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Crisis Comm & Media Relations E-Newsletter

June 15, 2013

Now in our 11th Year of Publication

Winner of the 2012 Gold "Rocks Award" for Best Newsletter from the Public Relations Society of America - Cleveland Chapter

[Bruce Hennes](#)   [Barbara Paynter APR](#)  
[Hennes Paynter Communications](#)

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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.



Esquire Guy's Guide to Media Interviews

[2 Minute Video](#) *Entrepreneur Online*

Esquire and Entrepreneur. Let them tell you how to deal with the media.

Bonus video: "The Esquire Guy's Guide to Being a Good Manager (e.g. no noogies), click [here](#).



Americans Love 'Controversial' Cherrios Ad

[Racist YouTubers Not Representative of Country as a Whole](#) *AdAge*

General Mills rightly decided not to be swayed by the rantings of deranged internet comments, telling USA Today that the supposed uproar would not affect future casting decisions.



The News You Want vs. The News You Need

[A Journalist Confronts Reader Apathy](#) *Crosscut.com*

Reporter Claudia Rowe writes: "The newsroom is a storied, hilarious place. But in its relative comfort and Constitutionally-protected status, it is nothing close to the lives of our readers, and that gulf is part of the problem. We became so adept at pointing out dysfunction that we crushed hope. Our relentless litanies of outrage began to quash belief in the power of action. And so, our readers turned away."

So I pose the question to audiences, after laying out the facts about the 100-plus newspapers that have folded in the last five years and the reporters on unemployment and the easy clicks generated by photo galleries of Red Carpet fashion: What exactly is our job? Is it to provide the stories that you want, the weather reports and recipes and celebrity scandal? Or the stories that you need - even if the stories you need leave you uncomfortable?"



Louisville TV Station Stops Using 'Breaking News'

[Truth in Advertising](#) *TVSpy*

WDRB, the FOX affiliate for Louisville, KY, has begun promising viewers it will stop using the term "Breaking News."

"You hear the term, 'Breaking News' quite frequently these days," says a promo the station has started running. "It's a marketing ploy to convince you that a television station is better at bringing you the news first, as it happens. The problem is, it's just not true."



The Annals of Ethics

[Who Does the Ethicist Think He Is?](#) *New York Times*

Is it ethical for a student to submit the same paper in two college classes? That was the question posed to the Ethicist in last Sunday's Times Magazine. His answer, in brief, was yes. It may be lazy, he concluded, but it's not unethical. The Ethicist, also known as Chuck Klosterman, wrote: "I don't think this is cheating. I wouldn't say it qualifies as 'genius,' and it might get you expelled from some universities. Yet I can't isolate anything about this practice that harms other people, provides you with an unfair advantage or engenders an unjustified reward." A number of readers were quick to object.



National Spelling Bee

[We're Committed to the Bee](#) *JimRomenesko.com*

Has E.W. Scripps ever considered getting out of the Spelling Bee business?

To see Arvind Mahankali win the 2013 Scripps National Spelling Bee, click [here](#).



If You Don't Want to See It in the Media - Don't Say It

[What Does 'Off-the-Record' Really Mean?](#) *Agile Engagement*

Dear Q&A Team: I am putting together a presentation for all the journalists in my office. I want to have a friendly discussion about the meaning of "off the record." Even though I have my own understanding of the term, I would like to learn of its origin, as well as if there are exceptions to when "off the record" information can be published, etc. It would also be great to share some anecdotes with the team.

Clearing the Record



Short Takes

[The Only Surviving Film Footage of Anne Frank](#) *The Atlantic*

[NASA's Social Media Manager: 'We're Breaking Down the Walls of What People Think Government Is'](#) *Social Times*

[Five Fake PBS Ads](#) *Forbes*

[What's a Night of Drunk Driving Really Like?](#) *Agency Spy*

Show this to your kids.



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.

6/15 Medina County Emergency Services Conference (2.5 hours)

6/21 American Society of Industrial Security

6/25/13 Medina County Society for Human Resource Management

7/24/13 Emergency Management Association of Ohio

8/10/13 Ohio State Fire Fighters Association

9/25/13 Ohio Planning Conference

9/26/13 Ohio Lobbying Association

**10/2/13 The Council for Advancement & Support of Education -
The Conference for Community College Advancement**

**12/3/13 Toledo Bar Association
Managing the Media: Lawyers & The Press CLE (3.25 hours)**

**12/16/13 Cleveland Metropolitan Bar Association
Managing the Media: Lawyers & The Press CLE (4.75 hours)
Co-Presenters: Deborah Coleman, Esq. and Virginia Davidson**

**12/17/13 Columbus Bar Association
Managing the Media: Lawyers & The Press CLE (3 hours)**

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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they're being spammed, they can click on the [Opt Out](#) link and opt YOU off the list. So use this [Forward to a Friend](#) link (or the one at the bottom of this newsletter), 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:

| | |
|---|--|
| Akron Bar Association | Lakeland Community College |
| American Bar Association | Licking County Safety Council |
| American Great Lakes Ports Association | Lorain Cty. Society for Human Resource Mgmt. |
| Bowling Green State University | Mansfield Economic Club |
| BVU - The Center for Nonprofit Excellence | Maritime Attorneys of The United States |
| Columbus Bar Association | Ohio County Auditors Association |
| Cuyahoga Community College | Ohio County Prosecutors Association |
| Cuyahoga Cty. Emergency Mgmt. Agency | Ohio Mayors Association |
| Cuyahoga County Fire Chiefs Association | Ohio Municipal League |
| Cuyahoga County Police Chiefs Association | Southern State Community College |
| Holmes County Board of Health | |



Managing the Media: Lawyers & The Press CLE

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, has 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

In these days of 24/7 instant news, where Twitter and Facebook exponentially amplify crisis situations, organizations simply cannot wait until a legal decision is rendered. They must be prepared to vigorously defend their position in a wide variety of venues, as well as media outlets.

Hennes Paynter Communications works with corporations, government agencies, non-profits, schools, hospitals and educational institutions to communicate their way through legal and reputational challenges ranging from criminal charges and claims of medical and professional malpractice to plant closings, food and product liability issues, ownership and transition disputes that threaten the very existence of an organization. We are practiced in the art of working with attorneys and, in fact, are frequently brought in by attorneys who recognize the value we bring to the table. We often work with legal teams by immediately preparing for the Court of Public Opinion so they and their client are not declared "guilty" before they can even be heard in the Court of Law -- and sometimes, we can help forestall a situation from even spawning a court case at all.

The American Bar Association, numerous law firms and local bar associations have brought us in to

do one of our seminars, including some who've 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.**



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.

