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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

February 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.



The Atlantic & Ragan's PR Daily

Komen Foundation Ends Future Funding to Planned Parenthood

Literally as this e-newsletter is going to press, a cultural and political firestorm has erupted over the Susan G. Komen Foundation's decision to give no new grants to Planned Parenthood (current grants remain untouched).

The second and third-waves of news reports indicate (to us, at least) that the Komen Foundation made a political decision, one that is likely to have long-lasting negative consequences.

From a crisis communications point of view, this much is clear: Komen is doing a terrible job of defending their decision (we'll leave it to you to decide if that decision was correct).

This much we can say with conviction: the video of Komen CEO Nancy G. Brinker will likely go down in crisis comm history as one of the worst "defensive" videos of all time.

So you don't have to, we've sifted scores of articles about the Komen controversy thus far. Our candidate for one of the best is an article written this morning by Jeffrey Goldberg of The Atlantic, which you can read [here](#).

Another excellent article, written more from a crisis communications perspective, comes from Ragan's PRDaily, written [here](#). In particular, the comments after the article are noteworthy.



Poynter, ESPN & Honda

Ferris Bueller Super Bowl Ad

No need to wait until the Super Bowl runs this Sunday. We already have what will surely be one of the ads to beat in the post-game Who Had the Best Ad discussions. After all, who doesn't have Ferris Bueller's Day Off in their Top 20 List of Best Comedies? Believe it or not, it's a sequel to the recent Honda "Darth Vader" ad, so be sure to watch it thru to the very end. [Here's](#) the ad.

Speaking of sports, the Poynter Institute says this about a recent ESPN article: "In an essay bemoaning the death of the sports interview, Tim Keown writes that post-game news conferences have none of the substance or context that locker room interviews once had. After seeing how one of his answers played in the media, Tennessee Titans quarterback Matt Hasselbeck says his new tactic is to be boring. "It's a headline-driven world, and what I said provided a headline. ... That's why I'm guarded, cautious. I don't want to accidentally give bulletin-board material. If someone asks me about a player, I say, 'He's a great player.' If they ask me about a coach, I say, 'He's a great coach.'" [READ MORE](#)



Supply Chain Matters

Cruise Liner Lies on Side; Carnival Cruise CEO Lies Low After Wreck

Where is Mickey Arison? Mr. Arison is the chief executive and chairmen of Carnival Corp., which owns ten cruise lines, one of which is Costa Crociere, the designated operator of the Costa Concordia. According to the Wall Street Journal, it seems that as events continue to unfold, Mr. Arison is allowing Costa Crociere CEO Luigi Foschi to be the public face to corporate responsibility and to account for the on-scene response. Mr. Foschi has already blamed the ship's captain for causing this tragedy.

The article notes a Carnival company statement that Mr. Arison is "in continuous contact" with Costa executives, but the CEO decided that the Costa team is best suited to handle the response. A longtime acquaintance of Mr. Arison is quoted as stating: "He wants to distance Carnival from this disaster." "If he talks, Carnival is speaking." Others are quoted as to Mr. Arison's calming, behind the scenes influence.

All of this however, once again raises the question of corporate reach-out in times of crisis, especially considering this new era of enhanced social media profiles. For more about risk disruption and mitigation, read [here](#).



Risk Management, Forbes & Non-Profit Nat'l. Resource Direct.

How to Adapt Crisis Communications to the Digital Age

Without question, companies are not taking appropriate steps to prepare themselves for effective communication during times of a crisis. In the digital age, where social media platforms are quickly replacing traditional media as sources of information, the communication landscape has changed for all companies across all industry sectors.

The biggest change brought about by the online world is speed. The time to react has shrunk enormously. The generally accepted rule for communications used to be that in times of a crisis, boards, executive teams and issues managers may have had an hour, sometimes two, to react to a

breaking issue. This time would be used to release media holding statements, contact key stakeholders, investors, employees and so forth.

Today, this window is now around fifteen minutes. [READ MORE](#)

[After Snafu, Virgin America Rebuilds Trust One Tweet at a Time](#) Forbes

[Insurance, Crisis Management and Risk Management for Nonprofits](#)
Non-Profit National Resource Directory



Huffington Post & The Plain Dealer

Toyota 'Avoided Direct Confrontation Of Truth' + Managing Social Media Complaints

A top Toyota executive wrote that the automaker colored the truth during the furor over sudden acceleration problems to make the company's story seem more palatable to the public. In an email sent in 2010, Toyota's quality chief urged company officials to cease taking liberties with the truth, asserting that they were putting Toyota's credibility at risk. Read this Huffington Post piece, which includes quotes from Hennes Paynter Communications partner Barbara Paynter, [here](#).

Barb Paynter was also quoted in Janet Cho's Plain Dealer article, "Managing social media complaints before they explode into Tweets, YouTube videos and Facebook shares. You can read that article [here](#).

News From Hennes Paynter



We Won

For the third year in a row, Hennes Paynter Communications won the top award for crisis communications work from the Greater Cleveland Chapter of the Public Relations Society of America. On December 2, the firm won the 2011 gold "Rocks" award for its work on behalf of Saint Joseph Academy, the only Catholic all-girls' school in the city of Cleveland.

In 2010, Hennes Paynter won a gold "Rocks" award for its work on behalf of The MetroHealth System, which faced public scrutiny when the organization's vice president of construction and his assistant were implicated in a bribery and kick-back scheme.

In 2009, Hennes Paynter won the coveted "Best of Show" award from the Cleveland Chapter of the Public Relations Society of America for its work with another agency on the national peanut butter recall.

For more information on all of the above, please check out our website at www.crisiscommunications.com

We Moved

Hennes Paynter Communications is proud to announce we have a new home on the 32nd floor of Cleveland's iconic [Terminal Tower](#). We have panoramic views on three sides of the building, so we hope you'll stop by to visit our crisis management center and crisis/media training facility.

To all, a happy and healthy 2012.

But if things don't go as planned - call us.

Please change your records to reflect our new contact information:

**3200 Terminal Tower, 50 Public Square
Cleveland, Ohio 44113
office: 216-321-7774
fax: 216-916-4405**



photo above taken with a cell phone camera from BP/Huntington Building

Congratulations to executive communications coach [Phil Stella](#), *of counsel* to Hennes Paynter. Phil was recently honored with COSE's Volunteer of the Year Award at the organization's Annual Meeting. The award was based on Stella's work as chair of the 2011 Small Business Conference Task Team.

[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.



ideastream®



The Holmes Report

Top 10 Crises of 2011

Crisis communications industry observer Paul Holmes lives in Europe. From that vantage point, he offers comments about the top ten communications crises of the year. Short, to the point and loaded with take-aways for busy executives, a few moments with Paul Holmes is time well-spent. [READ MORE](#)



New York Times

The Decision to Fire Paterno

The New York Times recently ran an extraordinary account of the decision to fire Penn State football coach Joe Paterno and the university president, told through the eyes of 13 members of the Penn State Board of Trustees. The article reads like a political thriller, though the fact it concerns the abuse of children makes it a sad and uncomfortable read. Still, we highly recommend it to anyone interested in the subjects of crisis communications and board governance. As was said in a recent issue of the Hennes Paynter Crisis Comm & Media Relations E-Newsletter, Penn State doesn't have a PR or communications problem - they have a performance problem. You can read the article [here](#).



Connect Institute

Social Media Training

Cleveland's Connect Institute provides engaging education courses focusing on business, marketing, and professional development. Instructed by industry professionals, you will learn relevant practices adopted by the most innovative businesses today. Take a class to get ahead and discover your full career potential. Class sizes are limited to 30, so be sure to sign up today.

The Winter 2012 Series includes:

- 2/22 Social Media Case Studies**
- 2/29 Content Marketing & SEO for Business**
- 3/7 Blogging for Your Brand**
- 3/14 LinkedIn: A Guided Tour of Features & Strategies**
- 3/21 Intro to Online Advertising: Paid & Organic Search Strategies**

Faculty Director for the Winter 2012 Series is Geof Pelaia, well-known Cleveland social media specialist. All classes run from 4:00 p.m. - 6:00 p.m. and take place at the offices of Hennes Paynter Communications, on the 32nd floor of Terminal Tower in Cleveland.

The cost for each seminar is \$29. However, readers of this e-newsletter will receive a 50% tuition reduction by using the discount code **HennesPaynter** when you register.

To register, or for more information, go to www.connectinstitute.com.



Curated by Hennes Paynter Communications

Short Takes

[Terry Gross & Stephen Colbert](#) JimRomenesko.com

[What REALLY Goes on in a Bookstore at Night?](#) YouTube

[PhotoShop Spoof](#) FishBowlL.A.

[YouTube Rolls Out 6 New Educational Channels](#) Social Times

[Wall Street Journal Launches Its Own YouTube Channel](#) Social Times

[4 Ways to Score Coverage Without a Press Release](#) Ragan's PRDaily

[AP Stylebook's New Tool Automatically Edits Your Writing](#) Mashable.com

[6 Things You Need to Know About Body Language](#) Ragan's PRDaily



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

2/6/12 Ohio Parks & Recreation Association (1.25 hours)

Crisis Communications

2/15/12 Portage County Human Resource Association (1 hour)

Communicating Effectively During a Crisis

2/16/12 Cuyahoga County Law Directors Association & Cleveland Metropolitan Bar Association

Government Section (1 hour)

Crisis Communications

2/16/12 Lorain County Society for Human Resource Management (1 hour)

Crisis Communications

3/16/12 American Bar Association Bar Leaders Conference, Chicago (1 hour)

Crisis Communications

3/21/12 Contingency Planners of Ohio (1 hour)

Crisis Communications & Social Media Co-Presenter: Scott Juba

4/11/12 Lorain County Safety Council (1 hour)

How Media Manipulate the News

4/20/12 Ohio Prosecuting Attorneys Association (3 hours)

Managing the Media: Lawyers & The Press CLE

4/23/12 Mansfield Economic Club (1 hour)

Crisis Communications

5/10/12 Portage County Safety Council (1 hour)

Crisis Communications

12/18/12 Akron Bar Association (4.5 hours)

Managing the Media: Lawyers & The Press CLE

Co-Presenters: Orville Reed, Buckingham Doolittle; Jim Burdon, Burdon & Merlitti

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.

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](http://www.hennespaynter.com) 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
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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