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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

November 1, 2012

10th Anniversary Edition

Bruce M. Hennes

hennes@crisiscommunications.com



Barbara Paynter, APR

paynter@crisiscommunications.com

Our regular office number is 216-321-7774.
However, if your situation is [DEFCON 2](#) (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.



Hurricane Sandy

[Five Things to Learn from Mayor Bloomberg About Crisis Communications](#) *Government Executive*

With multiple press conferences a day before, during and after the storm, Bloomberg has kept his citizens informed and, in the process, given a seminar on how to do leadership communications in a crisis.

[Lessons for Corporate Communicators](#) *Ragan's PRDaily*

Hurricane Sandy created a number of heroes, as well as a few social media villains. The actions of several corporate communication departments during and after the storm fell into both categories, carving out an unlikely place in the headlines for PR and marketing folks as Sandy walloped much of the East Coast. The bold actions and unfortunate missteps of these organizations - among them retailers, PR firms, and government agencies - provide lessons for people working in the PR and marketing field when a disaster strikes.

[CNN's Howard Kurtz: Hurricane Sandy Lived Up to the Media Hype](#) *TVNewser*

Not only did the storm live up to the hype, but it showed the value of non-stop news, even when the information presented is fragmented, incomplete or incorrect.

[How the World Sees the U.S. Disaster in the Wake of Hurricane Sandy - and How We See Ourselves](#) *Poynter Institute*

Featuring newspaper covers from around the world.

[The Worst Social Media Fails of Hurricane Sandy](#) *The Atlantic*

[Sorting the Real Sandy Photos from the Fake](#) *The Atlantic*

From Chris Tye at WKYC-TV3 in Cleveland: Keep an eye out for companies "taking out the trash" during the coverage of this super storm. They know that their bad news won't gain much traction since the press is focused on Sandy. Apple made some big news by moving around key staffers, and letting some big names go. Any other day that would be huge news.



Liar Lance

[How I Enabled the Cult of Lance Armstrong](#) *The Atlantic*

The former editor of Outside magazine does some regretful soul-searching about his role in hyping the disgraced cyclist's hollow greatness.

[Armstrong Dropped by Nike](#) *The New York Times*

"A total fraud," one person said. "It's about time this joke of a hero started facing some consequences," another wrote.

[What Lance's Next Move Should Be](#) *The Running Man*

He can never repair all of the damage to his reputation, but he can certainly stop the bleeding and begin the process of redemption and healing.

From Bruce Hennes: Don't be so quick to do the apology thing, Lance. Instead, take a breather from the public eye, do some VERY quiet, no photos volunteer work and maybe a six months or a year from now, do the sit-down with Oprah or Barbara Walters. But remember what our colleague, Don Etling, said: "You can't spin your way out of bad behavior."



Two Rare Videos

[President John F. Kennedy Wants You to Vote on Election Day](#)
Politico.com

[A Guy Who Saw Lincoln Get Shot Was on a TV Show in 1956 -- and That Video is Now on YouTube](#) *The Atlantic*



Susan G. Komen Revisited

[Komen: Decentralized Communications Puts the Focus Back Where it Belongs](#)

Levick Strategic Communications

Noticeably absent from the online, print, and earned-media effort is embattled founder and former CEO Nancy Brinker, who transitioned into a "new management role" in August. Instead, the spotlight has been firmly affixed on everyday cancer survivors who are still here today because

of the new treatment options that Komen fundraising helped bring about. That's a smart move...



For Lawyers Only

CLE Season is Upon Us

Loss of a senior or named partner...financial problems...legal malpractice lawsuits...partner disputes...high profile litigation...natural disasters...defective products...workplace violence...compromised client information & confidentiality violations...criminal accusations...

If you don't think you, your firm or your client doesn't need a crisis plan, think again.

As almost any general counsel of a large, publicly traded, consumer-oriented company will tell you, legal controversies today are tried in the Court of Public Opinion -- at least as much as in any Court of Law. Every organization, especially large, publicly-traded corporations have much to gain (or lose) by the way a legal controversy is positioned in the media. Because the value of a company's reputation is immeasurable -- and perhaps its largest uninsured asset -- a corporation loses when the brand image is tarnished, even if the corporation technically wins at trial. Furthermore, since most legal controversies are settled prior to trial, the Court of Public Opinion has arguably become the most important battleground affecting not only good will and market share, but legal bargaining power and settlement negotiations. Managing this battleground, therefore, has become integral to many corporations' legal strategies.

Georgetown Journal of Legal Ethics, Vol. 22, 2009

Friday, December 7, 2012

Managing the Media: Lawyers & The Press

Columbus Bar Association

Scott Campbell, Thompson Hine

Bruce Hennes, Hennes Paynter Communications

Registration: 1:00 p.m. Program: 1:30 p.m. - 4:45 p.m.

[Register Now](#)

Tuesday, December 18, 2012

Managing the Media: Lawyers & The Press

Akron Bar Association

Orville Reed, Stark & Knoll

Jim Burdon, Burdon & Merlitti

Bruce Hennes, Hennes Paynter Communications

Registration: 8:00 a.m. Program: 8:25 a.m. - 1:30 p.m.

[Register Now](#)

Thursday, December 20, 2012

Managing the Media: Lawyers & The Press

Cleveland Metropolitan Bar Association

Deborah Coleman, Hahn Loeser

Virginia Davidson, Calfee

Bruce Hennes, Hennes Paynter Communications

Registration: 7:45 a.m. Program: 8:15 a.m. - 1:30 p.m.

[Register Now](#)

Friday, March 15, 2013
Managing the Media: Lawyers & The Press
American Bar Association Leadership Conference
Bruce Hennes, Hennes Paynter Communications



Coming Soon To YOUR Hometown Newspaper

[The Newsonomics of Advance Publications' New Orleans Strategy](#)
Niemman Journalism Lab

For years, we've seen the wasting away of local dailies - not just in pages, but in staffing, in reporting - with curiously little protest. Readers, like hypothetical frogs in slowly heating water, haven't registered much reaction. It took Advance Publications throwing a bath of cold water earlier this year on The New Orleans Times-Picayune for readers to react. Now, the Times-Picayune has gone three days a week, and the reach for metaphors continues. Is this a milking of a dying franchise? The corralling of remaining print advertisers into a smaller, less-expensive-to-keep pen? Is it the tale of the Newhouse family, owners of Advance Publications, trying to keep their storied brands alive as print continues to weaken? In the meantime, we're left with hard and perplexing questions about Advance's New Orleans strategy. It's a head-scratcher; they have a hard time seeing Advance's end game in New Orleans, Alabama, Michigan - and soon Harrisburg and Syracuse - as journalists and readers at other Advance properties in Cleveland, Newark, and Portland all nervously watch on. They worry that Advance-like moves will only hasten newspapers' irrelevance to advertisers and readers, and further limit the time they have to transition to mainly digital enterprises. We all realize that, at some point, daily print will go away. Is Advance simply ahead of the pack in leading the way, or has it taken a terrible misstep?

News From Hennes Paynter



The Hennes Paynter Crisis Communications & Media Relations E-Newsletter.

This issue marks the anniversary of our 10th year in publication.

Thank you for helping us reach this milestone.

Subscribers: 6440

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Bruce Hennes, Kai Ryssdal and Barbara Paynter

Kai Ryssdal, host and senior editor of Marketplace, public radio's program on business and the economy, was in Cleveland a few weeks ago for a live appearance at WCPN, Cleveland's NPR station.

You can watch a video of Kai's Cleveland appearance [here](#).

Hennes Paynter Communications was a proud co-sponsor of that event and appearance.

Hennes Paynter supports [WCPN-FM](#) and [WKSU-FM](#), respectively Cleveland and Akron's National Public Radio affiliates.



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



Clark Kent - Blogger?

[Mild-Mannered Reporter Leaves the Daily Planet](#) *USA Today*

Clark's situation is one most any working stiff can relate to, when they've had enough and don't want to take it anymore. And the superhero, who became a journalist in the first place because he wanted to speak out on things he couldn't as Superman, "has been in this awkward position of everything he's writing is certainly shaded to keep his identity secret," says Superman writer Scott Lobdell, adding that Clark is in a sense Superman's id. "Rather than Clark be this clownish suit that Superman puts on, we're going to really see Clark come into his own in the next few years as far as being a guy who takes to the Internet and to the airwaves and starts speaking an unvarnished truth."



Would You Please Let Me Finish !!

[Deborah Tannen's Take on the Presidential Debates](#)

The New York Times

The debates this year might be most remembered for the frequency (and ferocity) with which the candidates have interrupted each other. Nearly all commenters on the phenomenon seem to assume that it is self-evident when an interruption has occurred and who's at fault, and that interrupting violates the rules of conversation. But just as conversational styles vary widely by gender, ethnicity, geography, class and age, so do ideas about what constitutes interruptions, and whether and when they are good or bad.



Curated by Hennes Paynter Communications

Short Takes

[You're Wrong, Meat Loaf: The New York Times Has Never Referred To You as Mr. Loaf](#) Romenesko

[Data, Uncertainty and Specialization: What Journalism Can Learn from Nate Silver's Election Coverage](#) *Nieman Journalism Lab*

[Two Views of Journalism Clash in Debate Over Nate Silver's Work](#) *Poynter Institute*

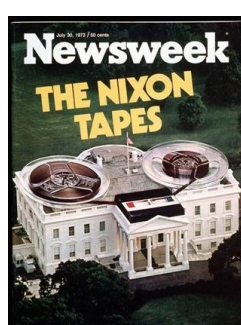
[The How, What & Why of MAD Magazine](#) *Capital New York* The usual gang of idiots who put out MAD are celebrating their 60th anniversary. For people of a certain age, MAD was the decoder ring to the entire world. "Today the ten-year-old clutches his or her MAD... in the same way that the Russian beatnik treasures an old Presley tape obtained from G.I. broadcast," Marshall McLuhan wrote in *Understanding Media* in 1964. A decade later in *New York Magazine*, Richard Reeves wrote, "MAD may be the most influential magazine in the United States - if you assume teenagers and other children are worth influencing." The influence of the magazine is literally incalculable: A game of "Six Degrees of Alfred E. Neuman" would likely touch everything from the Yippies to *The Simpsons*, to, apparently, Noam Chomsky and Donald Rumsfeld. MAD's sensibility has affected everything that followed it.

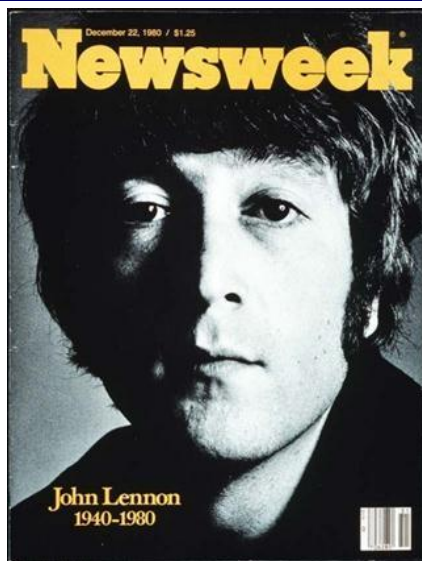
[80 Years Of Newsweek Covers That Explained The World](#) *BuzzFeed Politics*

[12 Real Magazines That Outlasted Newsweek](#) *Romenesko & Conan O'Brien*

[Quirky "Wizard of Oz" Synopsis](#) *Romenesko* "Transported to a surreal landscape, a young girl kills the first person she meets and then teams up with three strangers to kill again."

[Chanel No. 5 Surges on Viral Video Chart, Aided by Brad Pitt Parodies](#) *AdAge Digital*





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.

11/1/12 Business Volunteers Unlimited - Center for Nonprofit Excellence

11/2/12 Ohio Municipal League (4 hours)

11/14/12 Cleveland ASQ (1 hour)

11/29/12 Legal Marketing Association (1 hour)

12/7/12 Columbus Bar Association (3 hours)
Managing the Media: Lawyers & The Press CLE
Co-Presenter: Scott Campbell, Thompson Hine

12/18/12 Akron Bar Association (4.5 hours)
Managing the Media: Lawyers & The Press CLE
Co-Presenters: Orville Reed, Stark & Knoll; 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)

1/15/13 Construction Safety Council (1 hour)

2/12/13 Rotary Akron (1 hour)

3/5/13 Stark County Safety Council

3/15/13 American Bar Association Leadership Conference (2 hour plenary)

3/27/13 Cuyahoga Valley Chamber of Commerce (1 hour)

4/10/13 Buckeye Association of School Administrators (1 hour)

4/15/13 Burton D. Morgan Center for Entrepreneurship Research (1.5 hours)

4/16/13 Greater Cleveland Safety Council (1 hour)

NOTE: Some 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
American Great Lakes Ports Association
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
Southern State Community College
BVU - The Center for Nonprofit Excellence
Ohio County Auditors Association
Ohio Mayors Association
Ohio Municipal League



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://HennesPaynterCommunications.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.**



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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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