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Crisis Comm & Media Relations E-Newsletter

June 1, 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.



Just How Angry Do We Need to Get About a Coach With Anger Issues?

[Outrage on the Courts at Rutgers](#) *The Atlantic*

The recent outrage over Rutgers' basketball coach Mike Rice's behavior cost both Rice and athletic director Tim Perneti their jobs. And now, Rutgers is back in the news with Julie Hermann's troubled past. But what's everyone mad about?

[Will Julie Hermann Ever Serve as Rutgers' AD?](#) *USA Today*

[Why Rutgers's Julie Hermann Disaster Means Trouble for the President](#) *The Daily Beast*

[Cost for Rutgers Scandals at \\$2.3 Million and Counting](#) *USA Today*



Barbara Walters

[TV Critics Evaluate Barbara Walters' Legacy](#) *TVNewser*

As Barbara Walters gears up for her retirement next year, television critics are beginning to weigh in on the legacy she leaves behind in television. The New York Times' Alessandra Stanley calls Walters "television personified."

[Entertainment News](#) *The New York Times*

Plaudits may not go far enough. Whether or not Ms. Walters was exemplary, she may be the single most important TV personality of the last 50 years - just not for the reasons we've heard. More

than any other journalist, she tore down the wall separating news from entertainment, the serious from the frivolous, the public figure from the celebrity.



And Now, for Something Completely Unexpected

[Reddit Users Attempt to Shame Sikh Woman, Get Righteously Schooled](#)
Jezebel.com

A Reddit user going by the handle "european_douchebag" posted a surreptitious photo of a Sikh woman with the caption "I'm not sure what to conclude from this." The user's apparent confusion stems from the fact that the woman-bound by her religion not to cut her hair or alter her body-has an abundance of dark, untrimmed facial hair. The mind of this blogger was so incredibly blown by the fact that women have hair on their bodies - and, yes, faces - and that some women are bold, self-assured, and pious enough not to cave to western beauty standards (and gender expectations), there was nothing for him to do but post her photo online and wait for the abuse to flood in.

But then something totally lovely and unexpected happened. The woman in the photo responded.



Not For Lawyers Only

[Cleveland Metropolitan Bar Association Video](#)

You don't need to be a lawyer to attend the Annual Meeting of the Cleveland Metropolitan Bar Association at 11:45 a.m. on Friday, June 28 on the main floor of the Q Arena in downtown Cleveland.

Invited/expected participants include County Executive Ed FitzGerald, Mayor Frank Jackson, Senator Sherrod Brown, Rock Hall CEO Greg Harris, Cleveland Schools CEO Eric Gordon, Ohio Supreme Court Chief Justice Maureen O'Connor, U.S. District Court Chief Judge Solomon Oliver, Cleveland Clinic CEO Toby Cosgrove, University Hospitals CEO Tom Zenty, Forest City Chairman Emeritus Albert Ratner and Cleveland Cavaliers Principal Owner Dan Gilbert. Jonathan B. Leiken of Jones Day will be installed as the President of the Cleveland Metropolitan Bar Association.

Hundreds of non-attorneys, representing the largest corporations, hospitals, manufacturers and nonprofits have already purchased tickets to attend, resulting in a sell-out of all floor seating. At press time, stadium seating in the Q is available at \$15 per seat, which includes a boxed lunch.

For more information or to purchase a ticket, click [here](#).



Disaster Training

[When Disaster Happens](#) *Dalton*

The unthinkable has happened - a tornado touches down and reduces your building to rubble. You have a flock of frightened students, employees and visitors who aren't sure who to listen to or where they should go, and there could be possible casualties, even fatalities. What do you do? Here are a few tips.

Tips, though, do not constitute a plan. If your office, plant or school was suddenly knocked out of commission, you need a plan. And if it's not written down, it's not a plan. And if it's not been tested, you're already guilty of wishful thinking. Give Hennes Paynter a ring and let's chat about this.



Journalism & PR Basics

[Why All Journalists Should Study Public Relations](#)

The Canadian Journalism Project

"The relationship between PR and journalism is like that of the prostitute and the regular punter who relies on his "whore", yet who is ashamed and

often resentful of his dependence on this regular secret tryst," said Julia Hobsbawm, a leading British public relations practitioner and educator, in her book *Where the Truth Lies: Trust and Morality in the Business of PR, Journalism and Communications*.



Crisis Communications Basics

[Points to Keep in Mind](#) *CropLife*

The Agricultural Retailers Association and The Fertilizer Institute offer a few key points to keep in mind when responding to a crisis.

[Responding to Press Inquiries](#) *CropLife*

[How to Talk to the Media](#) *CropLife*

News From Hennes Paynter



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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.



The Dreaded Phone Call

[Your Stomach Clenches - It's a Full-Blown Crisis](#) *National Law Journal*

You are the General Counsel of a major corporation about to go to your son's soccer game. It's five to five and the phone rings: The New York Times is about to go with a story about your secret merger negotiations that also involve sensitive talks with the U.S. Federal Trade Commission.



Be Careful What You Wish For

[Why Journalism's Demise is Bad for Theater](#) *HowlRound*

When John Moore was the theater critic for The Denver Post, he never quite understood the malicious glee so many seemed to be taking in the irreversible downward slide of the corporate newspaper industry, which went into a free-fall along with the global economy in 2008. Careful what you wish for. Because newspaper staffs are shrinking as fast as news holes, and professional full-time theater critics are as endangered as the Dodo Bird. We are left with a new generation of civilian internet writers who have no economic incentive whatever to be tough or to take a contrary stand. As a result, the ethics of Internet theater criticism are getting ickier by the day.



Short Takes

[Alerts On Your Cell Phone](#) Emergency Management

I was having lunch in a crowded restaurant. Suddenly, weird tones came from my cell phone and an emergency alert warning popped up. A few seconds later, the same thing happened to my friend's phone. (My cell carrier must be a bit faster.) A noticeable hush came over the restaurant as people all over the room were receiving the same alerts, reading them, and then talking about the unusual behavior of their phones. Who was sending them the alerts, and who signed them up for them?

[How Do Tornadoes Form?](#) *The Atlantic*

Tornadoes are complex and tough to predict but this short documentary from NASA is a good introduction to how they work.

[What's Your Color?](#) *Viva La Brand*

When someone looks at a logo, the color is the foremost thing they remember. According to a study by ColorMatters, 80% of visual information that we absorb is related to color.

[A Terrifying, Fascinating Timelapse of 30 Years of Human Impact on Earth](#) *The Atlantic*

Since the 1970s, NASA and the U.S. Geological Survey have been amassing satellite images of every inch of our planet as part of the Landsat program. Over time, the images reveal a record of change: of cities expanding, lakes and forests disappearing, new islands emerging from the sea off the coast of rising Middle East metropolises like Dubai.

[Newspaper Adopts Classic Crisis PR Strategy after Fabrication Scandal](#) Ragan's PRDaily

The media is usually the bearer of bad news, but what happens when one of their own violates the journalistic code of ethics?



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.

6/6/13 American Association of Corporate Counsel - Central Ohio Chapter

6/7/13 Mayors Association of Ohio

6/15 Medina County Emergency Services Conference (3.5 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

9/26/13 Ohio Planning Conference

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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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	Lake Carriers Association
American Association of Corporate Counsel	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
Canadian Shipowners Association	Northeast Ohio Medical University
Columbus Bar Association	Ohio County Auditors Association
Cuyahoga Community College	Ohio County Prosecutors Association
Cuyahoga County Office of Emergency Mgmt.	Ohio Mayors Association
Cuyahoga County Fire Chiefs Association	Ohio Municipal League



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](#) 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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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.



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