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# Crisis Comm & Media Relations E-Newsletter

October 15, 2012

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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.



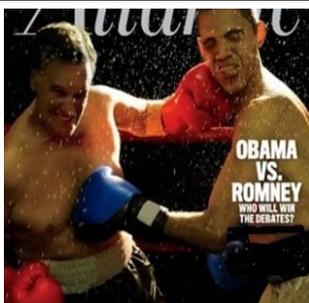
Romensko

## Wisconsin TV Anchor: "I Have Always Struggled With My Weight"

Wisconsin news anchor Jennifer Livingston appeared on network morning talk recently, right after her response to a viewer who called her fat went viral.

"What has happened has been really inspiring, but overwhelming at the same time," she told the "Today" show's Savannah Guthrie. "I have never gone in the public and said I was a shining example of what your health should be. And I have never said girls should aspire to have a body like mine."

[READ MORE](#)



Hennes Paynter Communications, New York Times, Poynter & TVNewser

## DEBATABLE PERFORMANCE The Professor vs. The Prosecutor. Thankfully, No Debate-by-Zingers. But Were Viewers the Real Losers in Presidential Debate #1

We wrote extensively about the first presidential debate, held on October 3, in a Special Edition of this e-newsletter, sent out last week. You can read that newsletter [here](#).

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## Networks Like Split-Screens in Debates, Even if the Candidates Don't

Don't scratch your ear - even if it really itches. If you have a thought you want to come back to, quickly jot down one memorable word, not an entire sentence. And remember: that camera in front of you represents 60 million sets of eyes.

Seasoned debate coaches bombard their candidates with tips like these, warning that even the slightest gesture or facial tic can make the difference between a performance won and a loss.

Their biggest fear? The dreaded split-screen shot, which has long bedeviled presidential candidates who - no matter how many times they are reminded - seem to sometimes forget that they are still on camera even when they are not speaking. Last week, President Obama became the latest to fail to put on what people in the television business call "neutral face," a warm but flat expression that betrays no hint of whatever feelings might be simmering inside. [READ MORE](#)

[PBS Takes Advantage of Debate's "Big Bird" Moment](#)

[Bret Baier: "Sometimes I think reporters in Washington get caught up in their list of questions"](#)

On a related note, friends don't let friends watch presidential debate alone. Click [here](#) for more info.



American Journalism Review

### The Ann Arbor Precedent

Three years before it announced it was taking a digital-first approach and cutting back on print publishing at papers in New Orleans and five other cities, Newhouse's Advance Publications adopted a similar plan in Ann Arbor, Michigan.

Before this happens to YOUR hometown newspaper, see how it's worked out in Ann Arbor.

[READ MORE](#)



Romenesko.com

### Do Wet Streets Cause Rain?

"How many here have been involved with something that made it into the print or broadcast news?" Every year about half raised their hands.

Then I asked: "Please keep your hands up if the reportage was accurate." [READ MORE](#)



CorporateCounsel

### The GC as 'Chief Crisis Manager' in the Wake of Tragic Events

Jim Haggerty writes: It is a topic few CEOs or general counsel want to think about, never mind discuss out loud. Indeed, in the immediate wake of the senseless tragedy at a screening of The Dark Knight Rises in Aurora, Colorado, it is difficult to even write about.

But discuss it we must, because it is a reality facing every business:

someday your product, your facility, or your workplace could become the site or target of a random (or not so random) act of violence. And how your company responds to such a crisis will say much about your organization, its culture, and its values.

Over the past decade or so, many GCs have become the "Chief Crisis Manager" for their companies, working with CEOs and other senior corporate leaders, as well as with internal and external legal and public affairs resources, to plan for corporate crises of all sorts.

But for "explosive" crises, including those related to violent acts, natural disasters, and workplace incidents such as accidents or fires, a different set of crisis tools, skills, and resources are needed. General counsel who are quite adept at leading a team through a U.S. Department of Justice investigation may be less equipped for the type of instantaneous crisis response required when an incident like the shooting at the Aurora movie theater impacts your organization, its reputation, and its future.

[READ MORE](#)

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**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, Buckingham Doolittle  
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.

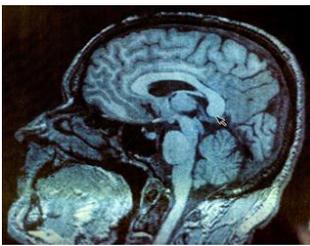
[Register Now](#)

Friday, March 15, 2013

Managing the Media: Lawyers & The Press

**American Bar Association Leadership Conference**

Bruce Hennes, Hennes Paynter Communications



Akron Beacon Journal

### **Creators of Negative Campaign Ads Use Neuroscience, Skip the Facts, Go for your Emotions**

Don't those nasty political ads make you mad enough to spit? Ding!

You just made a political operative very happy by having just the response the brain scientists said you would. And the politicians are salivating, thinking about the votes they will be getting because they know what buttons to push in your psyche.

Academics call it neuroscience. Business people call it neuromarketing. Politicians call it framing. [READ MORE](#)

### **News From Hennes Paynter**



## **Hennes Paynter Crisis Communications & Media Relations E-Newsletter Now Has 6421 Subscribers**

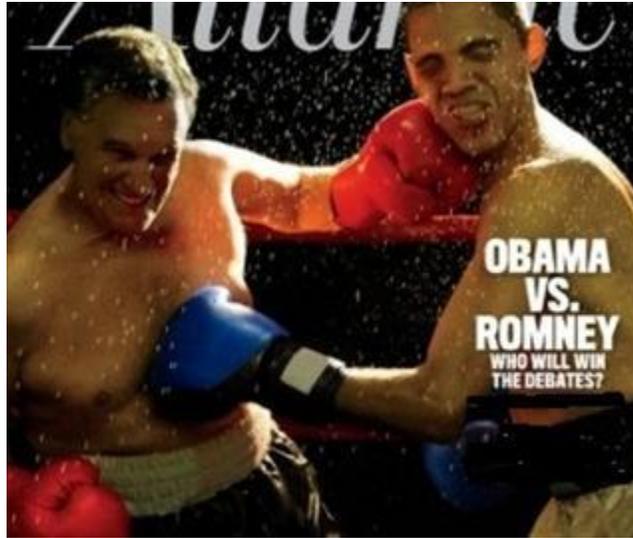
Thank you for helping us reach this milestone.

Click [HERE](#) to

follow us on  
**twitter**

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**Friends don't let friends watch the presidential debate alone.**



Come to [NIGHTTOWN](#) on Monday, October 22 when Nighttown and [Patch.com](#), with support from Hennes Paynter Communications, will host the FINAL 2012 Presidential Debate on big screen TVs.

COVER CHARGE: \$5 buck donation to the FRIENDS of the CH-UH Library. Nighttown will match your \$5 donation and give the equivalent amount to Dee Perry's "Around Noon" program on WCPN-FM/NPR.

We sold-out when we did this for the first presidential debate on October 3, so reservations are necessary. Call Nighttown at 216-795-0550.

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### **Singing Lawyers**

A talented and spirited group of Cleveland-based attorneys will sing during your supper on Monday, October 15 for a Cleveland Metropolitan Bar Foundation benefit.

Don't miss CMBA Sings at [NIGHTTOWN](#).



It's time to play the music. It's time to light the lights.  
It's time to hear some lawyers at THE CMBA SINGS tonight.  
It's the most sensational, litigational, reputational, associational  
THIS. IS. WHAT. WE. CALL. THE CMBA SINGS.

For full details and reservations, click [here](#).

Producer: Bruce Hennes  
Musical Director: Jon Leiken

CMBA President: Carter Strang  
CMBA Foundation President: Lynn Lazzaro  
CMBA Executive Director: David Watson



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 last week 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.

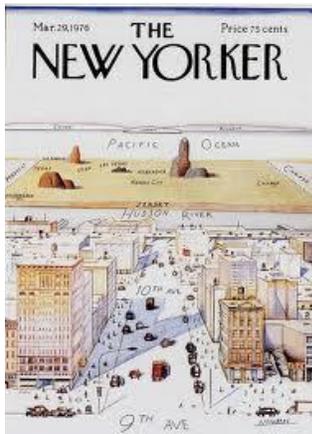
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Hennes Paynter supports [WCPN-FM](#) and [WKSU-FM](#), respectively Cleveland and Akron's National Public Radio affiliates.



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



Mad Magazine

## Mad Magazine Uses Apple Maps to Tweak Saul Steinberg's Famous New Yorker Cover

What, Apple worry? [READ MORE](#)



Harvard Business Review

## I Don't Understand What Anyone Is Saying Anymore

Dan Palotta writes: I'd say that in about half of my business conversations, I have almost no idea what other people are saying to

me. The language of internet business models has made the problem even worse. When I was younger, if I didn't understand what people were saying, I thought I was stupid. Now I realize that if it's to people's benefit that I understand them but I don't, then they're the ones who are stupid. There are at least five strains of this epidemic.

[READ MORE](#)

Photo: [Creative Commons](#)



Curated by Hennes Paynter Communications

## Short Takes

[George Condon Wrote About Cleveland](#) The Plain Dealer  
*George's column about the tear-down of the old Williamson Building to make way for the new BP Building is well-worth the read.*

[4 Things Never to Say to a Reporter](#) Ragan.com

[Can You Stand Some More Stan \(Laurel\) ?](#) Dick Cavett & The New York Times

[60 Pundits And Politicos As They Were In The '80s And '90s](#) BuzzFeed



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

10/2/12 The Center for Emergency Management & Homeland Security Policy Research, University of Akron (1.5 hours)

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

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

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

11/8/12 Legal Marketing Association (1 hour)

11/14/12 Cleveland ASQ (1 hour)

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)**

**2/12/13 Rotary Akron (1 hour)**

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

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

**4/16/13 Greater Cleveland 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 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 [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



## 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://www.hennespaynter.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.**

**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).

**WARREN BUFFET'S 4-STEP CRISIS COMM STRATEGY:** Get it right. Get it fast. Get it out. Get it over.



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