

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.



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

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

## Crisis Comm & Media Relations E-Newsletter

November 1, 2010

**Bruce M. Hennes** [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com) [LinkedIn](#)  
**Barbara Paynter, APR** [paynter@crisiscommunications.com](mailto: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.

**Special Note:** The last issue of this e-newsletter was on July 10. We now resume our regular twice-a-month publishing schedule. Regular readers will note our new format. We look forward to your comments.



New York Times

### In Case of Emergency: What Not To Do

Whoever suggested that all publicity is good publicity clearly never envisioned the wave of catastrophe engulfing high-profile corporations over the last year, laying waste to some of the most meticulously tailored reputations on earth. BP, Toyota, Goldman Sachs, Tiger and LeBron all found themselves found themselves "under attack over the very traits that were central to their strong global brands and corporate identities," said PR guru Howard Rubenstein. [more info](#)

The New York Times article mentions the conflict between lawyers and communicators numerous times. For a take on that issue, click [here](#).

Did BP do anything right? Actually, many things, [says the Levick Strategic Communications Bulletproof Blog](#).



New York Times

### Why Is It So Hard to Apologize Well?

Tony Hayward, General Stanley McChrystal, the Pope, British Prime Minister David Cameron, the umpire who recently deprived that pitcher of a perfect game. Why do some apologies work, but others fall flat - and often make things worse. [more info](#)

"An apology begins with introspection, acknowledging fault and feeling remorse. If the feeling is not genuine, then the expression will be flawed. If remorse is sincere, the most inarticulate apology will be powerful and healing. It is that simple," said one letter to the editor following the above essay. You can read the rest [here](#).

## Focused Exclusively on Crisis Communications

It Hennes Paynter Communications, based in Cleveland, is the only agency in Ohio focused exclusively on crisis communications - and one of the few in the U.S. with that singular focus.

Serving corporations, government agencies and nonprofits that are "on trial" in the court of public opinion, Hennes Paynter Communications also offers media training, litigation communication support, pre-crisis preparation, crisis drills, presentation training and public relations services to clients. The firm is a coalition member of ProtectingAmerica.org and National Preparedness Month (US. Dept. of Homeland Security).

Hennes Paynter Communications won the Gold Award for Crisis Communications and the "Best In Show Award" at the 2009 Public Relations Society of America Cleveland Rocks Award Program. Click [here](#) for full details.

We can be reached by calling 216/321-7774 or [info@crisiscommunications.com](mailto:info@crisiscommunications.com)



Firehouse.com

## Communications Training Aids Agencies in Crisis

It was not a good day when members of the Wake County Department of EMS lost a laptop with protected information on 5,750 patients stored on the hard drive, plus the personal information - including Social Security numbers - on every firefighter, police officer and EMS provider in the county. [more info](#)

And what does [Dilbert](#) say about corporate data security? [Look here](#)



Time Magazine

## The Plight of Afghan Women: A Disturbing Picture

A recent cover of Time Magazine is powerful, shocking and disturbing. It is a portrait of Aisha, a shy 18-year-old Afghan woman who was sentenced by a Taliban commander to have her nose and ears cut off for fleeing her abusive in-laws. Aisha posed for the picture and says she wants the world to see the effect a Taliban resurgence would have on the women of Afghanistan. How did the magazine make the decision to put Aisha's face on the cover? [more info](#)

Speaking of covers, the American Society of Magazine Editors and Amazon.com recently announced the finalists in the fifth annual Best Cover Contest. "Magazine covers capture iconic moments in American life. They tell us where we've been and where we're going," said Sid Holt, Chief Executive of the American Society of Magazine Editors. "This year's finalists remind us that it was a tough year for golfers and presidents, a memorable year for fans of Shaun White and Lady Gaga and a very good year for vampires and 'Mad Men.'" [more info](#) (including thumbnails of all the covers)



National School Safety & Security Services

## Managing Media & Parent School Safety & Crisis Communications

"You'll take a hit if you effectively manage an overall school crisis response, but drop the ball in communicating with parents and the media," says school security expert Ken Trump. [more info](#)



Time Magazine

## Top 10 Embarrassing Celebrity Commercials

What do Bruce Willis, Jason Alexander, Mikhail Gorbachev, Charles Barkley, Tina Fey and Keanu Reeves have in common with Mr. T? You're about to find out. Consider yourself

warned. [more info](#)



The Oatmeal

## When to Use i.e. In a Sentence

Example: The best way to take out a unicorn is with a Claymore, i.e., a directional mine which explodes shrapnel into a designated kill zone. [more info](#)



Continuity Central

## Four Questions to Ask Before Your CEO Faces the Media

There's a principle of crisis management written on tablets of stone that says: "In a crisis, the chief executive must be your media spokesperson." The principle has served many corporations well...but in other situations the tablet of stone is beginning to crack. Putting the CEO forward as the face of the organization should not be a knee-jerk reaction: it should be a well considered decision designed to help the organization communicate most effectively with its stakeholders and thereby protect its reputation. [more info](#)

On the same subject, here's a [short clip showing why you need media training](#) (hint: a call to Hennes Paynter can get that done right away).



Levick Strategic Communications  
Bulletproof Blog

## Are You Prepared for the Protest at Your Door?

Increasingly, companies – especially those that manufacture consumer products – must include plans to address protest demonstrations as part of their risk-reduction and issues management program. From the moment a company or government organization gets wind of a planned activist protest on its property, its senior managers need to distribute instructions to employees and security personnel that clearly lay out the ground rules for how they should react – and not react – in order to mitigate confrontation. [more info](#)



Curated By Hennes Paynter for Your Reading Pleasure

### Short Takes

[Scandal Spurs Defensive Maneuvers](#). Businesses on periphery of investigation seek counsel. The federal government's public corruption investigation in Cuyahoga County is coming to be known in legal circles as the Full Employment Act for the White-Collar Criminal Defense Bar. [Barb Paynter](#) comments in this article. *Crain's Cleveland Business*

[LeBron's new Nike video](#). Compelling video? Yes. Good for LeBron? We think not. Check out [Barb Paynter's comments](#). *MediaBistro*

[Crisis Management: Lessons from the Chilean Mine Rescue](#) *Crenshaw Communications*

[Nine Ways Companies Completely Blow Press Opportunities](#) *Business Insider*

[Five Myths About Facebook](#) *Washington Post*

[The Face of Facebook - Mark Zuckerberg Opens Up](#) *The New Yorker*

[Conference Call Etiquette](#). The author suggests we tolerate them only because we don't have to look each other in the eyes while we waste each other's lives. *Talk Normal*

[How to Pitch the Wall Street Journal](#) *Mopwater PR*

[Who's That Voice? Big Stars Voice Big Ads](#) *PopEater*



Social Media Examiner

### Facebook 101 for Business: Your Complete Guide

Not using Facebook for business yet? Wondering where to start? Already on Facebook, but not sure if you've done everything right? Well look no further. Here is your comprehensive guide to using Facebook. [more info](#)



Hennes Paynter Communications

### Check Out Bruce & Barb's Schedule

**11/16/10 Society for Human Resources Management**

(1 hour)

**11/18/10 Senior Sales & Marketing Association** (1 hour)

**12/7/10 PSI - Partners for Success and Innovation** (2.5 hours)

[Social Media & Professionalism for School Teachers and Administrators](#)

**12/9/10 Community Engagement Partnership Program - Ohio Governor's Office on Faith-Based Programs** (1 hour)

**12/16/10 Toledo Bar Association** (4 hours)

Managing the Media: Lawyers & The Press

**12/20/10 Cleveland Metropolitan Bar Association** (4 hours) Managing the Media:

Lawyers & The Press

Also presenting: Deborah Coleman, Esq. and Virginia Davidson, Esq.

**1/19/11 Euclid Chamber of Commerce** (1 hour)

**3/31/11 Ohio Safety Congress (1 hour)**

**4/28/11 Eastern Stark County Safety Council (1 hour)**

**10/19/11 Lorain County Safety Council (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.

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

Don't miss a single issue. To get your own subscription, simply send your request to [info@crisiscommunications.com](mailto:info@crisiscommunications.com)



### **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 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.



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

[www.crisiscommunications.com](http://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 "icptrack." This is placed by iContact, 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 this information with anyone. Promise.

**SUBSCRIBE/REMOVE:** A subscription to our Crisis Comm & Media Relations E-Newsletter is free. To subscribe, please send an email to [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com) with the word SUBSCRIBE in the body of the email. To leave our list, put the word REMOVE in the body of the email or follow the instructions below.

**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 2010

This message was sent from Hennes Paynter Communications LLC to hennes@crisiscommunications.com. It was sent from: Bruce Hennes, 2841 Berkshire Road, Cleveland, Ohio 44118. You can modify/update your subscription via the link below.

Email Marketing by  
**iContact**   
try it free

 [Manage your subscription](#)

[>> Forward to a friend](#)