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## Crisis Comm & Media Relations E-Newsletter

October 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](#)    
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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.



### Who Speaks for Your Organization?

For decades, it's been conventional wisdom that every organization should have only one designated spokesperson. In theory, that remains excellent advice; in practice, it's no longer practical -- and often not possible. We still counsel organizations should have designated spokespersons who have received specialized training in order to understand the unique needs of the media, giving them the ability to come across to the public and other stakeholders as modern, crisp communicators, speaking authoritatively and with compassion. However, the fact of the matter is that in a large, multi-day crisis situation reporters are going to "work the edges," calling employees and board members at home, intercepting them as they walk to their cars and monitoring their personal Facebook and Twitter accounts. Making the situation even more complex: employees and even passersby who upload video to YouTube and CNN. The solution is to ensure your crisis communications plan includes **over-communicating** with your key stakeholders so if they do disclose company information or even personal thoughts and experiences, they have correct information. Yes, there's still a strong role for official spokespersons who have access to pre-approved talking points and perhaps an understanding of the broader situation in general. But having a vetted and tested crisis communications plan in place ensures that when your employees and other stakeholders speak when you wish perhaps they shouldn't, potential damage is limited. Not sure you have a communications plan in place that does that? Then give us a ring.

*Bruce Hennes*

managing partner, Hennes Paynter Communications

Even the federal government is now acknowledging the one-spokesperson-only policy is outdated by altering the the public communication policy and structure under the National Response Framework. For more information about this, click [here](#).



## Bertolli Pasta vs. Barilla Pasta

[Bertolli Takes Advantage Of Barilla's PR Problems](#) *Consumerist*

In his controversial interview on an Italian radio program earlier this week, president of pasta company Barilla said the company would never use the image of a family headed by gay or lesbian parents in one of its ads. Why? "[W]e like the traditional family," Barilla said. He invited customers to buy a different pasta brand if they disagree. "Challenge accepted," said Bertolli, a worldwide brand owned by Unilever.



## Getting Positive Press While Under Fire

[How to Prepare a Digital Defense Strategy](#) *Bulldog Reporter*

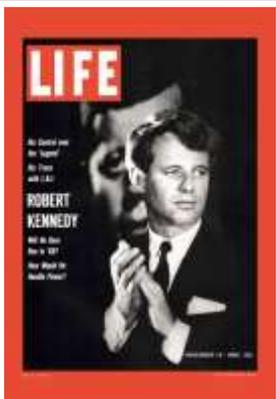
On social media, a molehill becomes a mountain quicker than you can tweet "SOS." But if you've prepared ahead of time, you can respond in a way you'll be proud of when the press gets a hold of the story.



## Mastering the Fundamentals

[How To Get Reporters to Return Your Emails](#) *Bulldog Reporter*

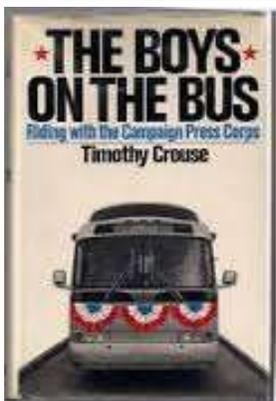
What hot buttons will push your pitch over the top? What red flags do editors watch for when opening PR emails? Read the above for several real-world pitches received by journalists with a quick look at what made them hits ... or misses.



## Iconic Photos & the Photog Who Took 'Em

[Bill Eppridge, Dead at 75](#) *NewsTimes.com*

Bill Eppridge's shocking 1968 photo of a dying Robert F. Kennedy for *Life Magazine* became an enduring image of the 1960s. The violence and heroism of Vietnam; Latin American revolutions; the aftermath of murder during the Civil Rights movement; frolicking in the mud at Woodstock; the mop-topped Beatles; even New York drug abusers were subjects for his prolific work. Click on the link above for a trip thru the 60's to see iconic images you already know - and meet the man who took them.



## Covering Campaigns

[Did Twitter Kill the Boys on the Bus?](#) *Harvard Kennedy School*

In a new paper released by the Shorenstein Center at Harvard University, Spring 2013 Fellow Peter Hamby, who covered the 2008 and 2012 presidential races for CNN, examines the challenges of reporting on a modern political race in today's volatile online media ecosystem.

With Instagram and Twitter-primed iPhones, an ever more youthful press corps, and a journalistic reward structure in Washington that often prizes speed and scoops over context and thoughtful analysis, campaigns are increasingly fearful of the reporters who cover them.

Any perceived gaffe or stumble can become a full-blown narrative in a matter of hours, if not minutes, thanks to the velocity of the Twitter conversation that now informs national reporters, editors and television producers. In fact, Hamby argues that Twitter is the central news source for the Washington-based political news establishment.

This filter-free new universe is having a profound impact on how campaign strategists are deciding to present their candidates to the media and to voters. The velocity and shallow nature of today's political journalism has rattled elected officials, candidates and their advisers in both parties, from the smallest city hall on up to the top levels of the White House.

Because of this, candidates and politicians are increasingly trying to present their messages on their own terms, either through sympathetic news outlets or their own social media channels. More and more, the mainstream political press is being cut out of the election process, raising questions about the value of being a reporter on the bus, on the plane, or "in the bubble" traveling with a presidential candidate.

## News From Hennes Paynter



Hennes

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[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications. To talk to us about our crisis management services, please contact us at 216-321-7774.



## Frank Sinatra Has a Cold

[Gay Talese and "Frank Sinatra Has a Cold"](#) *Nieman Foundation*

In 1966, Gay Talese wrote Frank Sinatra Has a Cold. From Wikipedia: The article is one of the most famous pieces of magazine journalism and is often considered not only the greatest profile ever written of Frank Sinatra, but one of the greatest celebrity profiles ever written. The profile is one of the seminal works of New Journalism and is still widely read, discussed and studied. Sinatra refused to be interviewed for the profile. Rather than give up, Talese spent the three months following Sinatra and observing everything he could and interviewing any members of his entourage who were willing to speak. Without Talese ever receiving Sinatra's cooperation, the story

was published in *Esquire Magazine*.

Here, in an interview with the Nieman Foundation at Harvard, Talese annotates this seminal piece of journalism. Whether you love or hate Sinatra, if you care about great writing, dig this.



## Debt of Gratitude

[How Reddit Helped Launch a Voice Actor's Career](#) *TheDailyDot*

Joseph Scales, a longtime redditor, got a jump on his career as a voice actor through support from the social news site. It began in early 2012, when he posted his take on Morgan Freeman's famous monologue from *The Shawshank Redemption*. The video was upvoted to Reddit's front page and now has more than 700,000 views.

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## Hennes Paynter Upcoming Events & Seminars

We often do presentations about crisis communications for industry trade groups, law firms, bar associations, hospital, education and other professional associations. Often, those events are open to the public or for a fee payable to the sponsoring organization. For a list of upcoming events and seminars, click [here](#) - or contact us to customize one for your organization.



## 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.



## 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.

For more information about presentations and training for attorneys and their clients, please click [here](#).



### **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. For more about our training services, click [here](#).

Ask us, too, about how we can help you create, implement and test a crisis communications plan. For more information about those service, click [here](#).



**When your organization or reputation is threatened, you need a specialist.  
A crisis communications specialist.**



## 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.

