

If you can't see any images below, please set your email program to "show all images" when receiving this e-newsletter. Click [here](#) to see this newsletter in your web browser.



[www.crisiscommunications.com](http://www.crisiscommunications.com)

## Crisis Comm & Media Relations E-Newsletter

May 1, 2012

**Bruce M. Hennes**  
**Barbara Paynter, APR**

[hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com)  
[paynter@crisiscommunications.com](mailto:paynter@crisiscommunications.com)

[LinkedIn](#) [Twitter](#)  
[LinkedIn](#) [Twitter](#)

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.

*Note: We did not publish an April 15, 2012 Crisis Comm E-Newsletter.*

Ragan's PRDaily



### Secret Service Scores an A- in Scandal Response

The recent Secret Service Hookers-in-Cartagena scandal dredged up more than simply another ping to the public's collective consciousness about a governmental scandal. It also raised the specter that perhaps a larger cultural issue is at stake within the Secret Service that transcends the need to weed out a few bad apples. How has the federal government reacted to this crisis? [READ MORE](#)

Forbes, The Holmes Report & Ragan's PRDaily



### The Wal-Mart Bribery Scandal

From Richard Levick: Chalk one up for old-fashioned hard copy investigative reporting. When the New York Times story about alleged bribery of Mexican officials by Wal-Mart hit the newsstands this weekend, it set the "anti-corruption community" abuzz, at the very least providing a dramatic reminder that the Foreign Corrupt Practices Act is no paper tiger; that the potential for civil and possibly criminal government action is immense; and that, especially for a retail giant that lives on public loyalty, the brand threat here should be taken very seriously. [READ MORE](#)

From Paul Holmes: Wal-Mart wasn't "working diligently" on FICA compliance, it was working to undermine the very laws it was breaking. [READ MORE](#)

From Ragan's PR Daily: There's nothing like a good old investigation that uncovers allegations of bribery and a cover-up extending to the top floor of the corporate office to bring home the point that there are no short-term PR fixes. [READ MORE](#)



Business Emergency Planning Institute

## Celebrating the Averted Disaster

**Nominations Now Open for the 3rd Annual Northeast Ohio BEPPE Awards**

Does anyone celebrate when something doesn't happen that could cause harm to an organization? What about cheering on a well-planned response to a major disruption?

That's what the BEPPE (Business Emergency Planning Professionals Excellence) Awards are all about. Northeast Ohio businesses, nonprofits and government agencies every day thwart, mitigate or recover from all sorts of business disruptions - whether it's a crashed server, an unexpected executive departure, a major weather event or a potential pandemic.

The BEPPEs celebrate those achievements. Nominations for the third annual BEPPEs, **sponsored by Hennes Paynter Communications**, are being accepted through May 15, 2012. Winners will be announced in early June.

"Individuals and organizations that thwart or mitigate disasters in business work hard behind the scenes. We wanted to bring them to the forefront and honor their achievements," said Ann M. Gynn, BEP Institute executive director.

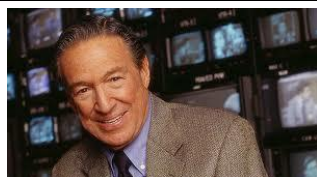
Bruce Hennes, managing partner of Hennes Paynter Communications, said, "As a crisis communications firm, we see organizations striving to avoid or recover from all types of disasters. We are pleased to support the BEPPEs, highlighting success stories and lessons learned for organizations seeking to avoid similar misfortunes."

Nominations forms and details are available at [www.bepinstitute.com/beppe](http://www.bepinstitute.com/beppe). Nominations are due by May 15.

Past BEPPE award winners include:

- City of Cleveland's Department of Port Control (prep and response to massive airport power outage)
- Invisible Fence of Northeast Ohio (pet oxygen mask program)
- Greater Cleveland Regional Transit Authority (hosting international training exercise)
- Goodyear Tire and Rubber Company (planning around Hurricane Ike)
- Invacare Corp. (maintaining operations around large-scale new equipment installation)
- Case Western Reserve University (mitigation of campus-wide H1N1 flu outbreak)
- NESCO Resources (recovery after fire destroyed branch office)
- Cuyahoga County Board of Health (implementation of county-wide H1N1 flu vaccines).

The Business Emergency Planning Institute is a membership-based organization dedicated to helping Northeast Ohio businesses, nonprofits and government agencies learn, network and promote business continuity planning and disaster recovery efforts. For more information, visit [www.bepinstitute.com](http://www.bepinstitute.com).



Poynter.com

## It Was Often Said, "Four of the Most Dreaded Words in the English Language Were 'Mike Wallace is here'"

Howard Kurtz ponders: Perhaps our mourning for these titans of yore reflects a longing for a

simpler time, when right and wrong was as clear-cut as Mike Wallace chasing a bad guy down the street. Martin Lewis says Wallace was indirectly responsible for Beatlemania. And Seymour Hersh remembers getting soundly scooped by Wallace. RIP, Mike Wallace. [READ MORE](#)



AdWeek

## P&G Salutes Mothers Again in Stirring Olympic Spot

With so much political crossfire lately over the role of mothers, it's great to see the return of Wieden + Kennedy's universally heartwarming "Thank you, Mom" campaign for Procter & Gamble. Originally launched for the 2010 Winter Olympics, the messaging has been dramatically reborn for the 2012 Summer Olympics in London with "Best Job," a cinematic and emotional anthem from *Babel* director (and sometime anti-meth PSA creator) Alejandro González Iñárritu. The new spot is a beautiful testament to parents around the world who have helped their children through the grueling daily grind toward becoming an Olympic athlete. While the online-only ad and its tagline, "The hardest job in the world is the best job in the world," are likely to get dragged into the political theater of Ann Romney and full-time motherhood, there's also a chance that the spot could finally help settle this pointless debate by reminding us all that any mom who makes the time to support her kids is a great mom." [READ MORE](#)

## News From Hennes Paynter



## Howard Fencil Joins Hennes Paynter



We bid a warm welcome to Howard Fencil, APR, who joined the firm as vice president. Fencil brings more than 25 years of experience in public relations and in television news production and management. He will be responsible for the development, management and implementation of communication strategies for clients of the firm, focusing on crisis communications, media strategy, media training, and cross-platform media monitoring in on-air, on-line, social and mobile media.

"Howard has extensive experience coaching executives in every business sector to effectively tell their stories to the media in crisis situations," said Barbara Paynter, partner at Hennes Paynter Communications. "From his front-line experience working in television news, he knows how to anticipate tough questions from the media, and that's essential in developing the powerful responses clients need to get in front of crisis issues and emerge with their reputations intact."

Prior to joining Hennes Paynter Communications, Fencil served as assistant news director at WKYC-TV. He also worked at Edward Howard & Co. (now Fahlgren Mortine) and served a diverse client base including Nokia, Sony Ericsson, Rubbermaid, Ben Venue Laboratories, Lifebanc and the

Greater Cleveland Growth Association (now the Greater Cleveland Partnership). He also served as television news producer and executive producer for a dozen years, working at WKYC-TV and WEWS-TV in Cleveland and WBNS-TV in Columbus.

As assistant news director at WKYC, Howard was responsible for crafting the news department's pioneering cross-platform strategic content delivery plan, successfully launching one of the first social media sites for a Gannett-owned television station in 2007. The plan was subsequently adopted by all 22 Gannett television properties.

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



TheSpec.com

### 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. The fatal train derailment in Burlington, Ontario almost two months ago was the backdrop recently to a crisis management panel discussion for professional communicators. From Jeff Vallentin, vice-president of public affairs at Hamilton Health Sciences: "The media is not playing for tomorrow's paper. It's instantaneous now." [READ MORE](#)



The New Yorker

### What Word Would YOU Eliminate From the English Language?

Last week, The New Yorker asked readers to propose a single English word that should be eliminated from the language. From that article: "The nominations piled up, in the hundreds and then the thousands. People who like words, as it turns out, also hate words. Superfluous adverbs took a beating: people unloaded on "literally" and "actually." One woman challenged anyone to think of a case in which a deleted "actually" changed the meaning of the sentence. But there's reason and then there's rhythm, and "actually" is actually useful as a useless dactyl. Other entries were conceptual: a number of readers wondered if eliminating "hate" would eliminate hate. We checked. It would not. (Nor would "war.")." [READ MORE](#)



Fast Company

### 3 Marketing Takeaways from Dollar Shave Club's F\*\*\*ing Great Ad

Ten years ago, Dollar Shave Club wouldn't have stood a chance against the titans who control the men's razor market. With only about \$1 million in seed funding and five full-time employees, the tiny e-commerce start-up can't afford celebrity endorsers like Roger Federer; it can't buy television advertising during high-profile sporting events; and it can't secure marquee placement in the aisles of top retail chains. Ten years ago, that kind of marketing disadvantage represented an insurmountable obstacle. If a startup had a Goliath's market share in its sights, it needed far more than just a slingshot. [READ MORE](#)

**BONUS VIDEO:** Next time you're feeling down in the dumps, watch [this video](#) of Grandma having a tough day.



Curated by Hennes Paynter Communications

## Short Takes

Owners Chicago BOMA

[Vintage Dick Clark TV Ads](#) Agency Spy

[The Humans of New York](#) The Atlantic

[Five Memorable Opening Day Openers](#) Poynter

[How Mattel Botched the Call for Beautiful and Bald Barbie](#) Ragan's PRDaily

[Body Language Cheat Sheet to Decode Common Non-Verbal Cues](#) LifeHacker

[Most Frequently Challenged Library Books of 2011](#) GalleyCat

[Robert Redford to Produce a Documentary About Watergate](#) New York Times



Hennes Paynter Communications

## Upcoming Events and Seminars

Join us for one of the presentations below or contact us to customize one for your organization

**5/3/12 Maritime Law Association of The United States  
Crisis Communications**

**5/4/12 Lakeland Community College - Nonprofit and Public Service Center (6 hours)  
Crisis Communications, Media Relations & Social Media for Government Officials, Community Leaders, Nonprofits, Education, Business, Boards of Health, Medical Providers, Fire, Law Enforcement and Other First Responders**

Co-Presenter: Scott Juba

For more information, click [here](#)

**5/10/12 Portage County Safety Council (1 hour)  
How Media Manipulate the News**

**5/10/12 Akron Public Relations Society  
Maintaining Ethics in Public Relations**

Co-Presenters: Eileen Korey, University of Akron; Rick Batyko, Cleveland+ Marketing Alliance; Tom Duke

For more information, click [here](#)

**5/15/12 Stark County Human Resource Association (1 hour)  
How Media Manipulate the News**

**5/22/12 Licking County Safety Council (1 hour)  
How Media Manipulate the News**

**6/7/12 Ohio County Prosecutors Association (1.5 hours)  
Crisis Communications**

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

**6/28/12 Ohio Mayors Association (1 hour)  
Crisis Communications**



**9/6/12 NonProfit Direct: The NonProfit National Resource Director (1 hour)**

**Teleseminar: Crisis Communications for Nonprofits**

**10/16/12 Medina County Safety Council (1 hour)**

**How Media Manipulate the News**

**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

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.

## **Did Someone Forward This E-Newsletter To You?**

Don't miss a single issue. To get your own subscription, simply send your name, email and a few words about who you are and what you do to [info@crisiscommunications.com](mailto:info@crisiscommunications.com).

**Know someone who might benefit from this newsletter?** If you just forward using your own email program's "Forward" function and your recipient thinks they're being spammed, they can click on the Opt Out link and opt YOU off the list. So use this "[Forward This E-Newsletter](#)" link, please.



## **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.

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.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

**www.crisiscommunications.com**  
**216.321.7774**



## **Administrivia**

This email newsletter about Crisis Communications & Media Relations is generally published twice a month.

**LINKS:** All of the links above include a tracking code. This is placed by Constant Contact, the service we use to design and send out this e-newsletter. In this manner, we do receive "web analytic" information aggregating information about how our readers use this e-newsletter. We will not share any information specific to you with anyone. Promise.

**SUBSCRIBE/REMOVE:** A subscription to our Crisis Comm & Media Relations E-Newsletter is free. To subscribe, please follow the instructions below or simply send your name, email and a few words about yourself to [info@crisiscommunications.com](mailto:info@crisiscommunications.com). If you want your name removed, please send an email with the word "remove" in the subject link or use the link below to unsubscribe.

**COPYRIGHT:** Unless otherwise noted, Hennes Paynter Communications LLC owns the material contained in this newsletter. However, we don't own the copyright for most of the articles we reprint or link to nor do we have permission to grant secondary reprint rights to you. Should you want to reprint any copyrighted material, we suggest you contact the author directly.

**PRIVACY STATEMENT:** We value your privacy. Your name, company or email address will never get shared, traded, sold, delivered, revealed, publicized or marketed in any way shape or form. Please know, however, that the websites we link to are not endorsed by Hennes Paynter Communications and are not part of our site, so we cannot vouch for their privacy policies.

**LEGALESE:** This e-newsletter is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sent with the understanding that 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.

**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 2012