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## Crisis Comm & Media Relations E-Newsletter

### SPECIAL POST-PRESIDENTIAL DEBATE ISSUE

October 4, 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.



Hennes Paynter Communications

#### **DEBATABLE PERFORMANCE**

#### **The Professor vs. The Prosecutor**

**Thankfully, No Debate-by-Zingers.**

**But Were Viewers the Real Losers in Presidential Debate #1?**

It was professor versus prosecutor in the Great Debate take-down. But was there a clear winner in round one?

If you turned the sound down on your TV and studied the candidates side-by-side, Governor Romney came off as the overly eager kid you remember back in fourth grade who knew all the answers and retorts. You know, the one impatiently pumping his arm wildly in the air, shouting "Ooh! Ooh!" and imploring the teacher to call on him. President Obama, by contrast, was taciturn and smug, forcing a smile only when he snapped-to and remembered his coaching. Romney wins.

Neither candidate did a terrific job of delivering crisp, memorable sound bites. Romney was more animated and kept hammering the same issues, like his claim that the President is cutting \$716 billion out of Medicare even though the cut was in Paul Ryan's Republican budget. It was just one opportunity President Obama could have jumped on to his advantage, but chose to ignore.

The President's closing statement was terrible. It seemed that he didn't know where to look

and, rather than being forceful and persuasive, it took him far too long to get to the point. Can anyone even remember what he said? Romney, on the other hand, looked into the camera and spoke to the American people. And how about the way the Obamas hurried off the stage at the end of the debate while the Romney family stood and waved to the audience, winning more on-camera network time?

There were positives, certainly. Debate #1 was a largely civil conversation sticking to the issues (even if sometimes wandering deep into the weeds and other times scant on details). **By and large, the candidates steered clear of debate-by-zinger.** But did viewers absorb the substance of the somewhat complicated level of discourse?

## **Two Important Takeaways**

First, viewers were left with both overt and subliminal impressions of the candidates. Adapted from research done by Prof. Albert Mehrabian, we often teach our clients that 55% of the impression you make on others is your presence (your facial expressions, the way you stand, move, dress, occupy space); 38% is your voice energy and the way you say your words; and only 7% is the content of your remarks. What the candidates each had to say at Debate #1 certainly counted for more than 7%, but it just as certainly did not exceed 50% - or come anywhere close. Want to test Mehrabian's theory yourself? [Here's a link to last night's debate.](#) **Watch the debate, but this time with the sound off.** We think you'll agree this round goes to Romney.

The second takeaway is Mitt Romney's victory in defining the issues. His was an onslaught response to candidate Obama's attack ad frame that casts the Governor as an enemy of the working middle class. Romney sought to blow that frame to smithereens and paint himself as a champion of the middle class, the elderly and small business. With the President's sputtering, professorial responses and innumerable missed opportunities, he allowed Romney to claim the exact territory candidate Obama has carved out for himself throughout the campaign. That seemed to leave the President off-balance and flat-footed.

So, if we could sit down with each candidate today and offer a post mortem with advice to improve performance in debate #2, what would we counsel? Here are some basic tips that would benefit the candidates, as well as CEOs, executives, community leaders and other government officials:

### **For President Obama:**

1. Be passionate about the issues you are fighting for.
2. Don't wait to be asked questions that elicit the important messages you want to deliver.
3. Find a logical way to bridge to them in responding to questions.
4. Use anecdotes and easy-to-remember sound bites instead of long explanations. (Remember former President Bill Clinton's speech at the Democratic National Convention? Go ahead, steal some ideas.)
5. Make eye contact with the person and the audience you are addressing.
6. Look capable, confident and commanding.

### **For Governor Romney:**

1. Dial down the prosecutorial approach.
2. Back off on the impulse to interrupt. Theoretically, in a debate, a panel or a moderated public forum, everyone will get his due.

For moderator Jim Lehrer:

1. Take a seat in the audience for Debate #2.

### Hennes Paynter Communications

**Bruce Hennes**  
**Barbara Paynter**  
**Nora Jacobs**  
**Howard Fencil**

On a related note, friends don't let friends watch presidential debates alone. Click [here](#) for details about the FINAL presidential debate at Nighttown on October 22.

### News From Hennes Paynter



## Hennes Paynter Crisis Communications & Media Relations E-Newsletter Now Has 6402 Subscribers

Thank you for helping us reach this milestone.

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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 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.



Kai Ryssdal at WCPN-NPR Cleveland

Kai Ryssdal photo credits: Stuart Pearl

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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 8 big screen TVs.

Cover Charge: \$5 buck donation to the FRIENDS of the CH-UH Library.

Call Nighttown at 216-795-0550 for reservations.

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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 Association 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

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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.



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

10/16/12 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)

12/7/12 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)

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](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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216.321.7774



**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.

