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Crisis Comm & Media Relations E-Newsletter

December 15, 2012

Now in Our 10th Year of Publication

Winner of the 2012 Gold "Rocks Award" for best newsletter from the
Public Relations Society of America - Cleveland Chapter

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Our regular office number is 216-321-7774.

However, if your situation is [DEFCON 2](#) (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.



"Evil Visited This Community..."

As this newsletter is being written, the tragedy at the elementary school in Newtown, Connecticut has just begun to unfold. Speaking as a parent of three grown children, the lump in my throat was palpable and my breath short when I first heard the news Friday afternoon. This morning, Saturday, continues to be surreal. After watching the morning news, skimming the New York Times and Wall Street Journal and learning more about the troubled shooter, the anguish of the parents (both those reunited with their children and those not) and the horror-stricken first responders, I found myself at Breakfast with Santa with my two pre-school grandchildren. Surrounded by a mass of two-, three-, and four- year-olds and their parents, no one spoke of yesterday's tragedy. There was no need to. Not then; not there. Instead, we chose to celebrate what we have rather than what we lost.

But when not in ear-shot of "little ears," we must indeed talk about what happened, about what we can do to make sure this never happens again - and what to do when it does happen again.

Those of you who are professional communicators know it's our job to sometimes be the fly in the ointment, the Cassandra who thinks about the "what ifs." That path to preparedness starts with understanding what was. So rather than be prescriptive, today this newsletter only looks back over the last 24 hours.

Bruce Hennes

[How News About the Shootings Spread](#) Poynter

Here's a snap-shot of what was on Facebook and Twitter throughout Friday.

[Nation's Pain Is Renewed, and Difficult Questions Are Asked Once More](#) *New York Times*

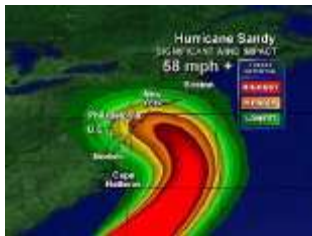
While horrific, the reality is that mass school killings are still exceedingly rare.

[In Public "Conversation" On Guns, a Rhetorical Shift](#) *New York Times*

Nate Silver on the language people use to frame their arguments.

[Interviewing Children After Traumatic Situations](#) *Poynter*

Guidelines for reporters -- and parents.



Gov. Agencies Learn How to Meet Public Demands w/Better Use of Social Media

[Social Media Strategy Was Crucial as Transit Agencies Coped With Hurricane](#) *New York Times*

If there is one lesson transit officials have learned from Hurricane Sandy, it is that in the Internet era, keeping riders up to date is just as important as tracks and rolling stock. Blow it, and they will let you know. As workers raced to bring washed-out tracks, flooded tunnels and swamped electrical equipment back online, they also faced the daunting task of keeping millions of riders informed of conditions and schedules that sometimes shifted by the minute, using tools that included Facebook, Twitter, Flickr and YouTube. A look at how New Jersey Transit and the Long Island Rail Road communicated, as viewed through the prism of Facebook, showed how approaches to messaging could make the difference between shaping expectations or fueling the ire of customers forced to find new ways to get to work and home.



What's to Become of The Plain Dealer?

[Can The Plain Dealer be Saved?](#) *Cleveland Scene*

Sometime early in the new year, an announcement will be made that The Plain Dealer is cutting its print edition to three days a week. Along with that change, there will be layoffs and a restructuring of the paper under a new digital umbrella. Despite an impassioned campaign launched by newsroom staffers, there is simply no evidence or reason to believe that any other possible fate awaits Cleveland's 170-year old daily newspaper.

[The Some-Times Picayune](#) *University of New Orleans/NPR*

One of the boldest, most controversial revolutions to occur in the New Orleans media landscape in 2012 was The Times-Picayune's discontinuation of daily publication. Was the move to a three-day-a-week paper and focus on NOLA.com the news organization business model of the future?



Intimate Secrets

[Why We Blab Our Intimate Secrets on Facebook](#)

Harvard Business Review

Why are we most likely to divulge intimate facts and when are we apt to keep our lives to ourselves. In a recent Harvard study, the initial findings indicate that individuals are both illogical and careless with their privacy on the web.



Notable Death Lists Feature Men

[Newspapers Don't Care When Notable Women Die](#) *Mother Jones*

If a notable woman dies and a major national newspaper doesn't report it, did it actually happen?

[The Last Word - The New York Times Book of Obituaries and Farewells](#)

If you're still shopping for a holiday gift.

Continuing Legal Education

Managing the Media:

Lawyers & The Press

CLE Season is Here

Loss of a senior or named partner...financial problems...legal malpractice lawsuits... partner disputes...high profile litigation...natural disasters...defective products... workplace violence...compromised client information & confidentiality violations... criminal accusations...

If you think you, your firm or your client doesn't need a crisis plan, think again.

As almost any general counsel of a large, publicly traded, consumer-oriented company will tell you, legal controversies today are tried in the Court of Public Opinion -- at least as much as in any Court of Law. Every organization, especially large, publicly-traded corporations, has much to gain (or lose) by the way a legal controversy is positioned in the media. Because the value of a company's reputation is immeasurable -- and perhaps its largest uninsured asset -- a corporation loses when the brand image is tarnished, even if the corporation technically wins at trial. Furthermore, since most legal controversies are settled prior to trial, the Court of Public Opinion has arguably become the most important battleground affecting not only good will and market share, but legal bargaining power and settlement negotiations. Managing this battleground, therefore, has become integral to many corporations' legal strategies.

Georgetown Journal of Legal Ethics, Vol. 22, 2009

Tuesday, December 18, 2012

Managing the Media: Lawyers & The Press

Akron Bar Association

Orville Reed, Stark & Knoll

Jim Burdon, Burdon & Merlitti

Bruce Hennes, Hennes Paynter Communications

Registration: 8:00 a.m. Program: 8:25 a.m. - 1:30 p.m.

[Register Now](#)

Thursday, December 20, 2012

Managing the Media: Lawyers & The Press

Cleveland Metropolitan Bar Association

Deborah Coleman, Hahn Loeser

Virginia Davidson, Calfee

Bruce Hennes, Hennes Paynter Communications
Registration: 7:45 a.m. Program: 8:15 a.m. - 1:30 p.m.

[Register Now](#)

Friday, March 15, 2013
Managing the Media: Lawyers & The Press
American Bar Association Leadership Conference
Bruce Hennes, Hennes Paynter Communications

In these days of 24/7 instant news, attorneys and their clients simply cannot wait until a legal decision is rendered. They must be prepared to vigorously defend their situation in a wide variety of venues, as well as media outlets.

In the first portion of this seminar, attorneys will hear about the canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media, often a critical component of case strategy in litigation practice.

The remainder of the seminar includes: establishing & maintaining "control of the message"; when a reporter calls - making your points and not just answering questions; what reporters expect; what newsmakers 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.



Also discussed are the ethical and practical perils of talking with the press in the midst of a client crisis or pending case, causing many lawyers to insist on a strict "no comment" to the press, which the public almost always interprets "no comment" as an admission of whatever charge is made, which may not serve the client's best interests. This seminar will offer attorneys a wide variety of strategic and tactical alternatives to "no comment."

For information about these CLEs, please call Bruce Hennes at 216-321-7774.



Talk is Cheap

[Punditry is Fundamentally Useless](#) *Huffington Post*

So says Nate Silver on the difference between journalism and punditry.

[Nate Silver on The Daily Show](#)

News From Hennes Paynter



The Hennes Paynter Crisis Communications & Media Relations E-Newsletter.

Now in our 10th year of publication.

Subscribers: 6495

We are very pleased to announce that you are reading an "award-winning newsletter" because we won top prize, the Gold Rocks Award, at a recent Public Relations Society of America (Cleveland Chapter) award ceremony. The timing was perfect - nearly 10 years to the day since we first started publishing this newsletter on the web. We're especially grateful to the PRSA for this award because due to the confidential nature of much of our work, we don't often submit our work for awards.

So, to our readers and the PRSA: thanks.
And stay out of trouble.

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[Friend us on Facebook](#)

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



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



Turnabout is Fair Play

[Top Chefs Review/Rate America's Food Critics](#) *The Daily Meal*

It's time to turn the tables on critics. Restaurant critics launch and crush chefs' careers and, to some degree at least, make and break restaurants. Chefs spend years honing their craft in other peoples' kitchens before spending countless hours to open their own places; restaurateurs have typically toiled for others, then mortgaged their lives to investors. But then it all comes down to (typically) between 800 and 1,200 words about cuisine, atmosphere, décor, and service written by someone who often hasn't ever cooked in a professional kitchen or run a complex business of any kind. That's fine if a restaurant gets a four- or five-star review, but when a critic lays down a goose egg, what's a chef or restaurateur to do?



A Day That Will Live in Infamy

[Honolulu After Pearl Harbor: A Report Published For the First Time, 71 Years Later](#) *The Washington Post*

"On Dec. 7, 1941, when Japanese planes attacked Pearl Harbor, I was working as a reporter for the Honolulu Star-Bulletin. After a week of war, I wrote a story directed at Hawaii's women; I thought it would be useful for them to know what I had seen. It might help prepare them for what lay ahead. But my editors thought the graphic content would be too upsetting for readers and decided not to run my article. It

appears here for the first time."

Elizabeth P. McIntosh, age 97



Curated by Hennes Paynter Communications

Short Takes

[The World Won't End on December 21](#) *NASA*

NASA is so sure the world won't come to an end on December 21 that they've already released a video for the day after.

[Banner Ads Are Worthless](#) *AdAge*

[The 5 Second Rule](#) *The Atlantic*

After 1 minute on the floor, food has 10 times the bacteria as after 5 seconds.

[How Did Newspapers in 1912 Cover 12-12-12?](#) *FastCompany*

[Jon Stewart Almost Quit Daily Show Over A##hole](#) *Co-Workers Third Beat Magazine*

[Sporting News Ships Last Print Edition](#) *Poynter*

[Dunbar Family Forced To Discontinue Print Edition Of Christmas Newsletter](#) *The Onion*

[The 14 Best Muppet Christmas Songs](#) *ToughPigs.com*

John Denver, Michael Caine, Gonzo, Rizzo, Rowlf. Resistance is futile.





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.

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

1/15/13 Construction Safety Council

1/31/13 Ohio College Personnel Association

2/12/13 Rotary Akron

2/13/13 Nonprofit Webinars

3/5/13 Stark County Safety Council

3/15/13 American Bar Association Leadership Conference (2 hour plenary)

3/27/13 Cuyahoga Valley Chamber of Commerce

4/10/13 Buckeye Association of School Administrators

4/15/13 Burton D. Morgan Center for Entrepreneurship Research

4/16/13 Greater Cleveland Safety Council

6/25/13 Medina County Society for Human Resource Management

NOTE: Some 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 (or the one at the bottom of this newsletter), 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 [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
Ohio Municipal League
Columbus Bar 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.**



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).

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



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