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www.crisiscommunications.com

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.

CBS News.com



Congressman Weiner - Pants on Fire

Democratic strategist Robert Zimmerman said "For (the next) 20 years, they're going to be teaching in crisis communications the Anthony Wiener story in business schools throughout America. This is up there with the automotive executives who took private jets to Washington when they asked for a government bailout." [READ MORE](#)

[The Dangers of Do-It-Yourself Crisis Comms](#) Levick Strategic Communications

[Why Listening Better May Be Anthony Weiner's Greatest PR Lesson](#) PR Cafe

Photo credit: [Mike Licht](#)

The Poynter Institute



Why Columbus Dispatch Didn't Use Much of Sports Illustrated's Tressel Story

The Sports Illustrated piece said many more than six Ohio State football players traded or sold memorabilia with local tattoo parlors. "Much of the story was known and previously published by The Dispatch and other news organizations over the past decade," says Dispatch editor Ben Marrison. "New information in the story generally came either from anonymous sources or ones we deemed questionable. We were uncomfortable using such damaging allegations when we could not judge the veracity of the sources."

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Andrew Alexander, who joined Ohio University as a visiting prof after stepping down as Washington Post ombudsman, calls threats to student journalists over their coverage of OSU Coach Jim Tressel "a very common fan reaction - they think that the news organization is somehow there to back the home team."

[READ MORE](#)



Great-Ads

Ads We Love

Filed as a live concert sequel to the previous Michael Jackson and Pepsi collaboration 'The Street', this Pepsi commercial will always be known as the one where Michael Jackson's hair caught on fire. The incident occurred in front of 5000 concert goers as the pyrotechnics untimely exploded on top of Jackson. The much publicized accident only added fuel to the media frenzy that already surrounded Michael Jackson at the time and ultimately helped build incredible hype for the Pepsi spot before it even aired back in 1984. Despite the incident this spot should be remembered as a forerunner in commercial endorsement deals, as it led the way for future pop stars such as Britney Spears, Mariah Carey and even Madonna to capitalize on the trend. [TURN UP YOUR SPEAKERS AND SEE THE AD](#)

Premiering in 1999 during NFL's Monday Night Football, this now decade old classic commercial can finally be appreciated for its impact. The spot was inspired from a funny film short by director Charles Taylor that Ad Agency DDB later pitched to Anheuser-Busch and a pop cultural phenom was born. The popular ad is also critically acclaimed and has recently been inducted into the CLIO Hall of Fame honoring the best creative advertising. [SEE THE AD](#)

The Cure For Life Foundation originally released this powerful commercial in late December of 2007. [SEE THE AD](#)

Photo credit: [Sally M](#)



HolmesReport.com

The Worst Reputation a Company Can Have

Quick question: What's the worst kind of reputation your company can have?

A new study from BrandLogic and CRD Analytics finds that 66 out of 100 companies studied enjoyed an environmental reputation "that exceeded their actual performance." The report cites companies such as Visa, AT&T, Starbucks, Toyota and Yahoo!

[READ MORE](#)



Continuity Central

The Top 10 Current Business Risks

Business leaders across the globe identified economic risk as the greatest threat they face today, but also emphasized the need to innovate, mitigate technology failure and manage talent to compete in the future, according to the findings of Aon's 2011 Global Risk Management Survey. The web-based biennial report was released by

Aon Risk Solutions, the global risk management business of Aon Corporation.

For the first time in the history of the survey, failure to innovate/meet customer needs made the top 10 list of global risks, debuting at number six. This development reflects growing concern about the risk of losing market share to more forward-looking competitors. Technology failure / system failure also earned its first top 10 spot, ranking ninth on the list. Technology concerns lead to fears about additional risks, including business interruption and damage to brand, which are also found on the report's top 10 list. [READ MORE](#)

Photo credit: [Lumaxart.com](#)

Hennes Paynter Communications

News From Hennes Paynter

Bruce M. Hennes was honored as **Communicator of the Year** by the International Association of Business Communicators (IABC). This award is presented annually by IABC's Cleveland Chapter to recognize a practitioner who demonstrates excellence in communications. For full details, click [here](#).



We are pleased to announce that Bruce Hennes has been reappointed for a third consecutive term to the Executive Committee of the [Cleveland Metropolitan Bar Association](#).



Barbara Paynter continues to serve the [Federal Bar Association - Northern Ohio District Chapter](#) as a member of that board.

[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. If you hear one of our underwriting spots, drop us a line, would you?



Forbes

E. coli Outbreak Underscores U.S. Food Safety Leadership

Not surprisingly, the deadly E. coli outbreak in Germany has generated a steady stream of comment by American officials and media on similar

U.S. vulnerability. The adequacy of our regulatory apparatus is being depicted (again) as insufficient to fully meet looming food safety threats.

To what extent should we be reminding the public that E. coli varieties proliferate like cockroaches? It's not likely the sort of factoid you want to post on your home page. Even the use of ammonium hydroxide can be a double-edged sword, since ammonia is perceived to be a noxious substance. [READ MORE](#)

[Brands Take Note: What the E. coli Outbreak Can Teach Us About Crisis Communications](#)

The Drum

Photo credit: [richardmasoner](#)



New York Times

I'm Sorry and I Won't Do It Again

To keep on-hand for just about any situation, here is an all-purpose "I messed up and won't do it again (you do believe me, don't you?)" heartfelt apology jointly written by a number of America's best-skilled apologists, including Eliot Spitzer, Anthony Weiner, Newt Gingrich, John Ensign, Bill Clinton, Mark Sanford, Jesse Jackson and Arnold

Schwarzenegger. [READ MORE](#)

Photo credit: [Daniel is Clever](#)



Phil Stella's Audience-Centricity Presentation Tips

Presentation Anxiety

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about dealing with presentation anxiety [here](#).

To read "The Best of Phil Stella" and all of his presentation tips, click [here](#).

Would you like to speak, argue, cajole, motivate, encourage, articulate and present with power and authority? Phil is available for one-on-one executive coaching and/or group presentations. Just give us a call at 216-321-7774 to tell Phil what your needs are and he'll put together a custom quote for you or your organization.

Photo Credit: [Michelle Meiklejohn](#)



Hennes Paynter Crisis Communications

Emergency Planning

The emergency broadcast system is coming to cellphones.

The emergency text messages will include alerts issued by the president, information about public safety threats and Amber Alerts for missing children. Text messages will be sent to customers of participating cellphone companies who are in an area affected by the emergency. Users can opt out of any of the alerts except the presidential messages.

The alerts are designed to mimic the familiar radio and TV broadcast alerts that for decades -

accompanied by a shrill whistle and, in most instances, the message "This is only a test" - have advised Americans where to tune in for an emergency message. [READ MORE](#)

The National Terrorism Advisory System, or NTAS, replaces the color-coded Homeland Security Advisory System. This new system will more effectively communicate information about terrorist threats by providing timely, detailed information to the public, government agencies, first responders, airports and other transportation hubs, and the private sector. It recognizes that Americans all share responsibility for the nation's security, and should always be aware of the heightened risk of terrorist attack in the United States and what they should do.

These alerts will include a clear statement that there is an imminent threat or elevated threat. Using available information, the alerts will provide a concise summary of the potential threat, information about actions being taken to ensure public safety, and recommended steps that individuals, communities, businesses and governments can take to help prevent, mitigate or respond to the threat.

[READ MORE](#)



The feds have scheduled the first ever national test of the Emergency Alert System. The Federal Emergency Management Agency and the Federal Communications Commission will conduct the test **Wednesday, Nov. 9 at 2 p.m. EST**. The duration may last up to three-and-a-half minutes.

A national alert enables the president to break into regular broadcasts and address the American public during emergencies. One has never been issued in the history of the system, established in 1951 by then President Harry Truman during the Cold War. It was then known as CONELRAD and included the capability to jam aircraft homing devices. It was replaced in the 1960s by the Emergency Broadcast System, which in turn was supplanted with the current Emergency Alert System in 1997. [READ MORE](#)



And if you have the opportunity to visit the [International Spy Museum](#) in Washington, DC, be sure to see the [Bruce Hennes Cold War Memorabilia Exhibit](#).



Curated by Hennes Paynter Communications

Short Takes

[1940 Vintage Newspaper Video](#) Media Jobs Daily
[Train Your Receptionist](#) Mr. Media Training
[10 Essential Facebook Tips & Tricks](#) CIO.com
[Curation Journalism](#) Mashable

[18 Ideas for Building a Relationship w/a Journalist](#) Ragan's PRDaily
[4 Phrases That Can Undermine a Spokesperson's Credibility](#) Ragan's PRDaily
[The Microphone is Always On](#) (epic fail video) WESH.com



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

7/18/11 Holmes County Board of Health (4.5 hours)

Managing the Media: Crisis Communications & Media Relations

Co-Sponsors: TBA

This seminar includes 1 hour of "Extreme Crisis Communications" (i.e. communicating during times of extraordinary threats to life and limb). This seminar has been approved for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

[REGISTER HERE](#)

7/29/11 Academy of Matrimonial Lawyers (1 hour)

Managing the Media

9/20/11 Wean Nonprofit Summit (1 hour)

Crisis Communications for Nonprofits

9/20/11 Ohio Health Department Commissioners (1.5 hours)

Crisis Communications

10/6/11 Knox County Board of Developmental Disabilities (4.5 hours)

Managing the Media: Crisis Communications + Extreme Crisis Communications

Co-Sponsors: Knox County Health Department, Kenyon College, Knox Community Hospital, First Knox National Bank, Creative Foundations, Mount Vernon Nazarene University, Central Ohio Technical College

Supporters: Knox County Emergency Management Agency, American Red Cross of Knox County, The Knox County Chamber of Commerce

Government, business, safety, health, education, other officials and community leaders will receive practical instruction about how to "Manage the Media" in order to handle everything from good news to bad news in a crisis.

This seminar also includes "Extreme Crisis Communications" (i.e. how to communicate during extreme and extraordinary situations where there are threats to life & limb). This is the single best, most comprehensive "crisis" seminar we offer to the public.

This seminar has been approved for four (4) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General.

[REGISTER HERE](#)

10/14/11 Ashtabula County Safety Conference (1 hour)
Crisis Communications

10/19/11 Lorain County Safety Council (1 hour)
How the Media Manipulate the News

12/7/11 Senior Service Network of Stark County (1 hour)
How the Media Manipulate the News

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, 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

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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. Hennes Paynter Communications LLC, our employees, contractors, the authors 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.

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