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## Crisis Comm & Media Relations E-Newsletter

December 5, 2010

# Special WikiLeaks Edition

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Our regular office number is 216-321-7774. However, if your situation is DEFCON 4 (critical and extraordinarily time-sensitive), 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

### WikiLeaks Stalks Corporate America: How Companies Can Prepare

The U.S. government so far has been WikiLeaks' target of choice when it comes to dumping reams of confidential information out into the open. But that's about to change. In an interview with Forbes published Monday, WikiLeaks mischief-maker-in-chief Julian Assange said at least half the treasure trove of documents the organization is sitting on belong to private corporations, and sometime early next year, it plans to do a megadump of materials belonging to one of the country's leading banks. (Rumors are swirling that it's Bank of America.)

All of which begs the question: Are American companies prepared for the hits coming their way? WikiLeaks' revelations won't stop with the yet unnamed bank. Assange told Forbes that not only does the organization have similar piles from pharmaceutical, financial, and tech companies, but that the number of documents being leaked to them is exploding "exponentially." That means private companies can no longer regard leaks on this scale as occasional aberrations happening to a handful of unlucky targets. In an age when any employee can walk out the door with gigabytes' worth of data on a thumb drive, the likelihood that your company get hit one day just got that much larger. further. [Read more](#)

[Here's](#) the National Law Review's take on WikiLeaks.



Levick Strategic Communications Bulletproof Blog

### WikiLeaks Key Revelation: Everything is Discoverable

The U.S. Departments of State and Defense aren't the first institutions to face the reputational consequences of the new paradigm. In April of this year, leaked internal emails portrayed Goldman Sachs employees rejoicing at the collapse of the subprime mortgage market even as clients lost their shirts. That same month, a leaked internal e-mail sent by a Toyota executive indicated that the company knew of its accelerator issues long before a U.S. recall was launched.

In both cases, the leaks jeopardized already tenuous legal positions and further vilified the companies in the Court of Public Opinion not only because they provided insight into the motives that so often remain unconfirmed in scandal; but also because they conveyed a level of hypocrisy, arrogance, and disregard for stakeholders that the public simply won't accept. [Read more](#)

Hennes Paynter Communications



## **Focused Exclusively on Crisis Communications**

Hennes Paynter Communications, based in Cleveland, is the only agency in Ohio focused exclusively on crisis communications - and one of the few in the U.S. with that singular focus.

Serving corporations, government agencies and nonprofits that are "on trial" in the court of public opinion, Hennes Paynter Communications also offers media training, litigation communication support, pre-crisis preparation, crisis drills, presentation training and public relations services to clients. The firm is a coalition member of ProtectingAmerica.org and National Preparedness Month (US. Dept. of Homeland Security).

Hennes Paynter Communications won the Gold Award for Crisis Communications and the "Best In Show Award" at the 2009 Public Relations Society of America Cleveland Rocks Award Program for our work on the national peanut butter recall. And last week, we won the 2010 Gold Award for Crisis Communications for our work with a local hospital caught up in an ethical scandal. Click [here](#) for full details.

We can be reached by calling 216/321-7774 or [info@crisiscommunications.com](mailto:info@crisiscommunications.com)



Next Level Blog

## **How to Apologize When Your Candid Comments Show Up on WikiLeaks (or Somewhere Else You Didn't Intend)**

A good piece of conventional wisdom for leaders used to be to never do, say or write anything down that you wouldn't want to read on the front page of The Wall Street Journal. Times have changed though. As this week's WikiLeaks release of more than 250,000 U.S. State Department documents shows, there's a pretty good chance that your recorded thoughts and actions can end up all over the internet in no time flat.

You've probably learned the hard way that the recall button on that e-mail you just sent by "Reply All" doesn't actually do anything. In spite of all the lessons you've learned, it will probably happen again in the future. If not that, then you may end up on the receiving end of someone else's unintended candor.

Here are some suggestions on how to apologize in the first instance and why and how you should accept the apology in the second. [Read more](#)



The New York Times

## **As Bullies Go Digital, Parents Play Catch-Up**

It is difficult enough to support one's child through a siege of schoolyard bullying. But the lawlessness of the Internet, its potential for casual, breathtaking cruelty, and its capacity to cloak a bully's identity all present slippery new challenges to this transitional generation of analog parents.

Desperate to protect their children, parents are floundering even as they scramble to catch up with the technological sophistication of the next generation.

Many parents turn to schools, only to be rebuffed because officials think they do not have the authority to intercede. Others may call the police, who set high bars to investigate. Contacting Web site administrators or Internet service providers can be a daunting, protracted process.

For the entire New York Times article, click [here](#). Other resources:

[New York Times Parent Resource Guide](#)  
[Comments from Readers on the New York Times Cyberbully Article](#)  
[Connect Safely](#)  
[Parents' Guide to Facebook](#)  
[Commonsense Media](#)  
[Stop Cyberbullying](#)  
[iKeepSafe.org](#)



American Red Cross

### **Give the Gift of Safety**

First-aid kits, hand-crank radios, rechargeable flashlights, glow sticks. This holiday season, give your family, friends, customers and clients the gift of safety. [Here](#), you'll find a wide array of safety products, all attractively packaged and discount priced, from the storerooms at The American Red Cross. Even better - 100% of the profits stay with The

American Red Cross.



Cleveland Metropolitan Bar Association

### **Managing the Media: Lawyers & The Press CLE**

The Cleveland Metropolitan Bar Association will host "Managing the Media: Lawyers & The Press" on Monday, December 20 from 7:55 a.m. - 12:30 p.m. Presenters include Bruce Hennes (Seminar Chair), Deborah Coleman (Hahn Loeser) and Gina Davidson (Calfee). If this is your year for CLE, we hope you'll consider registering [here](#) to attend.



Hennes Paynter Communications

### **Check Out Bruce & Barb's Schedule**

**12/7/10 PSI - Partners for Success and Innovation** (2.5 hours)  
[Social Media & Professionalism for School Teachers and Administrators](#)

**12/9/10 Community Engagement Partnership Program - Ohio Governor's Office on Faith-Based Programs** (1 hour)

**12/16/10 Toledo Bar Association** (3.50 hours)  
[Managing the Media: Lawyers & The Press](#)

Also presenting: Thomas Pletz, Esq.

**12/20/10 Cleveland Metropolitan Bar Association** (4 hours)

Managing the Media: Lawyers & The Press

Also presenting: Deborah Coleman, Esq. and Virginia Davidson, Esq

**1/13/11 United Way of Lorain County** (4 hours)

Managing the Media & Extreme Crisis Communications

**1/19/11 Euclid Chamber of Commerce** (1 hour)

**2/3/11 Lakeland Nonprofit & Public Service Center & Lakeland Community College** (4 hours)

[Managing the Media: Crisis Communications & Media Relations](#)

(NOTE: SNOW DATE February 24, 2011)

**3/10/11 Business Volunteers Unlimited**

Marketing, Communications and Social Media for Catholic Schools  
Sponsored by SDG Advisors

**3/31/11 Ohio Safety Congress** (1 hour)

**4/28/11 Eastern Stark County Safety Council** (1 hour)

**10/19/11 Lorain County Safety Council** (1 hour)

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 what other people say about our seminars.](#)



### **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.

Our CLE, depending upon length, can include canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media; establishing & maintaining "control of the message"; when a reporter calls - making point and not just answering questions; what reporters expect; what news makers should expect; defining and creating Key Messages; reporter's agenda vs. the attorney's agenda; the fundamental differences between print, television and radio interviews and how each requires a different skill set; dealing with the press proactively and reactively; "off the record, not for attribution" and other advanced techniques; and creating relationships with reporters and editors.

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.

If you'd rather attend our CLE than have us do it in-house for you, we'll be doing our 3-hour CLE for the Toledo Bar Association on 12/16 and for the Cleveland Metropolitan Bar

Association on 12/20.



### **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 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 business or reputation is threatened,  
you need a specialist. A crisis communications specialist.



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### Administrivia

This email newsletter about Crisis Communications & Media Relations is generally published twice a month.

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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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