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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

December 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.



Are You Ready?

Are you responsible for the reputation of your company or organization? If you are, then answer this question: are you ready to respond immediately to a reputational threat?

Before you respond with a glib "sure," make a chart. On the left column, put all the things that could go wrong. Across the top, rank them according to whether or not they're likely to happen. So if a given situation did occur, what would the cost be to your organization in terms of reputational damage, fines, penalties, market share or profits? Then, ask yourself this: if it hits the fan at 9:00 a.m. tomorrow, **are you prepared to get a statement out in the first news cycle?** Do you know how and where that statement should be issued? If it's a serious situation, it's going to hit the blogs, so do you have a search engine optimized plan in place for the social media battlefield? Have you had media training? Will you be able to get your side of the story out fast to your customers, clients, employees, suppliers, bankers and elected officials - or will it be the media telling your story from their viewpoint and not yours? And are you really ready for the tough questions?

Yes, you can call us in a crunch. But as flattering as it is to us, "We've got Hennes Paynter in our speed dial," is not a substitute for having a real crisis plan in place, one that's been thoughtfully assembled, vetted by your attorney, understood by your senior leadership and tested to see if it really works.

Give us a ring and let's talk, yes?

Bruce Hennes

Bruce Hennes, Managing Partner
Hennes Paynter Communications

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Special Message for Attorneys

It's CLE season. [Click here for more info.](#)



What a Mess

[4 Ways to Fix the NFL's PR Mess](#) *Ragan's PRDaily*

From bullying and physical injuries lasting a lifetime to concussions, depression and suicides, the National Football League is under fire for being quick to discipline players for their own illegal and often-boorish behavior, but glacially slow when it comes to cleaning up its own institutional house. Does the NFL have a PR problem? We don't think so. Instead, we believe the league has a performance problem. You either do the right thing. Or you don't.



John Fitzgerald Kennedy

[JFK Assassination: Famous Front Pages, 50 Years Later](#)

New Orleans Times Picayune

[How the Washington Post Reacted to the JFK Assassination](#) *Washington Post*

[The Places That Defined JFK's Assassination, Then and Now](#) *The Atlantic*



Twitter Alerts

Twitter Alerts, a new feature recently launched by the social networking giant, elevates social media crisis communications to a new level by offering a notification system with capabilities usually found in high-end, expensive electronic notification systems. When a public safety emergency or natural disaster occurs, approved organizations can issue a Twitter Alert, which will reach people much faster and have a greater visibility than a normal tweet because:

- **Twitter Alerts** immediately appear as a text message on people's cell phones
- **Twitter Alerts** are prominently called out in the Twitter Timeline with an orange bell

Twitter Alerts is a game-changer for online crisis communications and is a must for law enforcement, public safety and government agencies and hospitals. We think this is a must, as well, for large corporations, chemical companies, high-rise office towers and other private-sector organizations with demonstrable mass notification needs, though for the moment, Twitter hasn't said whether it will or will not permit those users.

You can read about **Twitter Alerts** [here](#) and [here](#) and sign up online. Alternatively, Hennes Paynter Communications can manage the enrollment process for you and provide you with the strategic guidance and training necessary to leverage this new service to the fullest extent. Hennes Paynter can:

- Launch a Twitter account for your organization and help you build an initial following
- Enroll your organization for **Twitter Alerts** and oversee the approval process
- Assist in promoting the program so people will subscribe to your alerts
- Perform on-site training on how to use **Twitter Alerts** in the event of a crisis
- Provide step-by-step written instructions on how to post a **Twitter Alert**

For more details and pricing on a **Twitter Alert** turn-key package, please call Bruce Hennes at 216-321-7774 ext. 101.

Who is a Journalist?



[Study Attempts to Define Journalists - Should We Define Acts of Journalism Instead?](#) Poynter

It's actually more important than you may realize, especially when it comes to Shield Laws.

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. To talk to us about our crisis management services, please contact us at 216-321-7774.



The Incredible Story of Marion Stokes, Who Single-Handedly Taped 35 Years of TV News

[Video History](#) *Fast Company*

In a storage unit somewhere in Philadelphia, 140,000 VHS tapes sit packed into four shipping containers. Most are hand-labeled with a date between 1977 and 2012, and if you pop one into a VCR you might see scenes from the Iranian Hostage Crisis, the Reagan Administration, or Hurricane Katrina.

It's 35 years of history through the lens of TV news, captured on a dwindling format. It's also the life work of Marion Stokes, who built an archive of network, local, and cable news, in her home, one tape at a time, recording every major (and trivial) news event until the day she died in 2012 at the age of 83 of lung disease.



Special Message for Attorneys

CLE Season is Upon Us

**Loss of a senior partner or named partner...financial problems...
legal malpractice lawsuits...partner disputes...high profile litigation...
natural disasters...defective products...workplace violence...
compromised client information &
confidentiality violations...criminal accusations**

**If you think you, your firm or your client doesn't
need a crisis plan, think again.**

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

Managing the Media: Lawyers & The Press CLE

Tuesday, December 3, 2013

Toledo Bar Association

Tom Pletz, Shumaker, Loop & Kendrick, LLP

Bruce Hennes, Hennes Paynter Communications

[Register Now](#)

Monday, December 16, 2013

Cleveland Metropolitan Bar Association

Deborah Coleman, Hahn Loeser

Ian Freidman, Friedman & Frey

Bruce Hennes, Hennes Paynter Communications

[Register Now](#)

Tuesday, December 17, 2013

Columbus Bar Association

Scott Campbell, Thompson Hine

Bruce Hennes, Hennes Paynter Communications

[Register Now](#)

Friday, March 14, 2014 *

American Bar Association Leadership Conference

Bruce Hennes, Hennes Paynter Communications

In these days of 24/7 instant news, attorneys and their clients simply cannot wait until a legal decision is rendered. They must be prepared to vigorously defend their situation in a wide variety of venues, as well as media outlets.

In the first portion of this seminar, attorneys will hear about the canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media, often a critical component of case strategy in litigation practice.

The remainder of the seminar includes: establishing & maintaining "control of the message"; when a reporter calls - making your points and not just answering questions; what reporters expect; what newsmakers 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 require different skill sets; dealing with the press proactively and reactively; "off the record, not for attribution" and other advanced techniques; and creating relationships with reporters and editors.

Also discussed are the ethical and practical perils of talking with the press in the midst of a client crisis or pending case, causing many lawyers to insist on a strict "no comment" to the press, which the public almost always interprets "no comment" as an admission of whatever charge is made, which may not serve the client's best interests. This seminar will offer attorneys a wide variety of strategic and tactical alternatives to "no comment."

For information about any of the CLEs above, please call Bruce Hennes at 216-321-7774.

For more information about how Hennes Paynter Communications can help train the attorneys in your firm, click [here](#).

** shorter seminars will not include all of the content listed above*



Short Takes

[Soda vs. Pop vs. Coke: Mapping How Americans Talk](#) *The Atlantic*

[Wiki Wars - The Most Revised Wikipedia Pages](#) *New York Magazine*

[Portraits of Unrelated Doppelgangers Who Have Found Their Match](#)
Visual News

[Introducing 92Y On Demand: Past. Present. Live.](#) *92nd Street Y*

Welcome to 92Y On Demand, a new video, audio and streaming channel. With over 1,000 archival recordings, new ones added every week and a growing Livecast line-up, you can engage with a unique and diverse cross-section of culture and history.

[The Best Coin Ever Spent](#) *Amazing Oasis*



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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.



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.

[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 services, click [here](#).



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

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