



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

## Crisis Comm & Media Relations E-Newsletter

October 1, 2012

**Bruce M. Hennes**

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

**Barbara Paynter, APR**

[paynter@crisiscommunications.com](mailto: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.

Levick, TVSpy, Poynter



### How the NFL Was Forced Into Fourth and Long

From our colleague, Jason Maloni, at Levick: With the regular refs now back to work (with a few new perks in hand to boot), there's no better time to examine some of the communications missteps that allowed public opinion to so one-sidedly turn against the league. Even with a number of compelling talking points on its side, the NFL was forced into fourth and long. Here's how it all went down:

1. The NFL never assumed control of the narrative.
2. The league's silence was perceived as arrogance.
3. Social media sentiment overwhelmed the NFL.
4. Where were the owners' moderate, trusted voices?
5. The regular refs never feared losing their jobs.

[READ MORE](#)

[Green Bay TV Station 'Replacement Weather Guy' Pokes Fun at NFL Refs \(Video\)](#)

[How Getty Photographer Captured Controversial NFL Call at End of Packers, Seahawks Game](#)



The Atlantic, Politico

### Slugfest

If you've ever attended one of our crisis/media training seminars, you probably heard us tell you that it's not just what you say, it's how you say it - and that's what counts for the majority of the audience take-aways.

James Fallows, national correspondent for The Atlantic, powerfully reinforces our contention when he says this:

Civics teachers won't want to hear this, but the easiest way to judge "victory" in many debates is to watch with the sound turned off, so you can assess the candidates' ease, tenseness, humor, and other traits signaled by their body language. By this standard, Ron Paul, with his chronically ill-fitting suits, often looked cranky; Rick Santorum often looked angry; Rick Perry initially looked poleaxed and confused; Jon Huntsman looked nervous; Newt Gingrich looked overexcited-and so on through the list until we reach Mitt Romney, who almost always looked at ease. (As did Herman Cain, illustrating that body language is not everything.) Romney looked like the grown-up-the winner, the obvious candidate-with or without sound. "He is as good as it gets in debating," former Minnesota Governor Tim Pawlenty, who was the first major contender to drop out of the Republican race, told me. "He is poised, prepared, smart, strategic-tactical, too."

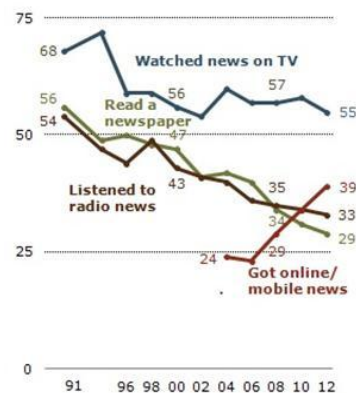
If you're planning to watch the first presidential debate this coming Wednesday, October 3, [here's your definitive guide](#) on what to look for.

[10 Great Debate Moments](#) from Politico

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

#### Digital News Surpasses Newspapers, Radio

Where did you get news yesterday?



Pew Research Center, Poynter

### The Tipping Point? Half of Americans Now Get News Digitally. Even TV Now Vulnerable.

From Pew: The transformation of the nation's news landscape has already taken a heavy toll on print news sources, particularly print newspapers. But there are now signs that television news - which so far has held onto its audience through the rise of the internet - also is increasingly vulnerable, as it may be losing its hold on the next generation of news consumers.

Online and digital news consumption, meanwhile, continues to increase, with many more people now getting news on cell phones, tablets or other mobile platforms. And perhaps the most dramatic change in the news environment has been the rise of social networking sites.

The percentage of Americans saying they saw news or news headlines on a social networking site yesterday has doubled - from 9% to 19% - since 2010. Among adults younger than age 30, as many saw news on a social networking site the previous day (33%) as saw any television news (34%), with just 13% having read a newspaper either in print or digital form.

[READ MORE](#)

[One-Third of Adults Under 30 Get News on Social Networks Now](#)



Poynter, New York Times, TVNewser

### News Media is Biased Towards Horse-Race Coverage

From Ross Douthat in The New York Times: There are plenty of stories circulating that might be expected to hurt Obama's political prospects, but given the press's horse-race biases none of them are powerful enough to pull the spotlight away from Romney's failings: They're either big but not new enough

(the lousy economy) or new but not big enough (the administration's shifting Libya stories) to break through the campaign coverage.

As a presidential candidate part of your job is to be aware of how easily the horse race narrative can overwhelm whatever story you want the country to be hearing, and to do everything in your power to actively shape a narrative that will inevitably be shaped by the press's zeal for "who's up/who's down" reportage as well.

[READ MORE](#)

[Gallup: Distrust in Media Hits All-Time High](#)



Poynter

## Today's Journalists 'See Their Job Not to Inform but to Incite

Says Bill O'Reilly: You can make money by assassinating people that differ from you. There's a success that wants everybody to come into the tent and watch. That's me. And then there's the success where you make money speaking to the choir, the haters. So if you're a liberal, they hate George W. Bush. They hate him, so you smash him every single day. Same thing on the other side. They hate President Obama. You look for ways to smash him. You don't really care what the truth is, you just want to smash him. You can make a lot of money doing that, especially if you do it loud enough and vicious enough. And that's what happened once cable news went up. You had some of those people come in. Some of them have washed up, but some of them haven't. And it's nasty.

[READ MORE](#)



Free Press

## Local TV Stations in Battleground States Take Campaign Ad Dollars, but Ignore Veracity of Ads

A few days ago, [Free Press](#) released [Left in the Dark](#), an analysis of political advertising and local news coverage in five cities - Cleveland, Charlotte, Las Vegas, Milwaukee and Tampa - where ad spending has skyrocketed this year.

With fewer than 40 days left until Election Day, Americans across the country are facing an unprecedented increase in political advertising on local stations. Media analysts project that \$3.3 billion - money that pads the bank accounts of station owners - will be spent on television ads by Nov. 6. *Left in the Dark* investigates whether stations airing political ads are balancing out their often deceptive messages with local coverage of the role this money is playing in the 2012 elections.

Free Press examined the political files of ABC, CBS, Fox and NBC affiliates in the cities listed above to determine the Super PACs and other political groups that were most actively purchasing ad time. They then analyzed hundreds of hours of local news coverage to see whether these stations were reporting on the groups or fact-checking their ads.

In all five of these markets, Free Press found that local newscasts ignored the deluge of political ads broadcast on their stations.

"Election-year profiteering may explain broadcasters' reluctance to cover political ad spending in their markets," said Timothy Karr, Free Press senior director of strategy and author of *Left in the Dark*. "In exchange for this massive influx of political cash, broadcasters must do a better job of

exposing the groups and individuals funding political ads in their markets, and addressing the falsehoods presented in many of these spots."

According to *Left in the Dark*:

- The hundreds of hours of local news that aired in the two weeks prior to Wisconsin's June 5 recall election included no stories on the 17 groups most actively buying time on Milwaukee's ABC, CBS, Fox and NBC affiliates. **While these stations were ignoring the impact of political ads, they found time to air 53 local news segments on Justin Bieber.**
- Affiliate broadcasters in Cleveland, Charlotte, Las Vegas and Milwaukee did not fact-check the claims made in political ads placed locally by the top four Super PACs and independent groups spending tens of millions of dollars on ads in those markets.
- Cleveland's four affiliate stations provided no coverage of the Koch brothers-funded group Americans for Prosperity, despite airing the group's anti-Obama attack ads more than 500 times. Americans for Prosperity has reportedly spent more than \$1.5 million to place ads on Cleveland television stations.

[READ MORE](#)

## News From Hennes Paynter



## Hennes Paynter Crisis Communications & Media Relations E-Newsletter Now Has 6401 Subscribers

Thank you for helping us reach this milestone.

Click [HERE](#) to

follow us on  
**twitter**

---

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



**Come to [Nichttown](#) on Wednesday, October 3 when Nichttown and [Patch.com](#), with support from Hennes Paynter Communications, will host the first 2012 Presidential Debate on 4 big screen TVs.**

For your \$5 buck donation to the FRIENDS of the CH-UH Library, you'll get free appetizers, giveaways and more than a few hoots and hollers.

We're near sold-out, so reservations are necessary. Click [here](#) for more details.

---

### **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 Association Foundation benefit.

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



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





[Kai Ryssdal](#), host and senior editor of *Marketplace*, public radio's program on business and the economy, will be in Cleveland on October 1st for a live appearance at WCPN-FM.

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

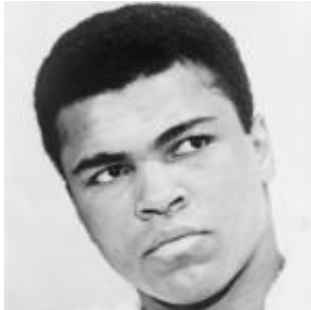
---

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.



Blank on Blank

### **The Lost Muhammad Ali Interview**

It was in the summer of 1966 when a star-struck 17-year-old set out to interview his idol: Muhammad Ali. Twenty miles from the South Side of Chicago, in Winnetka, Ill., Michael Aisner was calling repeatedly to the gym where the boxing champ was training. Finally, a man named Mr. Shabazz - Jeremiah Shabazz, he suspects, the man who introduced Ali to

Islam - picked up. "Where are you from?" Shabazz asked the boy.

"I'm from WNTH, a high school radio station," Aisner said. "The champ doesn't have time to talk," he said. Aisner called back two days later. And then two days after that.

"Can I interview the champ?" he asked again.

Finally, Shabazz relented.

"Ok," he told him. "The champ will meet you."

Over the past decades, Michael Aisner went on to produce a radio show and a documentary. But he's never quite forgotten that first interview with his childhood icon. For 25 years, he kept the original reel-to-reel recording until he digitized it. But it sat. No one else ever heard it. Until now.

[Listen to the lost Muhammad Ali interview](#)



Capital New York

## Secrets of The New York Times Op-Ed Pages Revealed!

How high is the rate The New York Times pays contributors to its Op-Ed section? "It's very low," said Trish Hall, who edits the section, at a panel discussion last night at the 92nd Street Y that promised to divulge to lucky ticket-buyers the secret to writing opinion pieces that actually get published at the Times. "It's a little embarrassing to say." But she did say: "Generally \$150," adding somewhat sheepishly, "it just went up."

Presumably the 22 people who paid \$29 this year to hear the annual talk, hosted by Hall and New York Times Letters page editor Thomas Feyer, were not there because they planned to make a career out of writing op-ed pieces.

Instead, the crowd that showed up in a large classroom off the building's main entrance at the corner of 92 Street and Lexington Avenue in Manhattan appeared to be split fairly evenly between those for whom the Times still looms large as the last, best arbiter of all that is important and good (and who wanted some reassurance it would remain so!), and those who "want to be in the industry and are looking for guidance," as one attendee later put it to me.

Which is to say, older New Yorkers, many of whom appeared to have walked out of an Upper East Side casting call for a Seinfeld episode, and who still read the paper in print. And a younger, savvy bunch who were clearly aiming higher than the comments section of a their favorite blog but were yet to be convinced achieving this goal was worth the investment of, say, graduate school or a MediaBistro writing class.

What the crowd received from the soft-spoken panelists, however, was less an instruction in how to write than a lesson in how the newspaper works. The latter of which will be a revelation to those who make a living on the web.

[READ MORE](#)



Curated by Hennes Paynter Communications

### Short Takes

[Samsung Busts Apple Worshipers' Chops](#) Agency Spy

[Why Fox News Anchors Wear SO Much Makeup](#) The Atlantic

[Martin Scorsese on Soundtracks in Movies and His Life](#)

Blank on Blank

[Bored of Epic Time-Lapse Videos? Check Out This 'Hyperlapse'](#) The Atlantic

[10 PR Tactics When Protesters Mass at the Gates](#) Ragan's PRDaily

[OK...So What Really DOES Happen When You Push the Button?](#) TNT

Somewhere in a little town in Belgium, on a square where nothing really happens, we placed a button. And waited for someone to push it. (be sure to change the picture to full-screen)



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**

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

**12/7/12 Columbus Bar Association (3 hours)**  
**Managing the Media: Lawyers & The Press CLE**

**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)**

**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  
Southern State Community College  
BVU - The Center for Nonprofit Excellence  
Ohio County Auditors Association  
Ohio Mayors 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](#) 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](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 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