as a member of that board.

[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications. 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?



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The Poynter Institute

How to Get Haters Off Your Website

Tired of the cesspool of racist, sexist, misogynistic and downright idiotic comments on blogs hosted by online communities, media outlets and other organizations? There ARE steps that can be taken by the hosting organizations. Feel free to pass these along. [READ MORE](#)

We found the definitions and policies regarding civility (and incivility) on Wikipedia to be of particular interest. We thought you might, too. [READ MORE](#)



Business Wired

Best Practices for Presenting Quotes in Press Releases

If you have a story to tell, eventually you're likely to tell that story to a reporter or editor in the form of a news release. Here are some important rules regarding the use of quotes.

[READ MORE](#)



Phil Stella's Audience-Centricity Presentation Tips

LinkedIn

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about LinkedIn [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



The Poynter Institute, TV Newser,

Happy Anniversary to Jon Stewart, The Today Show & NBC

The longest-running show on Comedy Central debuted July 21, 1996, 15 years ago this week. Jon Stewart became host of "The Daily Show" in 1999 and has been commenting on the media ever since. Stewart, who has often been compared to broadcast news icon Edward R. Murrow, insists he is not a journalist but holds accountable those who are. Stewart and his staff are serious about media criticism, as they told Mallery Tenore in 2009. Here are highlights of the show's media criticism through the years. [READ MORE](#)

Six months from now, NBC's "Today" will celebrate its 60th anniversary. In preparation for the event, the program recently aired a segment looking back at 60 years of breaking-and-making-news on the storied morning program. From segregation in schools to Watergate, the Space Shuttle Challenger to 9/11, it is all here. (NOTE: After you click on the PLAY button, be sure to

mouse over the bottom of the video, then click on OPTIONS and FULL-SCREEN).

[READ MORE](#)

On a similar note, we don't have words to describe the treasure trove of video and audio clips now available on the web from NBC News, NBC Sports, Telemundo, NBC Radio, The Weather Channel and Universal Studios. Spanning over 70 years and available with a click of the mouse, the NBCUniversal Archives are simply staggering. Check out the main search page, along with a reel of highlights [here](#).



Curated by Hennes Paynter Communications

Short Takes

[Headless Body in Topless Bar](#) New York Post
[NFL Lockout & Field of Dreams](#) SportsNewser
[Tom Hanks Dances en Espanol](#) TVNewser
[The Power of Metaphors](#) Psychology Today

[Catastrophic Weather for Gondor, Rohan, Rivendell, Helm's Deep](#) Continuity Insights
[13 Ads That Made McDonalds An American Icon](#) Business Insider



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

8/9/11 Bowling Green State University (4.50 hours)

Managing the Media: Crisis Communications + Extreme Crisis Communications

Government, business, safety, health, education, other officials and community leaders will receive practical instruction about how to "Manage the Media" in order to handle everything from good news to bad news in a crisis.

This seminar also includes "Extreme Crisis Communications" (i.e. how to communicate during extreme and extraordinary situations where there are threats to life & limb), as well as a session dedicated to the use of social media during a crisis. This is the single best, most comprehensive "crisis" seminar we offer to the public.

This seminar has been approved for four (4) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General.

For full registration information, click [here](#).

8/30/11 MTD Safety Conference (1.75 hours)

Crisis Communications

9/12/11 Mansfield/Ontario/Richland County Health Department (6.5 hours)

Managing the Media: Crisis Communications + Extreme Crisis Communications + Social Media During Crisis Situations

Co-Sponsors: Ohio State - Mansfield North, Central State College, Richland County Emergency Management Agency, Leadership Unlimited Members, Country Inn & Suites by Carlson

Government, business, safety, health, education, other officials and community leaders will receive practical instruction about how to "Manage the Media" in order to handle everything from

good news to bad news in a crisis.

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For full registration information, click [here](#).

9/20/11 Wean Nonprofit Summit (1 hour)
Crisis Communications for Nonprofits

9/20/11 Ohio Health Department Commissioners (1.5 hours)
Crisis Communications

10/6/11 Knox County Board of Developmental Disabilities (4.5 hours)
Managing the Media: Crisis Communications + Extreme Crisis Communications

Co-Sponsors: Knox County Health Department, Kenyon College, Knox Community Hospital, First Knox National Bank, Creative Foundations, Mount Vernon Nazarene University, Central Ohio Technical College

Supporters: Knox County Emergency Management Agency, American Red Cross of Knox County, The Knox County Chamber of Commerce

Government, business, safety, health, education, other officials and community leaders will receive practical instruction about how to "Manage the Media" in order to handle everything from good news to bad news in a crisis.

This seminar also includes "Extreme Crisis Communications" (i.e. how to communicate during extreme and extraordinary situations where there are threats to life & limb). This is the single best, most comprehensive "crisis" seminar we offer to the public.

This seminar has been approved for four (4) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General.

For full registration information, click [here](#).

10/14/11 Ashtabula County Safety Conference (1 hour)
Crisis Communications

10/19/11 Lorain County Safety Council (1 hour)
How the Media Manipulate the News

11/15/11 Public Relations Society of America - Cleveland Chapter (3 hours)
Crisis Communications

12/7/11 Senior Service Network of Stark County (1 hour)
How the Media Manipulate the News

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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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, Barb 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.



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 organization or reputation is threatened, you need a specialist.
A crisis communications specialist.**

HENNES  **PAYNTER**
COMMUNICATIONS

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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).

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.



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