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

## Crisis Comm & Media Relations E-Newsletter

February 15, 2013

Now in our 11th Year of Publication

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

[Bruce Hennes](#)   [Barbara Paynter APR](#)    
[Hennes Paynter Communications](#)

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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.



### The Annals of Sports "Journalism"

Most recently ESPN tried to defend itself to The New York Times for not reporting the Manti Te'o story sooner. In case you don't remember, it was Deadspin who scooped them. Sports reporters are totally dependent on sports institutions for credentials and access - watch for upstarts like Deadspin to violate the old, unwritten rules.

[Get Used to Deadspin Scoops](#) *The Atlantic*  
[Toledo Blade Managing Editor Disses Deadspin](#) *Romenesko*



### Another Paterno FAIL

Since its recent release, the Paterno family's rebuttal to the Freeh Report has generated fresh debate on the analysis of Penn State's response to the Jerry Sandusky child sex abuse scandal. While Paterno defenders have seized on the new report, plenty of critics say Paterno's legacy remains unchanged.

If this new Paterno report was written to convince a nation, PR pros say FAIL !! See what crisis expert Barb Paynter had to say about this [here](#).

[The Paterno Report Falls Short of Being a Game-Changer](#) *The Patriot-News*



## Like Living in an Outhouse

The breakdown of the Carnival cruise ship in the Gulf of Mexico, with thousands of passengers forced to walk thru excrement, among other indignities, was completely foreseeable. As we always tell our clients, when a disaster happens, you will be judged on your response, not on the incident, itself. From the transparency of Carnival's social media responses and the 200 Carnival employees who were on-hand to help passengers debark to the apologies and cash offers they've already made and their CEO's on-site presence, Carnival has certainly learned something from past crises. But was it enough?

[Carnival Doesn't Shy Away From Triumph Crisis](#) *AdvertisingAge*  
[Carnival Tells Passengers to Keep the Bathrobes](#) *HuffingtonPost*



## The Super Bowl Power Outage

One thing we keep saying in crisis communication today is just because you are not telling your story, it does not mean that your story is not being told. It will be told, but by others, including those who may not be friendly to you. That played out in spades during the Super Bowl outage.

[And the Super Bowl Winner is...Twitter](#) *Emergency Management*  
[Twitter Was the Best Explainer](#) *Forbes*  
[PR People Fumbled](#) *Ragan's PRDaily*



## Applebee's Revisited

[Applebee's Overnight Social Media Meltdown](#) *R.L. Stollar*

Hell hath no fury like a Facebook scorned. An ever-increasing element of this reality is that the hounds of Reddit, the Twitter armies, and Facebook vigilantes are more than willing to remind people that we live in a publicized world. You can't hide behind privacy statements or legal jargon or appeals to company policy to pacify an Internet mob. Once you cross the line of Internet etiquette, the people of the World Wide Web will hunt you down and do their best to ruin you forever.



## Disaster Zone

[Disaster Psychology for Elected Officials](#) *Emergency Management*

Not every politician in America is just trying to CYA and their record for the next election. Disaster research has found that the public is very forgiving of warnings that are meant to keep them safe, but turn out to be false alarms. If on the other hand, you choose to not warn the public because you don't want to be seen as "crying wolf" or you are concerned about the impact to business--and something does happen. Well, then you are toast.



## Which Office Do I Go to Get My Reputation Back?

[How to Respond When the Media Get It Wrong](#) *Ragan's PRDaily*

When the media have you in their sights, it can be difficult to mount a successful defense. But there are tactics that can help you survive the glare of the media spotlight.

## News From Hennes Paynter



### Hennes Paynter Communications

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Congratulations to Scott Juba, *of counsel* to Hennes Paynter Communications and social media master extraordinaire, for being awarded the Distinguished Sales and Marketing Award from The Sales and Marketing Executives International.

Once again, Hennes Paynter Communications is a proud sponsor of the Cleveland International Film Festival.

Watch this space for news about the film we're sponsoring, in cooperation with [Nighttown](#).



Hennes Paynter supports [WCPN-FM](#) and [WKSU-FM](#), 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.



### Rubio Water-Swig

[MSNBC 155](#), [CNN 34](#) & [Fox News 12](#) *The Daily Caller*

"Zero Dark Thirsty," "Swig and a Miss," "Parch Madness," "Tough Swallow," "Just Add Water," and "Water Under the Bridge" were a handful of the phrases used on-air by MSNBC on Wednesday to mock Florida Republican

Sen. Marco Rubio for awkwardly pausing to take a sip of water while delivering the official Republican response to the State of the Union address. A little advance preparation would have eliminated this from happening, don'tcha think? A glass of water on a table within easy arm reach, maybe??

How and why one great American newspaper is bringing civility to its web site.



## Short Takes

[How Beyoncé's Publicist Succeeded by Failing](#) *Slate*

[Conversation Starters - Your Favorite New Yorker Stories](#) *Romenesko*

Links to some of the best New Yorker articles, including Nicholas White's entrapment in an elevator for 41 hours; the story of Cameron Todd

Willingham, who was executed in Texas for an arson and murder he almost certainly did not commit; and one about a guy who buys an entire pig from the Union Square Greenmarket, straps it to the back of his Vespa and rides it back to his apartment, telling the story of his quest to learn how to be a butcher (amazing read, even for vegetarians).

[Publication of Hacked George W. Bush Emails Raises Journalism Ethics Questions](#) *Washington Post*

[9 Spectacular Videos of the Russian Meteorite Blast](#) *TPM*

"Spectacular" is an understatement. Let's add unprecedented, too.

[Why Russians Are Obsessed by Dashboard Dash-Cams](#) *Jalopnik*

Warning: videos not appropriate for the small fry.

[Woman Hides Under Desk for Half-Hour to Dodge TV Reporter](#) *Poynter*

[As Grand Central Station Turns 100, a Look at its TV News Past](#) *TVNewser*

Don't miss this short CBS mini-documentary.



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.

2/21/13 International Association of Business Communicators

3/8/13 Stark County Safety Council

3/14/13 Cleveland Engineering Society Design & Construction Conference

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

3/26/13 Painesville Rotary

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

4/19/13 University Hospitals Environment of Care Summit

6/15 Emergency Services Conference (3.5 hours)

6/21 American Society of Industrial Security

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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### 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:

Akron Bar Association  
American Bar Association  
American Great Lakes Ports Association  
Bowling Green State University  
BVU - The Center for Nonprofit Excellence  
Columbus Bar Association  
Cuyahoga Community College  
Cuyahoga Cty. Emergency Mgmt. Agency  
Cuyahoga County Fire Chiefs Association  
Cuyahoga County Police Chiefs Association  
Holmes County Board of Health

Lakeland Community College  
Licking County Safety Council  
Lorain Cty. Society for Human Resource Mgmt.  
Mansfield Economic Club  
Maritime Attorneys of The United States  
Ohio County Auditors Association  
Ohio County Prosecutors Association  
Ohio Mayors Association  
Ohio Municipal League  
Southern State Community College

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### Managing the Media: Lawyers & The Press CLE

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.

In these days of 24/7 instant news, where Twitter and Facebook exponentially amplify crisis situations, organizations simply cannot wait until a legal decision is rendered. They must be prepared to vigorously defend their position in a wide variety of venues, as well as media outlets.

Hennes Paynter Communications works with corporations, government agencies, non-profits, schools, hospitals and educational institutions to communicate their way through legal and reputational challenges ranging from criminal charges and claims of medical and professional malpractice to plant closings, food and product liability issues, ownership and transition disputes that threaten the very existence of an organization. We are practiced in the art of working with attorneys and, in fact, are frequently brought in by attorneys who recognize the value we bring to the table. We often work with legal teams by immediately preparing for the Court of Public Opinion so they and their client are not declared "guilty" before they can even be heard in the Court of Law -- and sometimes, we can help forestall a situation from even spawning a court case at all.

The American Bar Association, numerous law firms and local bar associations have brought us in to do one of our seminars, including some who've 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.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

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

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



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