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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

May 1, 2011

Bruce M. Hennes hennes@crisiscommunications.com [LinkedIn](#)

Barbara Paynter, APR paynter@crisiscommunications.com [LinkedIn](#)

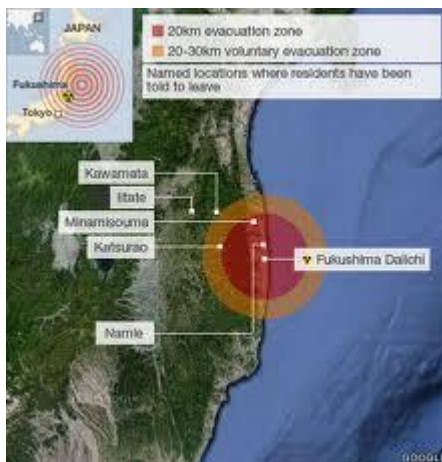
Our regular office number is 216-321-7774. However, if your situation is DEFCON 4 (critical and **extraordinarily** time-sensitive), call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771. If necessary, leave a voicemail and we'll get back to you within 30 minutes.



Kowalski & Associates

Law Firm Crisis Management: Planning, Developing & Implementing a PR & Communications Program for Law Firms.

In analyzing the 41 major law firm failures since 1988, it appears that most were either caused by a failure to contain rapidly escalating adverse publicity or the ultimate implosions were certainly materially exacerbated by such adverse publicity. Most often the source of the adverse publicity emanates from the law firm in decline itself. Like with so much in the world, planning is essential. Every law firm must have a public relations crisis management program in place to deal with PR crises. [READ MORE](#)



HolmesReport.com

Japan Nuclear Crisis: Outrage Again Overshadows Actual Hazard

Watching reactions to the unfolding nuclear disaster in Japan, Paul Holmes is reminded of risk management guru Peter Sandman's work on "the components of outrage," which does an extraordinary job of spelling out the challenges risk communications professionals face when dealing with this kind of incident.

It helps to start with some basic facts. Coal power, for example, causes 1,000 times as many serious injuries and 500 times as many fatalities as nuclear energy. Oil is somewhat safer than coal, but still many, many times more dangerous than nuclear. In other words, in a sane and rational world, it would take a dozen or so incidents such as the one we have seen at the Fukushima Daiicha Nuclear Power Plant before people started questioning whether nuclear energy was "worth the risk." [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](#). We are expecting a sell-out, so do consider early registration.

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?



National Public Radio

BP: A Textbook Example of How Not To Handle PR

Within hours of the Deepwater Horizon explosion, Glenn DaGian was on the phone. He had retired a year earlier after working with BP and Amoco for 30 years. He wanted back in the game. "Every day thereafter, for about a week, I kept saying, do you want my help, do you want my help?" he says.

DaGian watched from the sidelines as BP executives declared it was not their accident, blamed their contractors and made the company look arrogant and callous. The company's response has become a textbook example of how not to do crisis management before people started questioning whether nuclear energy was "worth the risk." [READ MORE](#)



The New York Times

The Pulitzer Prize Eddie Adams Didn't Want

For a long time after Eddie Adams won a Pulitzer Prize for "Saigon Execution," he wouldn't speak of it. He turned away questions about the picture, grumbling some dismissive rebuff like, "Everything's already been said about it." Or: "There's nothing new. I don't want to talk about it now." I

experienced this firsthand in the 1970s as a college student. At an Indiana University seminar, I asked him about "Saigon Execution." Before an auditorium packed with photojournalism students, Eddie cut me off at the knees, then pointed to the next raised hand. I was stunned. After the slide show we'd just watched, we were collectively in awe. Eddie seemed like some kind of photo-journalism God. I had no idea I'd stumbled onto such a sore point. It didn't make sense. Who wouldn't want to talk about one of history's most iconic war pictures and winning the Pulitzer Prize? [READ MORE](#)

On a related note, there's a short film making the rounds on the internet illustrating the power of words to radically change your message and your effect upon the world. Many of our readers have sent this to us over the last few weeks. Whether you think it's more like an American Greetings/Hallmark Card or a profound piece of filmmaking, it's well done and worth a look [here](#).



The PR Radar

FACEBOOK: Should Teachers Friend Students?

The Ontario College of Teachers has issued a [professional advisory](#) about the use of electronic communication and social media. The headline-grabbing stance the advisory takes is that teachers are not to accept online friend requests from students. As controversial as it may be, Scott Juba believe this is the correct direction to go. He suggests there are appropriate spaces on sites such as Facebook for teachers to interact with their classes in a public space rather than with individual students via individual profiles. [READ MORE](#)



Phil Stella's Audience-Centricity Presentation Tips

Taking the Pain Out of Sales Presentations

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



Curated by Hennes Paynter Communications

Short Takes

[Oprah: I Can't Save Canceled Soaps](#) The Huffington Post
[The 18 Most Awesome Hats at Royal Wedding](#) BuzzFeed
[5 Ways to Write for Ear, Not For Eye](#) Ragan's PR Daily
[Explaining Your Time Warner Bill](#) The New Yorker
[Few Companies Prepared for Crisis Management](#) Canadian Business Journal

[What's So Special About Sony's Data Breach?](#) Reuters
[Apple Drops Ball on iPhone Location Tracking Issue](#) Computerworld
[Bob Woodward Laments "Curse" of Celebrity Journalism](#) ABC News
[CEO Hides Behind Milk Crates to Avoid TV Cameras](#) Ragan's PR Daily
[Online Crisis Communications: Dark Websites](#) CisionBlog



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

5/9/11 Canton City Health Department (Session #1: 4.5 hours; Session #2: 2 hours)

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

Co-Sponsors: Stark County Emergency Health Care Planning Committee, Stark County Emergency Management Agency, Canton Regional Chamber of Commerce, Kent State University at Stark

This seminar includes 1 hour of "Extreme Crisis Communications" (i.e. communicating during times of extraordinary threats to life and limb) plus 2 additional hours (optional) on the use of social media during a crisis. This seminar has been approved for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

5/11/11 American Marketing Association (1 hour)

5/12/11 Crossroads Hospice Conference (1 hour)

5/12/11 28th Annual Metro Life Flight Critical Care Symposium (1 hour)

[Communicating in a Challenging Media Environment](#)

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.

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

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

10/19/11 Lorain County Safety Council (1 hour)

12/7/11 Senior Service Network of Stark County (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 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,

Call Bruce Hennes 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 business or reputation is threatened, you need a specialist. A crisis communications specialist.

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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.



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This message was sent to hennes@crisiscommunications.com from:

Bruce Hennes | 2841 Berkshire Road | Cleveland, Ohio 44118

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