



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.

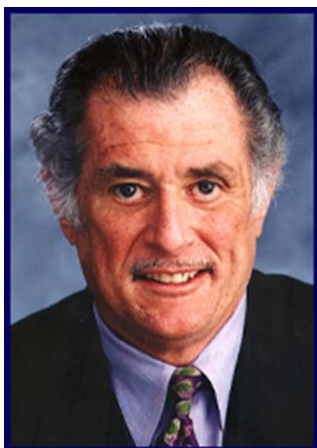


FastCompany

Debt, Scandal, And Bruised Reputations: Damage Control For Colleges In Crisis

Our friend and colleague, Richard Levick, writes, "It's not just the events that make national news, such as the Virginia Tech massacre, the Penn State football scandal, or the raucous student protests against Gallaudet University's leadership a few years back. In recent years, we've seen lawsuits take aim at schools alleged to have inflated job placement data. We've seen campus leaders taken to task for accepting donations from less-than-savory sources. Let's not even get started on the NCAA, which rarely goes a week without front page headlines that detail some form of alleged recruiting, reporting, or behavioral controversy. And as college tuitions have outpaced inflation by five-fold for the past 25 years, soaring debt has become a high profile issue putting universities on the defensive."

[READ MORE](#)



The Atlantic

Frank Deford's Quest to Bring Humor and Grace to Sportswriting

Frank Deford basically looks the way he writes. He's 6'4," trim, wears silk ties, French cuffs, and natty sports coats. He has a pencil mustache and slicks back his hair. During the Christmas season, he's probably the only man in all of TV gallant enough to wear a red blazer on the air.

That's pretty much the same swath Deford cuts through his sportswriting, which for him is never simply about the game. "It should be the best writing," he once explained. "You're writing about young, vibrant people; there are wins and losses. In other words, it's great drama." He brings a streamlined elegance to every

subject, whether it's old football coaches in the Deep South, retired prizefighters in the steel belt, or tennis champions at Wimbledon. [READ MORE](#)



Inside Investor Relations Magazine

Crisis Management & Communications

A corporate crisis has affected one in three companies in the last five years: everything from the global economic downturn to company-specific employee disputes, regulatory investigations and hostile takeover attempts. Now, two thirds of companies have preparations in place for the next crisis.

As investor relations is intimately involved in communicating the impact of a crisis to the markets, this report looks at the IR lessons from past crises and the readiness for future crises, based on the responses of more than 750 IR professionals worldwide. [READ MORE](#)



Nieman Journalism Lab

Buzz Bissinger: Newspaper Editors are "Very Cautious - Too Cautious"

Reporter and author Buzz Bissinger stopped by the Nieman Foundation and shared his thoughts about how journalism has changed since his early days, and where it's going, among other topics. Bissinger is probably best known for his books, which he says he was inspired to write after his year as a Nieman Fellow. He wrote best sellers like *Friday Night Lights* and *A Prayer for the City*, and is out with a memoir this summer. In this interview, Bissinger reflects on how newspapers have changed, why editors need to take risk, and the sale of Philadelphia's two largest newspapers. [READ MORE](#)



The Poynter Institute

Roger Ailes Criticizes New York Times, AP During Ohio University Talk

Fox News CEO Roger Ailes made headlines when he told UNC journalism students to "change your major" and made them again when he recently spoke at Ohio University. "One thing that qualifies me to run a journalism organization is the fact that I don't have a journalism degree," he said. The Ohio graduate also criticized New York Times reporters, saying "They are a bunch of lying scum." [READ MORE](#)



All Twitter

What Causes Social Media Crises, and How Do They Spread?

Online community managers have a great job, interacting with customers and ensuring a brand's reputation is kept pristine online. However, crises do pop up, and more often than you'd think. This article takes a look at the origin and triggers of 30 major social media crises of 2011 to see if there's a method to the madness of irate tweets, annoyed status updates and vicious vloggers.

Your company's brand is just as valuable as what you're selling, so it's important to monitor your

brand reputation online. And just as the 30 companies mentioned in this article realized, that reputation can get damaged pretty quick in the world of real-time social interaction. [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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[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications. Contact us at 216-321-7774.



ExchangeMagazine.com

Professor Critiques Pop Culture Responses to Pandemic Diseases

Using the Principals of Advertising and Popular Culture to Market Social Goals is Unsuccessful on Several Levels

When the 2011 film Contagion was released, it was billed as an "ultra-realistic" opportunity to build public awareness about pandemics like SARS and bird flu. But as Laurier researcher Penelope Ironstone points out, the film isn't always helpful as an educational tool. "The quote on the posters was 'Don't talk to anyone. Don't touch anyone,' and that was the message many people took away from the film," says Ironstone, who is an expert on health-crisis communications. "As an example of social marketing - using the principals of advertising and popular culture to market social goals - it's unsuccessful on several levels."

[READ MORE](#)



The Morning Delivery

20 Years Ago This Month, Johnny Carson Signed Off

20 years ago, May 22, 1992, Johnny Carson, age 66, after serving as the Tonight Show host for 30 years, including 4,531 shows, while interviewing approximately 24,000 guests, taped his final show at the NBC studios in Burbank California. "I bid you a very heartfelt goodnight" were Carson's final words before fading deep into the night. He was succeeded by Jay Leno on May 25, 1992.

The crowned "King of Late Night", except for a brief appearance celebrating Bob Hope's 90th birthday in 1993 and hand delivering a top 10 list to David Letterman in 1994, never again popped up on any television show either as a guest or host of a special presentation. [READ MORE](#)

Jonathan Broadbent



Facebook, LinkedIn & Twitter. What Happens to Your Social Media Accounts When You Die?

If you use Facebook, LinkedIn and Twitter, you may have wondered what happens when users die. Are profiles immortal? Are memories lost?

Curiosity about this topic dates to the days of MySpace. When young MySpace users died, their pages lived on - the social media portal went with a policy of not assigning control of a dead user's account to another person, reflecting both privacy concerns and respect for the deceased. So how do the major social media sites in this decade handle such issues? [READ MORE](#)

Curated by Hennes Paynter Communications



Short Takes

[Prince Charles Does the Weather on BBC Scotland](#) The Guardian
Yes, this is THE Prince Charles. Actually, he's not bad.

[Photos of the American West - 150 Years Ago](#) The Atlantic
These photos are fantastic - not to be missed.

[Why Is Opinion Writing Still Mostly Male?](#) Columbia Journalism Review

[Everyone Wants Mayor Bloomberg to Buy the New York Times](#) The Atlantic

[Judge Allows Live-Tweeting, Live-Blogging During Jerry Sandusky Trial](#) Poynter.org

[This Is 'Jeopardy!': How a Week of Episodes Gets Filmed in One Day](#) The Atlantic

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

6/7/12 Ohio County Auditors Association (1.5 hours)

6/13/12 Southern State Community College (4 hours)

Crisis Communications & Media Relations for Government Officials, Community Leaders, Nonprofits, Education, Business, Boards of Health, Medical Providers, Fire, Law Enforcement and Other First Responders

6/14/12 Business Volunteers Unlimited - Center for Nonprofit Excellence (3 hours)

Crisis Communications for Nonprofits

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.**

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.

