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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

August 15, 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.



RichGeeGroup

Be a Presentation God

There are good presenters and there are bad presenters - it really comes down to a few key tips to guide any great speaker.

[READ MORE](#)

The link above includes a presentation by one of the world's best business communicators, Steve Jobs. Don't miss it.



The Press Club of Cleveland

Press Club Presents September 11 - Ten Years Later

Behind the Scenes of a Crisis

Where were you on 9-11?

Almost ten years to the day, our panel of experts will share their experiences and suggestions for the future. On **September 7, 2011**, from 9:00 a.m. - 3:00 p.m., we'll hear from:

Stephen D. Anthony, special agent-in-charge, Cleveland FBI
Rick DeChant, former assistant federal security director, TSA Screening Ops (Cleveland)
Mary-Alice Frank, CEO, American Red Cross Greater Cleveland Chapter
Janeth Hermann, intelligence research specialist, U.S. Attorney's Office, Cleveland
Mark Sniderman, senior VP and chief policy officer, Federal Reserve Bank of Cleveland
Tom Kelley, director, Lorain County Emergency Management Agency

Harold Pretel, commander, City of Cleveland Bureau of Homeland Services
Tom Roherty, air traffic control specialist, FAA, Cleveland Center (Oberlin)
Michael York, deputy general manager, Greater Cleveland Regional Transit Authority
Tom Evans, terrorism professor, John Carroll University
Leon Bibb, news anchor, WEWS TV-5
Toni Garbo, managing editor, WJW Fox-8
Michael Heaton, The Plain Dealer
Mary McCahon, Regional Transit Authority
Tom Moore, WTAM 1100 A.M.
Michael O'Mara, former WKYC-TV reporter
Evelyn Theiss, The Plain Dealer
Paul Orlousky, WOIO TV-19

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

Event Sponsors



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.



Intellectual Property Magazine

Managing Your Online Reputation

Managing your online reputation can seem a daunting task, but if it's done properly it can enhance your rapport with clients and customers, benefiting your business. [READ MORE](#)



Business Insider

Cargill Averted A PR Catastrophe With Its Handling of the Salmonella Crisis

Meat producer Cargill managed to dodge a disastrous crisis after their turkey was linked to the strain of Salmonella Heidelberg responsible for the death of one person and illness of 76 others.

Instead, the food manufacturer gets a big pat on the back for their quick response in recalling 36 million pounds of turkey in 26 states -- including New York -- for possible contamination. It was one of the biggest food recalls ever. [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](#).



[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?



Inc. Magazine

The Wrong Body Language

Whether in front of one person or a thousand, where you look, how you use your hands, how you sound and dress - all of this goes into the way others respond to you, your message, your product, your services and your brand. [READ MORE](#)



Columbia Journalism Review

Superman - The Man of Steel Has Better Things to Do Than be a Reporter

When watching Superman (1978), writer Michael Meyer was reminded of the David Carradine rant from the end of Kill Bill: Vol. 2, in which he starts off with "As you know, I'm quite keen on comic books..." and goes on to talk about how Superman is unique among superheroes because "Batman is actually Bruce Wayne. Spiderman is Peter Parker. When that character wakes up in the morning he's Peter Parker. He has to put on a costume to become Spiderman." In contrast, "When Superman wakes up in the morning, he's Superman. His alter-ego is Clark Kent."

Carradine concludes: "What Kent wears, the glasses, the business suit. That's the costume...Clark Kent is how Superman views us, and what are the characteristics of Clark Kent? He's weak, he's unsure of himself, he's a coward. Clark Kent is Superman's critique on the whole human race."

What does it mean, then, that Superman's critique of the entire human race is a journalist? [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 grammatical best practices [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



Levick Strategic Communications Bulletproof Blog

Six Ways to Engage Via Video

On June 6, Greenpeace launched a corporate campaign against toy-making giant Mattel's alleged supply-chain issues. The multi-pronged attack was mounted on Facebook and Twitter, but Greenpeace's biggest victory came from a short video that has gained more than 220,000 views in a short period of time. The video - which took a somewhat humorous approach - engaged audiences beyond Greenpeace's normal reach and encouraged new viewers to learn more about the NGO's message.

Tools for disseminating information used to be very expensive. As those costs have declined, the tools, including video platforms, have become increasingly accessible. The ROI on videos can be the highest of any kind of platform. [READ MORE](#)



Curated by Hennes Paynter Communications

Short Takes

[Worst Sentence of 2011](#) GalleyCat

[Princess Di at 50](#) Newsweek

[7 Tips to Better Phone Interviews](#) Ragan PRDaily

[Decoding Midnight in Paris](#) New York Times

[A.P. Reference Guide to Upcoming 9-11 Anniversary](#) Nieman Journalism Lab

[Head Cam View of Mountain Bike Race in Chile](#) (warning: you will gasp) YouTube

[10 Best Motivational Videos of All Time](#) Business Insider

[Thinking About Creating a Business Emergency Plan?](#) Continuity Central

[How to Deal with Haters on Your Facebook Page](#) Journalistics



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

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-Presenter: Scott Juba

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.

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](#).

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 registration information, click [here](#).

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

Crisis Communications

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

10/19/11 Lorain County Safety Council (1 hour)

How the Media Manipulate the News

10/25/11 American Association of Airport Executives Social Media Conference
Using Social Media During a Crisis

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

12/19/11 Cleveland Metropolitan Bar Association (4.5 hours)
Managing the Media: Lawyers & The Press CLE
Co-Presenters: Deborah Coleman, Esq. (Hahn Loeser) & Virginia Davidson, Esq. (Calfee)

12/20/11 Akron Bar Association (4.5 hours)
Managing the Media: Lawyers & The Press CLE Co-Presenters: Orville Reed, Esq. (Buckingham Doolittle) & Jim Burdon, Esq. (Burdon & Merlitti)
For registration information, click [here](#).

12/18/12 Akron Bar Association (4.5 hours)
Managing the Media: Lawyers & The Press CLE

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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Know someone who might benefit from this newsletter? If you just forward using your own email program's "Forward" function and your recipient thinks they're being spammed, they can click on the Opt Out link and opt YOU off the list. So use this "[Forward This E-Newsletter](#)" link, please.



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.**



www.crisiscommunications.com
216.321.7774



Administrivia

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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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WARREN BUFFET'S 4-STEP CRISIS COMM STRATEGY: Get it right. Get it fast. Get it out. Get it over.



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