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[www.crisiscommunications.com](http://www.crisiscommunications.com)

## Crisis Comm & Media Relations E-Newsletter

September 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](#)    
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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.



### Let Me Explain Why Miley Cyrus' VMA Performance Was Our Top Story This Morning on CNN

With precursors [Lenny Bruce](#), [Mort Sahl](#), [That Was the Week That Was](#) and [Saturday Night Live](#), [The Onion](#) is a satiric newspaper and online operation that often captures the prevailing zeitgeist. *The Onion's* finest hours were the [articles](#) written in the dark days immediately after 9/11. Last week, they hit it out of the park again when they printed [this essay](#) in the bogus voice of the managing editor of CNN.com 'fessing up as to why Miley Cyrus' Video Music Awards performance led the news on CNN and most other media outlets across the country. The epitome of satire, *The Onion* piece provides a devastating critique of newsroom quests for clicks. Is this evidence of the further downfall of Western Civilization? Read the piece and [let us know what you think](#). Here's how the mainstream media put Miley Cyrus in context:

[Why The Onion is Wrong About Miley Cyrus and CNN](#) *Variety*

[Anchors Can't Stop Talking About Miley Cyrus' VMA Performance](#) *TVNewser*

[Creator of the Foam Finger is Deeply Upset with Miley Cyrus](#) *The Atlantic*



### 50th Anniversary of "I Have a Dream"

[Mahalia Jackson, and King's Improvisation](#) *New York Times*

The Rev. Dr. Martin Luther King Jr.'s speech at the March on Washington for Jobs and Freedom in 1963 was unusual among great American speeches in that its most famous words - "I have a dream" - were improvised.



## NFL Plays Hardball

[N.F.L. Pressure Said to Lead ESPN to Quit Film Project](#) *New York Times*

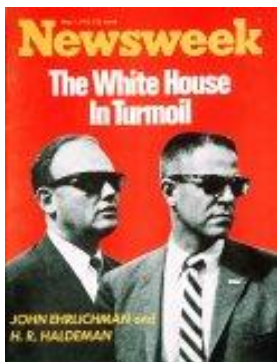
Last week, ESPN, which has spent heavily in recent years to build its investigative reporting team, abruptly ended its affiliation with "Frontline," a public affairs television series that was weeks from showing a jointly produced two-part investigative project about the N.F.L.'s contentious handling of head injuries.



## A-Rod 'Saga' Dominates Major League Baseball

[Crisis Communications Management Gone Wrong?](#) *CommPro*

Pleading the Fifth, claiming to be a victim, and silence does not a crisis communications strategy make. Rodriguez has never denied the charges personally nor acknowledged them and apologized. Fans and sponsors are waiting to hear him either issue a personal denial or admission.



## "I Am Not a Crook"

[Watergate 40 Years Later: Newsweek Covers from the Summer of 1973](#)

If you're of a certain age, these magazine covers will bring back stark memories of a time when the survival of American democracy was in doubt.

For a slightly lighter memory, the National Lampoon comedy troupe (starring John Belushi and Chevy Chase, among others), did a comedy album called [The Missing White House Tapes](#). From that Grammy-nominated album, [here is Richard Nixon admitting everything](#).

Speaking of magazines, you'll find 12 iconic magazine covers you'll never forget [here](#).



## NE Ohio - One of the Safest Places in the U.S.

[These U.S. Cities are the Safest Refuges from Natural Disasters](#)

*The Atlantic*

All across the U.S., Twitter and Facebook are the primary means of communications between citizens and police, fire and other government agencies. **But not in N.E.**

**Ohio.** It's long been our belief that the reason for this is because for the most part, going to the TV, radio or newspapers gives residents what they need. We don't have sudden and cataclysmic events around these parts, so there's little ongoing need to know emergency information RIGHT THIS SECOND, which is what Twitter and Facebook excel at, allowing government agencies to speak directly to residents without the media acting as go-between. We don't have forest fires or hurricanes and rarely do we have tornadoes or earthquakes (and when we do, the damage is relatively minor). Floods and train wrecks, yes, but, again, without widespread damage. There's a new report out from Trulia, the online real estate service. They've crunched federal disaster data to show where disasters happen - and those of us who live in the Akron-Cleveland corridor can statistically rest easier than most of the country.

Just because you may live in an area safe from most natural disasters doesn't mean complacency. You still must be prepared to hold your own for up to three days in case of emergency or other disaster. For more details, please see the article below.



## September is National Preparedness Month

September is National Preparedness Month (NPM). It is a time to prepare yourself and those in your care for emergencies and disasters.

If you've seen the news recently, you know that emergencies can happen unexpectedly in communities just like yours, to people like you. We've seen tornado outbreaks, river floods and flash floods, historic earthquakes, tsunamis, and even

water main breaks and power outages in U.S. cities affecting millions of people for days at a time. Police, fire and rescue may not always be able to reach you quickly in an emergency or disaster. The most important step you can take in helping your local responders is being able to take care of yourself and those in your care; the more people who are prepared, the quicker the community will recover.

This September, please prepare and plan in the event you must go for three days without electricity, water service, access to a supermarket, or local services for several days. Just follow these four steps:

- Stay Informed: Information is available from federal, state, local, tribal, and territorial resources.
- Access Ready.gov to learn what to do before, during, and after an emergency.
- Make a Plan: Discuss, agree on, and document an emergency plan with those in your care. For sample plans, see Ready.gov.
- Work together with neighbors, colleagues, and others to build community resilience.
- Build a Kit: Keep enough emergency supplies - water, nonperishable food, first aid, prescriptions, flashlight, and battery-powered radio on hand - for you and those in your care.
- Get Involved: There are many ways to get involved especially before a disaster occurs. The whole community can participate in programs and activities to make their families, homes and places of worship safer from risks and threats.

Community leaders agree that the formula for ensuring a safer homeland consists of volunteers, a trained and informed public, and increased support of emergency response agencies during disasters.

For complete information about how you can protect your family, home and business operations, please click [here](#).

## News From Hennes Paynter



Hennes

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Hennes Paynter supports [WCPN-FM](#) and [WKSU-FM](#), 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.



### Short Takes

[If You Were a Pilot Flying Low Over the Arctic, This Is What You'd See](#)  
*The Atlantic*

[Huffington Post Will End Anonymous Comments](#) *Poynter*

[The City Club of Cleveland](#). Since 1912, a citadel of free speech. Check out their upcoming speaker schedule [here](#).

[Does Amazon's Spokesperson Have the World's Easiest Job?](#) *Romenesko*

[New York Post Axes Journalist Who Wrote Classic "Headless" Hed](#) *Romensko*



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.

9/10/13 Dise & Company Senior Executive Thought Leaders Forum

9/25/13 Ohio Planning Conference

9/26/13 Ohio Lobbying Association

9/26/13 Northeast Central Ohio Regional Steering Committee

10/4/13 The Council for Advancement & Support of Education -  
The Conference for Community College Advancement

10/14/13 United Way of Greater Cleveland

10/14/13 Kent State University - Center for Public Administration & Public Policy and Ohio Municipal Clerks Association

10/15/13 Ohio Schools Council

10/30/13 Cleveland Metropolitan Bar Association - Corporation & Business Law Section

11/22/13 - Taft 13th Annual Labor & Employment Law Update CLE

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)

1/10-11/13 Cleveland State University, Levin College of Urban Affairs

3/26/14 Ohio Safety Congress

5/2/14 Ohio Association of Public Safety Directors

**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 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	

HENNES & PAYNTER  
CORPORATE COUNSEL



### 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

[www.crisiscommunications.com](http://www.crisiscommunications.com)  
216.321.7774



### 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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