



www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

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Bruce M. Hennes

hennes@crisiscommunications.com



Barbara Paynter, APR

paynter@crisiscommunications.com

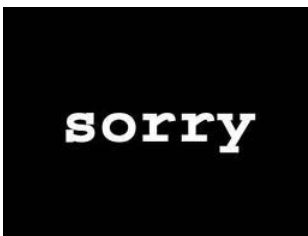
Our regular office number is 216-321-7774.
However, if your situation is DEFCON 4 (critical and extraordinarily time-sensitive),
please call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771.
If necessary, leave a voicemail and we'll get back to you within 30 minutes.



The Holmes Report

Penn State Needs a New Game Plan

As this is written, we're in the midst of the Jerry Sandusky trial, with the sad and gut-wrenching testimony of those allegedly molested by the former Penn State defensive coordinator. Did it happen? Who did what to whom? Who knew what and when -- and what was done with that information? Those questions will likely be soon decided by judge and jury. With former FBI Director Louis Freeh's report on the conduct of the university likely to be issued at the end of summer, now's the time for Penn State to put together a game plan to preserve the reputation of this storied university. Colleague Marian Salzman offers six points that can help any college or university score a touchdown and bring its brand back from the brink. [READ MORE](#)



Institute for Public Relations

Apologize, Deny, Justify or Excuse

In a networked world, company response to a crisis has become key to institutional reputation. Companies are judged not only on what happened but how they managed the crisis itself. Thirty- some years later Johnson & Johnson continues to get credit for the way it handled the Tylenol case, whether or not that case is relevant to today's crises.

Amid today's real-time media landscape, crisis response elicits more interest and involvement by stakeholders who are not directly affected by an event. As members of the public weigh in on a crisis response via social media, their comments can spread as quickly and influence perceptions as much as those of the company, CEO and others directly involved. Comms pros are faced with a limited set of strategy choices in many crises, including: Apologize? Deny? Justify? Excuse?

Additionally, there is that perennial question of whether the public face of the company in crisis should be the CEO or a lesser god. New research published in the Corporate Reputation Review provides some context and guidance that can be applied by practitioners. [READ MORE](#)



The Atlantic

Why a Weak Website Can't Replace a Daily Newspaper in New Orleans

The newspaper industry is in the midst of a mass decimation. This is due to the inexorable forces of the web and to the constantly fracturing attentions of readers, who can find much of the stuff that used to be exclusive to newspapers elsewhere and in vastly greater quantity and quality.

But there are still core functions that newspapers can do very well: covering news, sports, and entertainment in their communities, offering an authoritative channel for distinctive voices on those topics. But what if the process of relentless downsizing degrades a newspaper's relationship with its community, and with it those last sources of journalistic strength? This is an especially urgent question given what's

happening in New Orleans, where 200 employees at *The Times-Picayune* received their pink slips a few days ago. (FYI, *The Times-Picayune* is owned by [Advance Publications](#), who also owns *The Plain Dealer* in Cleveland). [READ MORE](#)



The Hamilton Spectator

The Panic Button: When a Crisis Hits, Preparation is Everything

If seconds count for rescuers at a disaster, they matter just as much to those behind the scenes communicating with the public. A fatal train derailment in Burlington, Ontario earlier this year was the backdrop to a crisis management panel discussion for professional communicators. [READ MORE](#)



Ragan's PRDaily

Who Should Speak For Your Company During a Crisis?

The choice of spokespeople in a crisis is critical. How they communicate can be a make it or break it moment-for them, for the organization, for the brand. But for many people, the question of who is a vexed, sometimes contentious issue. The CEO is not necessarily the best choice every time.

Here's the bottom line: Is your spokesperson capable of connecting with stakeholders in a compelling, compassionate, and credible manner? Does he or she have grace under fire? Does this person keep his or her emotions under control? Is the spokesperson authentic and convincing? And has your spokesperson received media training? Or are they just winging it? [READ MORE](#)



Risk Management Monitor

Crisis Management in the Age of Cybercrime

Sony suffered over a dozen data breaches stemming from attacks that compromised its PlayStation Network, losing millions and facing customer class action lawsuits as a result. Cloud-based email service provider Epsilon suffered a spear-phishing attack, reportedly affecting 60 million customer emails. RSA, whose very business related to on-

[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications. Contact us at 216-321-7774.



Cubes & YouTube

CBS News Behind-the-Scenes

Click [here](#) for a behind-the-scenes tour of the CBS Broadcast Center with Erica Hill, co-host of "CBS This Morning."



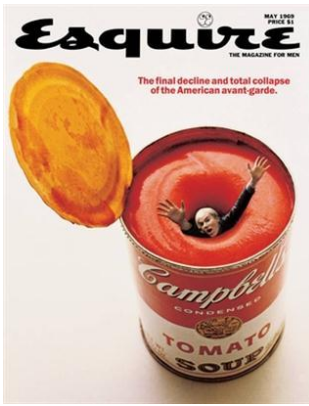
The Washington Post & Poynter

Watergate - 40 Years Later

Last week, Andrew Beaujon attended Washington Post Live's 40th anniversary celebration of Watergate, held in the Watergate office building on the 11th floor. For anyone with even a passing interest in the era, it was an opportunity to see a selection of its key players onstage as well as milling about the room - Bob Woodward and Carl Bernstein, John Dean, Egil "Bud" Krogh, Ben Bradlee, William Cohen, Fred Thompson. There were panel discussions. There was an open bar. And on the sixth floor, you could walk into the actual office burglarized on June 17, 1972, by people so inept their exploits are still reliable laugh lines four decades later. Herewith, an accounting of some of the evening's highlights. [READ MORE](#)

From Leonard Downie, former Executive Editor of The Washington Post: Investigative reporting in America did not begin with Watergate. But it became entrenched in American journalism - and has been steadily spreading around the world - largely because of Watergate. Now, 40 years after Bob Woodward and Carl Bernstein wrote their first stories about the break-in at the Democratic National Committee headquarters in Washington's Watergate office building, the future of investigative reporting is at risk in the chaotic digital reconstruction of journalism in the United States. Resource-intensive investigative reporting has become a burden for shrunken newspapers struggling to reinvent themselves and survive. Nonprofit start-ups seeking to fill the gap are financially fragile themselves, with their sustainability uncertain. [READ MORE](#)

And now, for your listening pleasure a very rare audiotape: **Richard Nixon's actual confession**, from the National Lampoon's 1973 version of the Missing White House Tapes. Listen [here](#).



The Atlantic

The Story Behind the Iconic Andy Warhol 'Esquire' Cover

Before the [breast-feeding three-year-old](#) and [gay Obama](#), there was Warhol, drowning in a can of soup. Here, legendary graphic arts designer George Lois talks about how he created the image for Esquire Magazine. [READ MORE](#)



Curated by Hennes Paynter Communications

Short Takes

[Photos of Nik Wallenda's Niagara Falls Walk](#) Washington Post
Be sure to click on "full screen"

[TV Shopkeeper Sam Drucker, R.I.P.](#) New York Times

[Richard Dawson, R.I.P.](#) Ragan's PRDaily

[NPR's Car Talk to End Original Run](#) Poynter

[12 Amazing Quotes from Graduation Speeches](#) Ragan's PRDaily

[5 Things Your Interviewer Won't Tell You](#) MediaJobsDaily
Written for job seekers, but the same advice applies to media interviews

[Which TV News Outlets Are the Most 'Civil'?](#) TVNewser

[The Incredible Mr. Rogers Viral Video](#) Ragan's PRDaily
PBS released a music video starring the beloved TV personality and featuring his sage words remixed and set to music. The video has topped 3 million views. If you grew up watching Mr. Rogers, you won't be able to resist this. If you haven't seen the video yet, stop what you're doing and watch it immediately. Already seen it? Watch it again.



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

6/18/12 Cleveland/Akron/Canton, Barberton and Summit County Joint Safety Council CEO Luncheon (1 hour)

6/28/12 Ohio Mayors Association (1 hour)

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)

10/16/12 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, Buckingham Doolittle; 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.

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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:

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



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](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.**



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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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