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

## Crisis Comm & Media Relations E-Newsletter

August 1, 2012

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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.



New York Times, PR Daily, Law.com, Poynter & The Newseum

### Massacre in Aurora

First, our condolences to the families who lost loved ones and are now nursing the wounded. As crisis communicators, we want to offer insights for the future.

The tragedy took place at a midnight screening of the new Batman film in the Denver suburb of Aurora, Colorado last week. A masked gunman entered a crowded theater where "The Dark Knight Rises" was playing and opened fire on the moviegoers, killing 12 and wounding dozens of others. Here, we offer our two top lessons.

**Lesson #1 You no longer control the flow of information.** Just as we saw happen in the Greater Cleveland area months ago with the school shootings in Chardon, Ohio, Twitter quickly opens up a window in near-real time, full of details and names, giving members of the media the ability to contact the sender and initiate two-way communications -- even before the police control the scene. For a graphic example of that, you can read hundreds of Twitter posts from that evening and next morning [here](#).

**Lesson #2 Rapid response is critical.** "We'll call our P.R. guy" isn't a plan. There will likely be little or no time for long meetings or the careful exchange of strategies or ideas. This means if you're a medium-to-large organization, your various internal and external stakeholders and the media will expect to hear from you immediately and on an ongoing basis - and your thoughtful and prudent deliberations will quickly get you cast into the Villain role instead of Vindicator. You need an up-

to-date Crisis Communications Plan that is lean, easy-to-use, written (or at least updated) within the last few years to reflect current Best Practices (especially for social media) and a plan that has been tested, giving you reasonable assurance your Crisis Response Team will perform as necessary.

The number of deaths, the premeditation and Aurora's proximity to Littleton, Colorado brings to mind the 1999 massacre at Columbine High School. In 2000, Tim Harper wrote a piece for *The Atlantic* reporting that police in Colorado and elsewhere in the United States were changing their training and protocol for mass shootings in public places. An excerpt from that [Atlantic piece](#):

The day after Columbine, municipal officials and police chiefs across the nation asked their SWAT team leaders, "If it had happened here, what would have been the result?" They received answers similar to the one that Sergeant Jeff Adams, a longtime SWAT team leader and trainer in Peoria, gave: "The same thing would have happened here."

I'll pose a similar question to you. As the head of a college, university, hospital, business, agency, factory, nonprofit or other larger organization, if you had a mass casualty or other extreme crisis situation happen at your location, do you know what to say, where to say it, how to say it and whom to say it to, within minutes?

**Bruce Hennes**  
**Hennes Paynter Communications**

[Don't Blame the Movie, but Don't Ignore It Either](#) New York Times  
*The truth is that real violence and violent art have always been connected.*

[A Sadly Familiar Template Kicks In for the News Media](#) New York Times  
*Within a day, mass killings become a hobbyhorse for various opinionated outfits pushing their issues.*

[7 Guidelines for Responding After a Tragic Event](#) Ragan's PRDaily

[The G.C. as Chief Crisis Manager](#) Law.com

[Front Pages Mourn for Victims](#) Poynter & The Newseum



Business Emergency Planning Institute & Hennes Paynter  
Communications

**Celebrating the Averted Disaster & Proactive  
Preparation -  
2012 BEPPE Award Winners Announced**

Several Northeast Ohio-area organizations took top honors this year in the third annual **Business Emergency Planning Professional Excellence Awards**. The BEPPEs recognize organizations that have successfully mitigated a business disruption or proactively prepared to avoid or better respond to a potential disaster with effective business continuity planning.

All Northeast Ohio businesses, nonprofits and government agencies were eligible to participate. **The Business Emergency Planning Institute and Hennes Paynter Communications sponsored the awards. The 2012 BEPPE Award winners are:**

- **The Greater Cleveland Partnership** for its downtown office relocation (to make way for the Horseshoe Casino) without disruption to its member services and related activities.

After six months of planning, the seamless move came together over a single weekend - moving voice systems, servers, furniture and files, then ensuring everything was up and running so more than 100 employees could work without interruption Monday morning.

- **Stark Enterprises** for its leadership in hosting the Westshore Regional CERT's mass casualty incident full-scale exercise at its Crocker Park facility. By working in realistic surroundings, participants were able to gain the necessary experience to react better to a real-life incident.
- **Westshore Community Emergency Response Team** for its participation in the large-scale training exercise at Crocker Park and Regal Cinema. CERT teams are composed of residents who volunteer their time to train to be prepared to assist and support their community's first responders when called.
- **Cudell Improvement, Inc.** for the Safe-16 program and its security camera initiative on Madison Avenue. At the beginning of the program, Cudell brought together city, merchant and vendor resources, and saw results with a dramatic drop in crime and vastly improved perception of safety by merchants, customers and residents in the area.

"We're proud to recognize these organizations for their proactive commitment to thoughtful planning and real-life initiatives to thwart a potential disruption, whether it's natural or man-made. They serve as great examples to the entire Northeast Ohio community of how to prepare and react to any kind of disaster," said Ann M. Gynn, executive director of the [BEP Institute](#).

"Efforts to avoid or recover from all types of disasters often go unnoticed because 'nothing' happens in an averted disaster or proactive preparation. We're pleased to celebrate that 'nothing' happened with these organizations," said Bruce Hennes.

For more details, click [here](#).



International Business Times, Baptist Press, Gizmodo

## Chick-fil-A Battles PR Nightmare

Chick-fil-A faced a new public relations disaster this past week when Internet users alleged the fast food company was creating fake Facebook users to defend the company's anti-gay-marriage stance.

The fiasco started when Chick-fil-A President and Chief Operating Officer Dan Cathy told the Baptist Press that the College Park, Ga.- based company opposed same-sex marriage. He said that the company, which doesn't operate on Sundays, was "very much supportive of the family -- the biblical definition of the family unit. We are a family-owned business, a family-led business, and we are married to our first wives."

You can read Dan Cathy's full interview [here](#). Cathy's comments drew the ire of long-time customers, companies and even cities. You can read more about the controversy [here](#).

[Chick-fil-A Responds to Criticism](#) Ragan's PRDaily

Whenever someone asks why it's not okay to post anonymously or use fake IDs online, the latest development in the Chick-fil-A saga provides a perfect example to illustrate how such tactics can backfire. [Did Chick-fil-A Pretend to be a Teenage Girl on Facebook?](#)



EmergencyManagement.com

## Integrating Video Into Your Emergency and Preparedness Messages

How can you, given your measly budget, no staff, and very limited time, possibly expect to incorporate video into your public communication?

The Northwest Washington Fair in Lynden, Washington, just south of the Canadian border, is pretty well known for being an exceptionally clean, well-managed operation. It attracts about a quarter million visitors to the week-long event, which is strong on promoting agriculture. Last year, something happened that the founders couldn't have imagined over a hundred years ago: it was the scene of a gang shooting. Three were injured including innocent bystanders--none seriously. The shooter has been sentenced to 15 years in prison.

But, the Fair had a problem: how do you convince the fair goers that this won't happen again (which you can't because you don't know) or at least that you are doing all things reasonable to make certain it doesn't? How do you return to a "normal" state where fairgoers aren't looking around for someone who might be packing? [READ MORE](#)



The Atlantic

## This Cease-and-Desist Letter Should Be the Model for Every Cease-and-Desist Letter

Back in February, Patrick Wensink published a book, *Broken Piano for President*. It is a work of fiction that is also, clearly, a work of satire -- a fact made clear not only by the work's title, but also by the fact that it was published by the Lazy Fascist Press, that its Amazon description bills it as "the greatest political allegory since *Animal Farm*, written by the most fantastic-smelling author of our time," and that customers who purchased it also bought such titles as *The Emerald Burrito of Oz* and *A Town Called Suckhole*. *Broken Piano for President* may be an obvious joke, but it did one thing quite seriously: Its old-timey, straight-from-the-saloon cover art is pretty much a direct rip-off of the iconic label for Jack Daniel's Tennessee whiskey.

Jack Daniel's trademark lawyer, doing her job, realized this bit of infringement -- and also realized that the infringement was perpetrated with love, or at least with jest. So she sent Wensink what may well go down as the most polite, encouraging, and empathetic cease-and-desist letter ever to be sent in the history of lawyers and humanity. [READ MORE](#)

The Holmes Report

# SKANSKA

## Crisis Communications For Skanska

Imagine the impossible: out of the blue, with zero pre-notification, a Minister of Transportation begins to accuse one of the world's largest construction companies of bad quality work and not fulfilling contractual guarantees on the nation's most watched LIVE news program. This is exactly what happened to Skanska on Sunday March 13, 2011.

Minister Barta announced that parts of the highway that Skanska built are of poor quality, the corporation was not fulfilling their contractual obligations of repairing damage and not cooperating with the Highway Office (administrator of Czech highways, under the auspices of Transportation Ministry). As a result, Minister Barta announced that the next day he will put up

signs on some of the Czech Republic's most frequented highways stating, "Skanska built this" and "We have to repair this" in order to notify drivers who was responsible for the problems on the roads. Further the speed limit was lowered, citing "damaged roads" which only irritated drivers and delayed traffic.

Minister Barta's announcement came as a surprise to Skanska; they had in two previous occasions been the subject of his bullying, but it never resulted in publicity, and certainly not such accusations on live TV. For the record: there were no outstanding claims or meetings between Skanska and the Highway Office nor had there been any incorrect or conflict filled meetings about the highways in question. This sucker punch truly came out of the blue. [READ MORE](#)

## News From Hennes Paynter



# Hennes Paynter Crisis Communications & Media Relations E-Newsletter Now Has More Than 6322 Subscribers

Thank you for helping us reach this milestone.

follow us on  
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### From the Desk of Bruce Hennes

Well, I knocked off one of my Bucket List items last week:  
I went to the top of Terminal Tower and helped hoist a new American flag on the top.

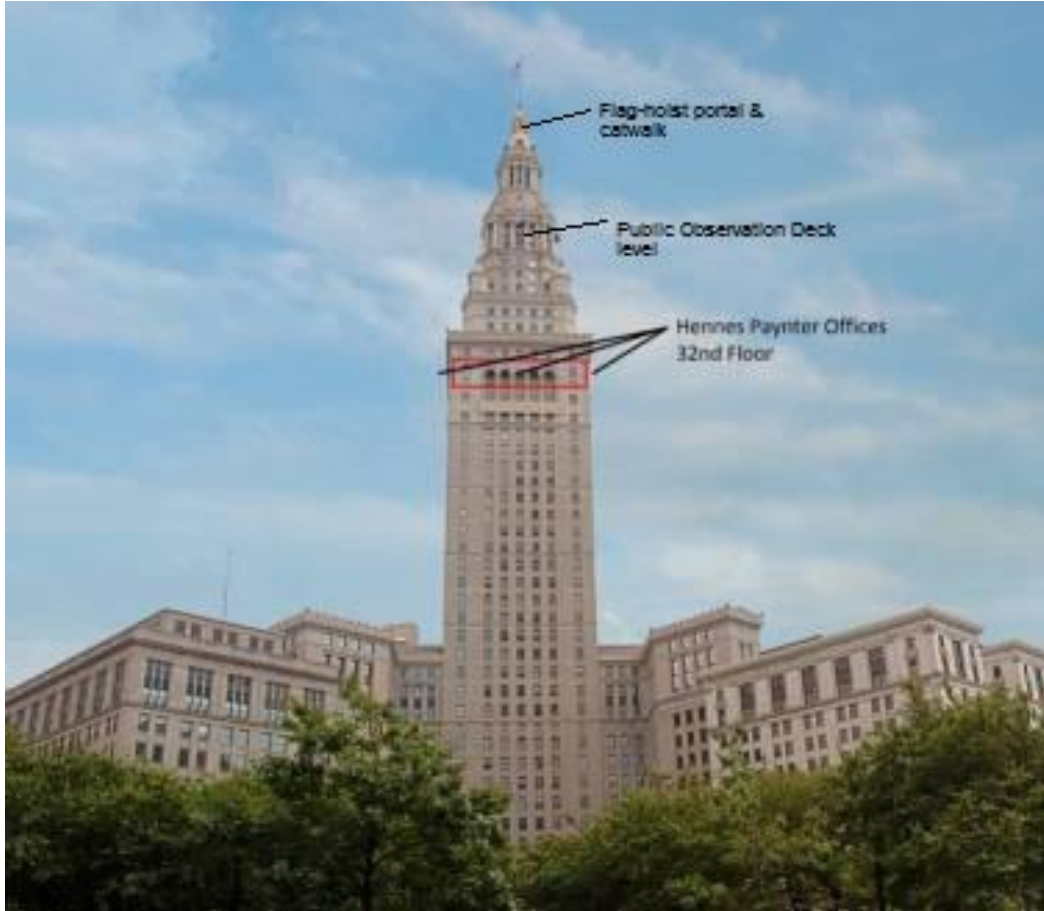
The famous Terminal Tower Observation Deck is on the 42nd floor; the small hatch leading out to the catwalk on the top-most portion of the building is on the 52nd floor. Entrance to the top-most level is gained via a door on the Observation Deck level, five flights of regular stairs and then five more flights of a tiny circular staircase, as the building tapers to the top. At the very top, you climb up a metal ladder and then out a hatch to a very narrow catwalk that goes 'round the very tip-top of the spire.

And before you go down, you get to take a magic marker and write your name and date on a metal pole, where I noted that there weren't that many names !! Indeed, a rare privilege.

Forest City Enterprises employee Chuck Long took me up there. Chuck's in charge of replacing the American flag when it becomes tattered, as if often does. It was without a shred of false modesty that Chuck told me it's not a job - it's a privilege. Chuck also hoists the Cleveland Indians flag

below the American flag on game days.

Besides the photo below, click [here](#) to see a short video of my time "high atop Cleveland."



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Hennes Paynter supports [WCPN-FM](#) and [WKSU-FM](#), respectively Cleveland and Akron's National Public Radio affiliates.



[Kai Ryssdal](#), host and senior editor of *Marketplace*, public radio's program on business and the economy, will be in Cleveland on October 1st for a live appearance at WCPN-FM.

Hennes Paynter Communications is a proud co-sponsor of that event and appearance. Please watch this space for further details.



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[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications. Contact us at 216-321-7774.



BlogCritics.org

### **What, Me Worry? At Comic-Con with MAD Magazine Editor John Ficarra**

"What is your first memory of MAD Magazine?" So began Barbara Barnett's interview with MAD Magazine Editor-in-Chief John Ficarra at last week's Comic-Con International. It wasn't her question; it was Ficarra's. Her response? Without hesitation: "Spy vs. Spy."

Ficarra and Barnett met in the comfort of the DC Comics booth and chatted about MAD's history, its famous fans, what the future holds-and a few surprises.

Those of a certain age may remember cultural icon MAD as their first real magazine subscription. And this year, the magazine of humor, satire and the "What, me worry?" attitude of Alfred E. Neuman created by "the usual gang of idiots" celebrates 60 years!

[READ MORE](#)



The Salt Lake Tribune

## Man Gets a Few Things Off His Chest Before Dying

Val Patterson, who died of throat cancer on July 10 ("my regret is that I felt invincible when young and smoked cigarettes when I knew they were bad for me"), confessed a few things just before passing at age 59:

"As it turns out, I AM the guy who stole the safe from the Motor View Drive Inn back in June, 1971. I could have left that unsaid, but I wanted to get it off my chest."

"Also, I really am NOT a PhD. What happened was that the day I went to pay off my college student loan at the U of U, the girl working there put my receipt into the wrong stack, and two weeks later, a PhD diploma came in the mail. I didn't even graduate, I only had about 3 years of college credit. In fact, I never did even learn what the letters 'PhD' even stood for."

He also left this message for amusement park folks: "To Disneyland - you can now throw away that "Banned for Life" file you have on me, I'm not a problem anymore - and SeaWorld San Diego, too, if you read this."

[READ MORE](#)



YouTube

## Coca-Cola Happiness Machine

As the World of Coca-Cola celebrated its 5th anniversary on May 24, 2012, randomly-selected visitors received moments of happiness worth celebrating. A special Coca-Cola vending machine outside the World of Coca-Cola was transformed to deliver happiness to visitors.

Look close and you'll see Bruce Hennes' son, Joe, between the 0:52 - 0:54 time marks. Talk about being in the right place at the right time !!

Watch the video [here](#).



Curated by Hennes Paynter Communications

## Short Takes

[For Olympic Committee, Marketing Is No Game](#) NPR

[Editor Shares Important Do's and Don'ts of Pitching](#) PRDaily

[5 Ways to Avoid Being Misquoted](#) Mr. Media Training

[Newspaper Prom Dresses](#) (As Awesome as They Sound) MediaBistro

[National Geographic Traveler Photo Contest 2012](#) The Atlantic

[Our Olympic Salute to the Abbey Road Live Webcam](#) Abbey Road Studios

*A wonderful time-waster, we ran this same link in Short Takes earlier this year. But with so many tourists in London right now for the Olympics, we thought we'd bring it back. Now, you'll see a near-constant stream of tourists queuing up to recreate the famous Fab Four image. A few suggestions: 1. Keep in mind the time difference; 2. Mouse-over the lower left corner of the live*



videocam screen (not your larger computer screen) and a joy-stick will pop up, allowing you to zoom and pan; 3. Mouse-over the lower-right of the webcam feed and a sound-bar will pop up, allowing you to listen in. Click [here](#) to read what you know - and don't know - about the Beatles 11th studio album.



Hennes Paynter Communications

## Upcoming Events and Seminars

Join us for one of the crisis communications presentations below or contact us to customize one for your organization

**9/6/12 NonProfit Direct: The NonProfit National Resource Director (1 hour)**  
Teleseminar: Crisis Communications for Nonprofits

**9/11/12 Sales & Marketing Executives International (1 hour)**

**10/2/12 The Center for Emergency Management & Homeland Security Policy Research, University of Akron (1.5 hours)**

**10/16/12 Medina County Safety Council (1 hour)**

**11/1/12 Business Volunteers Unlimited - Center for Nonprofit Excellence**

**11/8/12 Legal Marketing Association (1 hour)**

**12/7/12 Columbus Bar Association (3 hours)**  
Managing the Media: Lawyers & The Press CLE

**12/18/12 Akron Bar Association (4.5 hours)**  
Managing the Media: Lawyers & The Press CLE  
Co-Presenters: Orville Reed, Stark & Knoll; Jim Burdon, Burdon & Merlitti

**12/20/12 Cleveland Metropolitan Bar Association (4.5 hours)**  
Managing the Media: Lawyers & The Press CLE  
Co-Presenters: Deborah Coleman, Hahn Loeser; Virginia Davidson, Calfee

**1/11/13 Ohio Prosecuting Attorneys Association (1 hour)**

**4/16/13 Greater Cleveland 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.

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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 [where we've talked before](#) and [what other people say](#) about our seminars.

### Recent seminar sponsors include:

Maritime Attorneys of The United States  
American Great Lakes Ports Association  
Ohio County Prosecutors Association  
Licking County Safety Council  
The American Bar Association  
Cuyahoga Community College  
Bowling Green State University  
Mansfield Economic Club  
Lorain County Society for Human Resource Management  
Lakeland Community College  
Holmes County Board of Health  
Cuyahoga County Emergency Management Agency  
Cuyahoga County Police Chiefs Association  
Cuyahoga County Fire Chiefs Association  
Southern State Community College  
BVU - The Center for Nonprofit Excellence  
Ohio County Auditors Association  
Ohio Mayors Association



## 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.

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.



## Crisis/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.**



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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).

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



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