



www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

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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.



Fast Company

You Are Who You Fund: What Todd Akin Teaches Us About Campaign Contributions

From our friend and colleague, Richard Levick: When we examine the Todd Akin saga from a crisis communications perspective, the lessons are as obvious as they are numerous. Avoid inflammatory messaging. Do what's necessary to keep allies by your side. Understand that sacrifice is often necessary if you want to fight another day. And so on.

As Mr. Akin has seen his party funding run dry and his party brethren run for cover (when they are not turning against him), many have asked about a crisis response. Other than spending what remains in his war chest on ads expressing his remorse, what else can Mr. Akin do? Much as those outside his state may not like it, the congressman is playing it exactly right--staying within Missouri. His opponent, Senator Claire McCaskill, is barely acknowledging the controversy in her campaign because it has barely moved Missouri voters. For whatever else Congressman Akin may not know, he knows that all politics are local.

He also knows that he has long held these views and has been elected to six terms in Congress. Further, it was Missouri Republicans who chose him in the Senate primary--and if he believes they agree with his pro-life stance, even if they are appalled by the way he articulated it, there is every reason to also believe that the grassroots will support him, even if the "grasstops" will not.

At the end of the day, Mr. Akin still thinks he can win. And as such, this is not as much a story about the dos and don'ts of crisis communications as it is about the careful calculations businesses and labor unions must make in the Citizens United era--when contributions are as unlimited as the transparency with which they are made. [READ MORE](#)



On The Media & Poynter

The Story of the NY Times' Gory Empire State Building Shooting Photo

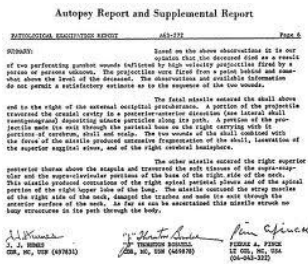
If you went on the New York Times' site recently to read about news of the Empire State building shooting, you might have seen a graphic, haunting photo of one of the victims of the shooting, Steve Ercolino. Mr. Ercolino, who was apparently the boss of the alleged shooter, Jeffrey Johnson, reportedly fired Mr. Johnson a year ago. After a certain period of time (minutes? hours?) the New York Times took the photo down. It then went back up as the fifth photo in a slide show on the front page.

The photo left an impression on many at On The Media. It is iconic and horrific -- reminiscent of the work of Weegee, who was arguably the most acclaimed crime photographer of all time.

But was the photo too gory? Or somehow too beautiful?

[READ MORE](#) (WARNING: Graphic Photo)

[Shooting Victim's Brother Criticizes Media for "Horror Journalism"](#)



Poynter

How University of Oklahoma Newspaper Handled Controversial Autopsy Report

In June, University of Oklahoma student Casey Cooke died after falling off a campus building. She'd reportedly been drinking. A short time ago, the Oklahoma state Office of the Chief Medical Examiner released an autopsy report showing Cooke's blood alcohol level was .19 percent.

Around 7 p.m. that night, University of Oklahoma students working on the paper's regular weeknight production shift saw that The Oklahoman had published a PDF of the autopsy. They downloaded the file - a public record, though The Daily hadn't paid a fee to obtain it - popped it into the PDF folder on The Daily's server, and Online Editor Joey Stipek tweeted out a link to the PDF. Assistant Campus Editor Chase Cook wrote a story that also included a link to the PDF.

Reaction to the autopsy report linked in the tweet and the story was "all negative, for the most part," Daily Editor Laney Ellisor said when reached by phone. As well as students calling the newspaper names on Twitter, members of Cooke's family called Ellisor to say posting the autopsy interfered with their mourning.

Did the student newspaper do the right thing - or not? [READ MORE](#)



FEMA & The City of Houston, Texas

Are You and Your Family Prepared? September is National Preparedness Month

BAD: woulda, coulda, shoulda.

GOOD: be informed, make a plan, build a kit.

Everything you need to know to make a plan for your home, business or agency is located at Ready.gov.

On a related subject, there are few things as deadly and terrifying as an "active shooter" situation. Perhaps as likely as being struck by lightning, you should know what you can do to protect yourself from both. Recently, the Department of Homeland Security funded the creation of a video designed to help residents of Houston, Texas prepare for active shooter events by detailing the three options available if one is caught the crossfire.

[Watch the video here.](#)



Poynter

Two More Daily Newspapers to Cut Back to 3 Days a Week Only for Their Print Edition

The (Harrisburg, Pa.) Patriot-News, which won a Pulitzer Prize for its coverage of the Penn State scandal, and The (Syracuse, N.Y.) Post-Standard are following their corporate siblings in Alabama and New Orleans to a reduced printing schedule.

Can you imagine a city without a daily newspaper? Is this likely to happen to your hometown newspaper? For some answers, click [here](#).

Washington Post



Donors standing by Armstrong's charity in Days Following Cycling Ban, Stripping of Title

Lance Armstrong's reputation may be permanently stained but in the eyes of corporate and individual donors, his charity still wears an unsullied yellow jersey.

Armstrong announced last week he would no longer fight the doping allegations that have dogged him for years. He was subsequently stripped of his record seven Tour de France titles and banned from professional cycling.

But in the days following the announcement, the Lance Armstrong Foundation was showered with donations and pledges of continued support for its mission of promoting cancer awareness and research.

Public relations professionals say that while the famous cyclist and cancer survivor remains a polarizing figure, even his naysayers will have a hard time turning their back on the foundation and its trademark Livestrong yellow bracelets. [READ MORE](#)

News From Hennes Paynter



Hennes Paynter Crisis Communications & Media Relations E-Newsletter Now Has More Than 6370 Subscribers

Thank you for helping us reach this milestone.

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[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.



TV Newser

It's a Trend ! The Empty Chair of Shame

Clint Eastwood didn't invent the empty chair. In fact, far from it. Back in March, MSNBC's Lawrence O'Donnell interviewed an empty chair for a whole segment after George Zimmerman (the man accused of killing Trayvon Martin) bailed, then later in the week Thomas Roberts was slated to interview the National Organization for Marriage's Maggie Gallagher, but when she didn't appear to show, he showed an empty chair during the segment (in that case it was a misunderstanding). [READ MORE](#)



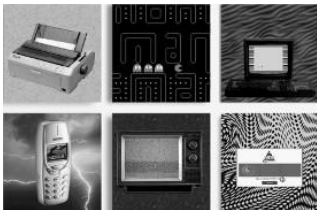
Letters of Note

The Morning Mail is My Enemy

In March of 1961, nine years after the publication of *Charlotte's Web*, author E. B. White received a letter from a young fan named Cathy Durham who wanted to know when, if ever, his next children's book would see the light of day.

He replied, in part: "I would like to write another book for children but I spend all my spare time just answering the letters I get from children about the books I have already written. So it looks like a hopeless situation unless you can start a movement in America called 'Don't write to E. B. White until he produces another book.'"

White's letter soon found its way into the hands of Cathy's librarian, who immediately sent it back to him and complained of his "cruel" tone. Some weeks later, White responded to the librarian with a letter, which you can read in its entirety [here](#).



The Museum of Endangered Sounds

Brendan Chilcutt poses this situation: Imagine a world where we never again hear the symphonic startup of a Windows 95 machine. Imagine generations of children unacquainted with the chattering of angels lodged deep within the recesses of an old cathode ray tube TV. And when the entire world has adopted devices with sleek, silent touch interfaces, where will we turn for the sound of fingers striking QWERTY keypads?

These questions and more led him to create [The Museum Of Endangered Sounds](#).

Our favorite: the dot-matrix printer.



Curated by Hennes Paynter Communications

Short Takes

[Top Tips for PR Newbies](#) PR-Squared

[A Writer's Cheat Sheet: 10 Useful Reminders](#) Ragan's PRDaily

[Olympic Athletes: How to Play the Fame Game](#) FOX Business

[Album Cover & Pop Culture Locations in NYC & Elsewhere](#) PopSpots

[The Pilot Newsroom Lip-Dubs "Call Me Maybe"](#) Poynter

[A Look at Neil Armstrong Front Pages](#) American Copy Editors Society



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

9/6/12 NonProfit Direct: The NonProfit National Resource Director (1 hour)
Teleseminar: Crisis Communications for Nonprofits

9/11/12 Sales & Marketing Executives International (1 hour)

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)

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.

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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

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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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