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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

May 15, 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.



The New York Times

How Families Avoid Scandal, When Any Slip Can Go Viral

Two types of privacy violations scare people with wealth and a reputation to protect: the isolated annoyances and the breaches that go viral. How to prevent the privacy violations from happening or, if that fails, handling the fallout.

Eugene Callahan, a lawyer with Wormser, Kiely, Galef & Jacobs, told a story about the first type of violation, the annoying kind. He said he recently looked down at his BlackBerry and saw an e-mail sent from himself. Far from being a to-do list, it was an entreaty from him to send money to Scotland to cover his hotel bill. Mr. Callahan, in New York at the time, knew his e-mail account had been hacked. But rectifying the problem proved more difficult.

"It took five days of talking with Microsoft to establish I am who I am," Mr. Callahan said at the discussion, "Family Reputation Management in the Internet Age," sponsored by Wells Fargo Private Bank. "It was a nightmare."

Yet as isolated incidents go, it will do no damage to his image. When a privacy violation goes viral, though, the long-term impact on someone's reputation is not so clear.

[READ MORE](#)



HolmesReport.org

In Nuclear Crisis, Outrage Again Overshadows Actual Hazard

In the last issue of the Hennes Paynter Crisis Comm & Media Relations E-Newsletter, Paul Holmes [posted his thoughts](#) on the risk communications challenges of the nuclear disaster in Japan, citing the work of risk comm's guru [Peter Sandman](#).

Holmes received a note from Sandman contributing some additional thoughts on the mistakes made, thoughts especially important for our readers with responsibility for crisis and issues management. [READ MORE](#)

In an in-depth look at Japan's recovery after a devastating earthquake, tsunami, and nuclear chaos, former environmental official in the Obama administration and a law professor at Loyola University New Orleans, Robert Verchick, asks the questions: How long will it take Japan to recover, and just what is the right approach to disaster recovery? Verchick also lays out the process of disaster recover into three stages: Act One - A disaster occurs; Act Two - Emergency response takes place; Act Three - Recovery and how a tragedy is fully understood. [READ MORE](#)



The Holmes Report

3 Common Mistakes Business & Countries Make

There are three common mistakes that companies and countries make when faced with a crisis. Levick Strategic Communications CEO/president Richard Levick reveals how to avoid them. [READ MORE](#)



Pew Research Center's Project for Excellence in Journalism

How the Media Covered Bin Laden's Death

Since the death of Osama bin Laden, the attention given to the event in both traditional and new media has been only nominally focused on the political ramifications of the terrorist's death. Instead, the discussion across a broad range of mainstream media, on Facebook, Twitter and in the blogosphere, has centered on trying to sort out what happened and on people's feelings about it-including significant debate in social media over whether the reports might be a hoax.

[READ MORE](#)



Editor & Publisher

'Who Needs Newspapers' Project Documents the State of Newsrooms Nationwide

Everyone hears about The New York Times and the Chicago Tribunes of the world, but what about the Jackson Citizen Patriot in Jackson, Mich., or the Mountain Eagle in Whitesburg, Ky.? How have they adapted to new technology? What is their newsrooms' mind-set for the future?

In an effort to find out, the Who Needs Newspapers project is going state to state to document newspapers and find out how they're surviving. "We really have noted that not everyone is caught up in the doom-and-gloom forecasts; people realize it is actually an exciting time for newspapers," said media expert Paul Steinle while on the road to Tupelo, Miss. "It's a redevelopment period for a lot of newspaper companies, and the culture of the newsroom has changed. You have younger and energized people coming in that understand the technology and are using it to their advantage."

"What we have found in visiting so many different places, is actually more of the same. Even smaller local newspapers are understanding, and repositioning themselves with the use of multimedia technologies," Steinle said. "In this era of the Internet, newspapers can once again compete in the breaking news department, something they got away from in the 1980s and 1990s

with the dominance of TV. But the newsrooms are being educated on the digital world, and local dailies are realizing the important link they have with their community." [READ MORE](#)



Hennes Paynter Communications

Hennes Paynter Co-Sponsors Criminal Law & The Media Program

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

Tuesday, May 17, 2011

Nighttown, 12387 Cedar Road, Cleveland Heights, Ohio

5:30 p.m. Cocktails (cash bar) 6:30 p.m. Dinner

7:30 - 9:00 p.m. CLE Presentation

Opening Remarks: **Steve Dettelbach**, U.S. Attorney

Closing Remarks: **Darrell Clay, Esq.**, Walter & Haverfield LLP

Moderator: **Michael O'Mara, Esq.**, Hennes Paynter Communications

Seminar Chair: **Bruce Hennes**, Hennes Paynter Communications

Panel

Carole Rendon, Esq., U.S. Attorney's Office

Sherri Bevan Walsh, Esq., Summit County Prosecutor

Debra Adams Simmons, Plain Dealer Editor

Niki Schwartz, Esq., Schwartz, Downey & Co., LPA

Ian Friedman, Esq., Ian N. Friedman & Associates

Dennis Terez, Esq., Public Defender's Office

Rufus Sims, Esq., Rufus Sims & Associates

Dan Salamone, WOIO-TV19 News Director

Timothy McMonagle, Retired Judge, Cuy. Cty. Court of Common Pleas

At the intersection of criminal law and the media, the idea for this program evolves from the belief that most law/media programs involve representatives of each profession arguing the issues that divide us, as though it were an exercise in attempting to persuade third parties to see it their way. Instead, we envision a dialogue between representatives of the two professions, as well as with the audience, in which each share pet peeves about the other, developing understanding about how each side can behave differently to avoid or ameliorate problems and work together to better each do their jobs.

This is the first time the Cleveland Metropolitan Bar Association and The Press Club of Cleveland have ever done a joint program. Lawyers, non-lawyers, those with an interest in the media, spouses and friends are invited to join us for this special dinner and program event to be held at [Nighttown](#), which is also the home of The Press Club of Cleveland's [Journalism Hall of Fame](#).

For full CLE and registration information, [click here](#).

Speaking of **Nighttown**, thanks to Robin Swoboda and the WKYC-TV3 News Team for their "love letter" to the fabled restaurant and jazz club. [CLICK HERE](#) for the video.

[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?



Buzz Feed

Why Don't We Do It in the Road?

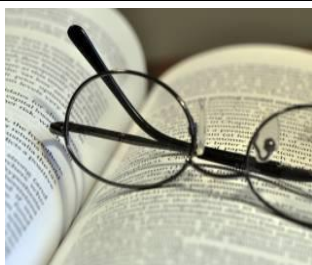
The north-west London zebra crossing traversed by the Beatles one bright morning 41 years ago - and visited by musical pilgrims ever since - has been granted Grade II listing. Britain Heritage Minister John Penrose took the unusual decision to protect the crossing, which provided the cover shot for Abbey Road album, following advice from English Heritage. Although the listing is the first of its kind, the Abbey Road studios where the 1969 album was recorded, won similar recognition.

Sir Paul McCartney, whose barefoot stroll across the road gave rise to all manner of absurd conspiracy theories, welcomed the news. "It's been a great year for me and a great year for the Beatles and hearing that the Abbey Road crossing is to be preserved is the icing on the cake," he said.

Thanks to technology, you can vicariously share, see and hear the experience, yourself, right from your computer this very moment by clicking on the Abbey Road webcam, where if you watch for just a few minutes, you are likely to see someone "doing it" in the road - and almost getting killed by a car. In the words of your supervisor, "a total time-waster." But in the words of Buzz Feed, it's "weirdly fascinating."

Three tips: turn your computer speakers up; mouse over the lower left of the webcam picture and an in-out-pan-tilt button appears; and remember the time difference if you're in the U.S.

[CLICK HERE FOR THE WEBCAM](#)



Phil Stella's Audience-Centricity Presentation Tips

"Delivery" Best Practices

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

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



The Poynter Institute

Cramer: 'The old me would have hit Jon Stewart with a chair'

Jon Stewart's "Daily Show" takedown of Jim Cramer happened more than two years ago, but the CNBC "Mad Money" host is still discussing it. He says in Sunday's Times Magazine: I'm proud I didn't [hit Stewart with a chair]. I controlled myself. But maybe I shouldn't have. Maybe I should have taken the gloves off. When Stewart talked about how his 75-year-old mother lost money in the market, I could have said: 'Hey, your brother Larry Leibowitz is one of the heads of the New York Stock Exchange. Why didn't he give your mom advice? Maybe I should have said that.' [READ MORE](#)



Curated by Hennes Paynter Communications

Short Takes

[The Ellipsis...Is Abused & Misunderstood](#) Ragan PR Daily

[Hostile Audiences: 4 Tips](#) Ragan's PR Daily

[Do Reporters Use Intimidation Tactics?](#) Mr. Media Training

[Companies May Fail, But Directors In Demand](#) New York Times

[10 Magic Phrases Journalists & Bloggers Love](#) The Publicity Hound

[NPR Listener's Dream Comes True: Pledge-Free Progr'g](#) Nieman Journalism Lab

[Roger Ebert Wins New Yorker Cartoon Caption Contest](#) The New Yorker

[Back to Basics: The PR Guide to Email Pitching](#) Social Media Explorer

[Top 3 Lessons from Google vs. Facebook Burson-Marsteller Fiasco](#) Social Media Zone



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 Recorders 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)

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.**

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).

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