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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

June 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),
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.



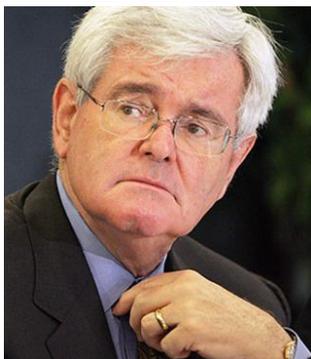
Levick Strategic Communications' Bulletproof Blog

McDonald's Draws the Line at Ronald's Big Red Feet

Walk into any McDonald's restaurant today and take a look at the menu. Among the Big Mac, Quarter-Pounder, and other mainstays are options you likely wouldn't have imagined even ten years ago. There are apples, salads, whole-wheat rolls, low-fat milk and a host of other options for consumers dedicated to healthier lifestyles.

Those who read the nutritional chart on the wall will see that higher quality ingredients are now the standard; that portion sizes are smaller; and that McDonald's is helping consumers make informed choices about what they put into their bodies.

Perhaps that's why the fast food giant has responded to those who think it should stop marketing to children by putting its foot down - and a giant red foot at that. [READ MORE](#)

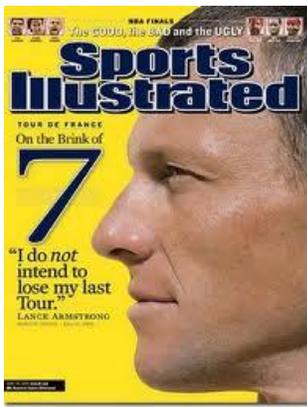


Journalistics

No Comment: The Worst Phrase in PR

I can think of no two worse words in PR than "no comment." You might as well say "guilty as charged," because that is how that phrase is most often interpreted. The phrase "no comment" is legalistic and should have no place in the PR lexicon.

Yet, just last week, GOP presidential candidate (and former Speaker of the House) Newt Gingrich uttered these two incriminatory words in response to questions about his personal finances, which include a reported half-million dollar debt to Tiffany & Co. [READ MORE](#)



Ragan's PRDaily

With a Single Tweet, Lance Armstrong's PR Machine Blunts '60 Minutes' Segment

Cycling superstar Lance Armstrong figured out that Twitter makes for a perfect sound bite, even in response to a "60 Minutes" expose. Posted before Sunday night's program, which said he allegedly took performance-enhancing drugs during his career, Armstrong's tweet was direct and finely tuned:

"20+ year career. 500 drug controls worldwide, in and out of competition. Never a failed test. I rest my case."

It was blasted out to Armstrong's nearly 2.9 million followers, and then retweeted thousands of times, effectively making a clean sweep of the Web. He offered no interviews, a policy he enacted during his seven consecutive Tour de France wins, leaving the media no choice but to quote the tweet in full. [READ MORE](#)



The Holmes Report

Corporate Integrity: Delivering on the Brand Promise

One of the most common misconceptions I've encountered in corporate communications is the use of brand and reputation interchangeably. It's so prevalent, in fact, that a majority of corporate PR practitioners either do not or cannot distinguish clearly between the two as it relates to the corporation they're serving (case in point: use of the nonsensical term "brand reputation").

Unfortunately, this misunderstanding undermines the role of corporate communications because it's the relationship between brand and reputation that ultimately defines the integrity of the corporate story. [READ MORE](#)



Forbes

IMF's Challenge Will Long Persist Long After Strauss-Kahn is Gone

It's a pointed irony of the Dominique Strauss-Kahn scandal that the International Monetary Fund may not have enough equity in its account to pay the bill. As its Managing Director cools his heels at Riker's Island after allegedly assaulting a hotel maid, the shortfall looms at multiple levels: the reputation of the organization, its leadership, its sense of its own future.

Of course, an organization's reputation, leadership, and future are inextricably fused. When organizations build up enough public trust and sufficiently imbue the world with a sense of irreplaceable value provided, they can draw on those reserves when they're needed - even in such catastrophic circumstances as the DSK fracas. [READ MORE](#)



Hennes Paynter Communications

Criminal Law & The Media Program

First-Ever Cleveland Metropolitan Bar Association & Press Club of Cleveland Program Held at Nighttown

Opening remarks were provided by **Steve Dettelbach** (U.S. Attorney), **Michael Ungar** (President,

Cleveland Metropolitan Bar Association) & **Bruce Hennes** (Hennes Paynter Communications); closing remarks by **Darrell Clay** (Walter & Haverfield); and moderated by **Michael O'Mara** (Hennes Paynter Communications).



Steve Dettelbach



Michael Ungar



(Left to Right) **Judge Tim McMonagle** (Ret.); **Ian Friedman**, Esq.; **Rufus Sims**, Esq.; **Niki Schwartz**, Esq.; **Dennis Terez**, Esq. (Public Defender's Office); **Dan Salamone** (WOIO TV-19 News Director); **Sherri Bevan Walsh**, Esq. (Summit County Prosecutor); **Debra Adams Simmons** (Editor, The Plain Dealer); **Carole Rendon**, Esq. (U.S. Attorney's Office); **Michael O'Mara**, Esq.

Co-Sponsors: Walter & Haverfield LLP and Hennes Paynter Communications

Bruce M. Hennes, managing partner of Hennes Paynter Communications, will be honored as the Communicator of the Year at the International Association of Business Communicators (IABC) Cleveland chapter Reach for the Top event. The Communicator of the Year award is presented annually by IABC Cleveland to recognize a practitioner who demonstrates excellence in communications.

Hennes will be recognized on Thursday, June 9. The event will be held at the Velvet Dog Rooftop Bar and VIP Lounge 1280 W. 6th St. in Cleveland starting at 6 pm. Register online at iabccleveland.com.



[Hennes Paynter Communications](http://HennesPaynterCommunications.com) 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?



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Ragan's PRDaily

Anatomy of a PR Crisis: Dove Forced to Defend Allegedly 'Racist' Ad

PR crises can happen in a flash. One day you're thinking about your long-weekend plans, the next you're responding to claims of racism. Such is the case this week for Unilever-owned Dove brand.

Recently, the blog Copyranter shared the ad (shown to the left) from Dove under the headline: "Dove body wash turns Black women into Latino women into White women." The blog called the ad "stupid" and suggested it was a fake. It wasn't.

Should Dove have responded to the blog immediately? [READ MORE](#)



Phil Stella's Audience-Centricity Presentation Tips

Harness the Power of Words - Prepositions & Contractions

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about prepositions & contractions [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



Centers for Disease Control & Prevention

Social Media & Preparedness 101: Zombie Apocalypse

There are all kinds of emergencies out there that we can prepare for. Take a zombie apocalypse for example. That's right, I said z-o-m-b-i-e a-p-o-c-a-l-y-p-s-e. You may laugh now, but when it happens you'll be happy you read this, and hey, maybe you'll even learn a thing or two about how to prepare for a real emergency. So what do you need to do before zombies...or hurricanes or pandemics for example, actually happen? [READ MORE](#)



Curated by Hennes Paynter Communications

Short Takes

[Guide to Business Etiquette](#) Robert Half

[Stupid Sports Questions](#) Poynter.org

[20+ Tips for Striking Up a Conversation](#) Ragan's PRDaily

[AP Stylebook & Food Guidelines](#) Poynter.org

[5 Reasons Reporter Didn't Quote You](#) Bulldog Reporter

[Coke Celebrates 125 Years w/Epic Campaign](#) SocialTimes

[9 PR Fiascos Handled Brilliantly by Management](#) Business Insider

[Hungary Tests Warning Plan with Lord of the Rings](#) Continuity Insights



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

6/1/11 Mahoning County Board of Health (4.5 hours)

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

Co-Sponsor: Youngstown State University Police Department

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.

6/15/11 Ohio County Recordors Association (4 hours)

Crisis Communications & Managing the Media

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.

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.

FOR MORE INFO & REGISTRATION: Coming Soon

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.**



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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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WARREN BUFFET'S 4-STEP CRISIS COMM STRATEGY: Get it right. Get it fast. Get it out. Get it over.



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