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CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

January 1, 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), 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.



PR Newswire & Fineman PR

British Petroleum, Toyota & National Public Radio Top 2010 PR Blunders

The 16th Annual Top 10 PR Blunders List, compiled by San Francisco's Fineman PR, features ponderous product recalls, free speech fallout and companies that should know better than taking on mommy bloggers, not to mention a tragic environmental disaster. [Read more](#)

to Time Magazine):

It's year-end, so a few more Top 10 Lists for you (with thanks

[Top 10 Magazine Covers](#) #1 Rolling Stone Magazine
[Top 10 Apologies](#) #1 Tiger Woods
[Top 10 Buzzwords](#) #1 Vuvuzela
[Top 10 Political Campaign Ads](#) #1 Jerry Brown "Echo"
[Top 10 Comebacks](#) #1 Conan O'Brien
[Top 10 Pictures](#) #1 Nameless Victim
[Top 10 Scandals](#) #1 Woman Returns Son to Sender



Curated by Hennes Paynter Communications

Happy Together

Before we get serious on you (see below), it's the New Year's holiday weekend. Do yourself a favor, grab your spouse/friend/colleague/kids and settle down to a few short videos, our choices for The Best Web Videos of the Year.

[Military Reunion](#) Our favorite video for 2010. We dare you not to cry
[OK Go White Knuckles](#) Choreographed Humans & Dogs
[Happy Together](#) Done in One Take
[35mm](#) 35 Movies in 2 Minutes
[2 Guys 600 Pillows](#) Done Backwards
[Old Spice](#) Can Your Man...
[OK Go This Too Shall Pass](#) Rube Goldberg Redefined
[Double Rainbow](#) Joy Unbound
[The Black Hole](#) Greed Unbound

[Australian Anti-DUI Video](#) Warning: Disturbing Images - Show this to your kids (after you've watched it, yourself)

Hennes Paynter Communications



Firm Captures Top Award for MetroHealth Crisis Consulting Work

For the second year in a row, Hennes Paynter Communications has received top recognition from the Greater Cleveland Chapter of the Public Relations Society of America for its crisis consulting work on behalf of clients in the region. On December 3, the firm received a Gold "Rocks" award for the work it completed earlier this year to help The MetroHealth System overcome a corruption scandal that resulted when the organization's vice president of construction and his assistant were implicated in a bribery and kick-back scheme - a finding that came just as the system faced the challenging prospect of voter approval for an upcoming Health & Human Services levy. For the full story, click [here](#).

Last year, Hennes Paynter Communications won the Gold Award for Crisis Communications and the "Best In Show Award" at the 2009 Public Relations Society of America Cleveland Rocks Award Program for our work on the national peanut butter recall. Click [here](#) for full details.

Hennes Paynter Communications, based in Cleveland, is the only agency in Ohio focused exclusively on crisis communications - and one of the few in the U.S. with that singular focus.

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?



USC Annenberg School for Journalism & Communications

For One Pulitzer Prize Winning Photographer, Some Days Are Never Forgotten

It's 1970 in Kent, Ohio, and the country is in political turmoil. Public opinion has turned against the president. The war in Vietnam is grossly unpopular. Though Richard Nixon had run his campaign with an implicit promise to end the war. His decision to invade Cambodia on April 30 widened the conflict.

John Filo was there. He stood at the top of a hill watching as National Guardsmen aimed their guns at student protesters. The student journalist put his 35 mm Nikkormat camera to his eye, heard a shot from a guardsman's gun and watched as a bullet struck a metal sculpture that exploded into a cloud of rock.

Forty years later, Filo often thinks of the events that day. He remembers the fear, the numbness of his body and the blankness in his mind. He ponders the effect his photos would have on his life and the lives of countless others.

When chaos erupted on campus that Monday, Filo reacted first as a human being, then as a photographer. [Read more](#)



The New York Times

Blog Gives Superheroes and Supervillains Their Day in Courts

Is Superman's heat vision a weapon? If so, would the Second Amendment protect his right to melt pistols and cook hamburgers with it?

You might not have thought to ask these questions. You might have, in other words, a life. But a new blog and the interest it is generating shows that there are people who look at an epic battle between superheroes and supervillains and really, really want to know who should be found liable for the broken buildings and shattered streets.

Those people now have a blog called Law and the Multiverse: Superheroes, supervillains, and the law. Kicked off on Nov. 30, it addresses questions like: "What if someone is convicted for murder, and then the victim comes back to life?" And whether mutants are a legally recognizable class entitled to constitutional protection from discrimination.

[Read more](#)



Harvard Business School

Understanding Users of Social Networks

Many business leaders are mystified about how to reach potential customers on social networks such as Facebook. Professor Mikolaj Jan Piskorski provides a fresh look into the interpersonal dynamics of these sites and offers guidance for approaching these tantalizing markets. [Read more](#)



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Short Takes

[Worst Phrase of the Year](#) Politifact.com

[The 25 Greatest Fictional Lawyers of All Time](#) Above the Law

[SantaLeaks](#) The New Yorker

[Brenda Starr, Retired Reporter](#) The Boston Globe

[Opinion: Corporate Secrecy, Meet WikiLeaks](#) AOL.com

[10 Lessons from 2010 Media Mavens](#) AdvertisingAge

[Three Questions Reporters Always Ask](#) Mr. Media Training

[Three More Questions Reporters Always Ask](#) Mr. Media Training



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

1/13/11 United Way of Lorain County (4 hours)
Managing the Media & Extreme Crisis Communications

1/19/11 Euclid Chamber of Commerce (1 hour)

2/3/11 Lakeland Nonprofit & Public Service Center & Lakeland Community College (4 hours)

[Managing the Media: Crisis Communications & Media Relations](#)

(NOTE: SNOW DATE February 24, 2011)

3/10/11 Business Volunteers Unlimited

Marketing, Communications and Social Media for Catholic Schools
Sponsored by SDG Advisors

3/31/11 Ohio Safety Congress (1 hour)

4/28/11 Eastern Stark County Safety Council (1 hour)

10/19/11 Lorain County 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 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 and the staff at Hennes Paynter Communications today at 216/321-7774 and talk to us about media, spokesperson

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 business or reputation is threatened,
you need a specialist. A crisis communications specialist.



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Administrivia

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or individuals quoted above are not engaged in rendering legal service or advice. If legal advice is required, the services of a competent attorney should be sought.

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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