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## Crisis Comm & Media Relations E-Newsletter

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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.



TVNewser

### 'The Daily Show' Tackles CNN and Fox News' Supreme Court FAIL

When CNN and Fox News screwed up and reported that the Supreme Court had declared a key provision of President Obama's healthcare law unconstitutional, it became apparent it would be ripe material for Comedy Central's "The Daily Show." Jon Stewart doesn't disappoint, with most of his ire directed at CNN. See the video [here](#).

Speaking of spectacular FAIL's, you know you're in for a long day when you have to make this statement to the media: "Any suggestion that this is linked to slavery is untruthful." That is part of the statement Adidas sent to media outlets after reports surfaced that its JS Roundhouse Mid sneakers are racist. The shoes feature a pair of bright orange shackles. [READ MORE](#)



JimRomenesko.com

### Sorkinisms

Do you miss "West Wing" and "Sports Night"? Kevin T. Porter's "Sorkinisms: A Supercut" video on YouTube shows how Aaron Sorkin recycles his favorite phrases - and chicken-clucking - in his various projects. "Sorkinisms" isn't supposed to be damning (or creepy), says its creator; instead, it's "a tribute to the work of Aaron Sorkin: the recycled dialogue, recurring phrases, and familiar plot lines." Watch the video [here](#).



Houston Chronicle

## On Deck for Clemens: Salvaging a Legacy

Almost 25 years to the day before Roger Clemens stood on the courthouse steps in Washington, D.C., to celebrate his acquittal on perjury charges, former Secretary of Labor Raymond Donovan emerged from the Bronx federal courthouse after being cleared of fraud and spoke the deathless words of all discharged defendants: "The question is, should this indictment have ever been brought?" Donovan said. "Which office do I go to get my reputation back?" If he found the agency in question, Donovan is doubtless still cooling his heels with a host of others - including the new guy in the waiting room,

Roger Clemens. Let's see what our friend and crisis comm colleague Gene Grabowski has to say on the subject of reputation management. [READ MORE](#)



The New York Times

## Prep-School Predators: The Horace Mann School's Secret History of Abuse

From Wikipedia: "Horace Mann School is an independent college preparatory school in New York City, founded in 1887. Horace Mann is a member of the Ivy Preparatory School League, educating students from all across the New York tri-state area from nursery school to the twelfth grade. Tuition for the 2011-2012 school year is \$37,275.

Forbes Magazine ranked Horace Mann as the second best preparatory school in the country in 2010."

According to The New York Times and the word of numerous students who attended this august institution, Horace Mann was also the site of inappropriate behavior between teachers and students.

Regardless of who did what to whom, it is clear to us that the school totally mishandled communications. There's a time to be combative and lawyerlike - and a time to vindicate on behalf of the young people in your charge. One thing you don't do at a time like this is to let your public relations firm speak for your institution. To the administration of Horace Mann, a big red **FAIL** and to the students harmed by faculty, our sympathies. [READ MORE](#)

Amos Kamil wrote the NY Times Magazine cover story on abuse at the Horace Mann School in New York City. Kamil, a screenwriter, playwright and brand strategist, graduated from Horace Mann in 1982. [Here](#), he talks about how and why he wrote the story.



Ragan's PRDaily

## 5 Ways to Reframe a Non-News Event to Attract Reporters

If you've been in media relations for longer than, say, a month, you've probably come across that delicate situation in which a client wants to publicize something that just doesn't warrant publicity. We're talking about the ribbon-cuttings, groundbreaking, store openings, anniversaries, and small-product launches. They're a big deal to your client (who is paying you), but chances are good they will not resonate among the journalists you pitch regularly-at least not those at daily metro papers or big online news sites. It comes down to this old adage: Man Bites Dog makes the news. Dog Bites Man rarely does-unless the

story has a twist. Your job is to take a Dog Bites Man pitch and give it a twist that makes it more exciting, interesting, or unexpected. [Here](#) are five ways to do that.



Fast Company

## The Top Mistakes Companies Make In Data Breaches

In 2011 alone, hackers breached 174 million confidential corporate records, pointing to the conclusion that data loss and theft isn't an *if* proposition in the business world; it's only a matter of *when* and how the breach will occur. As such, ensuring appropriate levels of security represents only half of the equation. Companies also need to be ready to deal with the equally damaging brand and reputational impacts of an all-but-inevitable data breach.

To that end, here is crisis comm expert Richard Levick's take on the top four mistakes companies make when publicly responding to data loss or theft. Avoiding these pitfalls not only helps restore the organization's credibility and trust in the wake of a breach; it can actually enhance them among stakeholders who remember the response far longer than the breach itself. [READ MORE](#)

## News From Hennes Paynter



## Hennes Paynter Crisis Communications & Media Relations E-Newsletter Now Has Over 6000 Subscribers

Thank you for helping us reach this milestone.

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We are pleased to announce that **Bruce Hennes** was recently sworn-in for a second consecutive three-year term as trustee of the Cleveland Metropolitan Bar Association.

He was also reappointed for a fourth consecutive term to the Executive Committee of the bar association.

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**Barbara Paynter** continues to serve the Federal Bar Association - Northern Ohio District Chapter as a member of that board.  
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Hennes Paynter is proud to support [WCPN-FM](#) and [WKSU-FM](#), respectively Cleveland and Akron's National Public Radio affiliates.



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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.



Ragan's PRDaily

## 10 Nora Ephron Quotes That Will Inspire Anyone

Writer Nora Ephron died on Tuesday at the age of 71 after a six-year battle with leukemia. Whether or you know you realize it, Ephron's work influenced screenwriters and movie-goers, not to mention generations of women. Her films such as "When Harry Met Sally" and "Sleepless in Seattle" defined the romantic comedy genre, while her other films as well as plays and countless essays covered a range of topics, many of them personal, including her relationships.

Ragan's PRDaily went looking for useful and insightful quotes on writing from Ephron, because she was so prolific. They found a few good ones, but more important, they discovered a trove of sayings on various topics that could inspire anyone - from writers and editors to journalists and even PR pros (and everyone in between). [Here](#) are some of their favorites. We hope you enjoy them.

From this week's New York Times, a [stunning obituary](#) and tribute to this prolific genius.



Reuters & The Washington Post

## Turning the Morning News Into Soap Opera

From Jack Shafer at Reuters: "Ann Curry, the second fiddle on NBC's Today show, is apparently being shown the door. That news was broken yesterday afternoon by Brian Stelter, the prolific media reporter of the New York Times on the newspaper's website, and that

1,100-word story earned prominent placement on Page One of the business section of this morning's paper.

I'll forgive you in advance if you don't care whether Curry continues on Today or if you don't care whether she finds a slot elsewhere in the NBC empire, just as long as you forgive me for not giving a fig either. It's not that I dislike Ann Curry or Today's first fiddle, Matt Lauer, or even Today's morning-show competition. It's just that I dislike the shows for being dulled-down messes of news, entertainment and talk. If I watch any of them, it's by accident.

My lack of interest in the morning-show mix puts me in the majority. Today, which is usually the number-one-rated program, and ABC's Good Morning America, which took that position a couple of times this spring, draw an average of fewer than 5 million viewers. The third-ranked show, CBS's This Morning, pulls in a little more than 2 million viewers. In a country of 311 million, that's minimal interest.

The length and placement of Stelter's piece, on the other hand, conveys a level of importance to Curry's rumored departure that's hard to justify. Stripped to its essence, the Curry saga might justify a 300-word short about Today's recent ratings volatility, Lauer's alleged estrangement from Curry, and NBC's judgment that she wasn't as good a co-host as predecessor Meredith Vieira, all leading to her impending exit."

For the rest of Shafer's incisive thoughts, read [here](#). And for a short pictorial history of Today Show hosts through the years, click [here](#).



The Atlantic

## Engineering the Perfect McDonalds Burger

Why does a Quarter Pounder with Cheese look so much better in the ads than out of the box? McDonalds Canada wants to show you. In this short video, their Director of Marketing, Hope Bagozzi, reveals how they style, photograph, and Photoshop the burgers in their ads. It's not that manipulative, she insists -- although the burger is handcrafted by stylists, they use the same ingredients, and the digital editing only corrects for minor imperfections. As an advertising strategy, the video has been successful -- it has collected over two million views on YouTube since it went live on June 19. See the video [here](#).



Curated by Hennes Paynter Communications

## Short Takes

[Katie Couric Gives Tour of "Katie"](#) TVNewser

*Here's your first look at Katie-land. Katie Couric gives a tour of her office, her "Katie" studio and the control room, now just weeks from launch.*

[NBC's Olympic Web Video Plan: Live, Legal and Painful](#) AllThingsD

[Car Talk Reruns Will Stifle Innovation at NPR](#) Poynter

*Ira Glass says NPR stations should not air reruns of the show in its current time slot once the hosts retire in September. We agree.*

[Conan Joins the Local CBS News Team](#) YouTube

*Conan joins a couple of Chicago news legends to learn a thing or two about professionalism. Hilarity ensues.*



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

**7/11/12 American Great Lakes Ports Association (1.5 hours)**

**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)**

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

**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)**

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.

## Did Someone Forward This E-Newsletter To You?

Don't miss a single issue. To get your own subscription, simply send your name, email and a few words about who you are and what you do to [info@crisiscommunications.com](mailto:info@crisiscommunications.com).

**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, 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  
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.**

**HENNES**  **PAYNTER**  
COMMUNICATIONS

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## 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.

