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Crisis Comm & Media Relations E-Newsletter

February 15, 2014

Now in our 12th Year of Publication

Winner of the 2012 Gold "Rocks Award" for Newsletters and the 2013 Gold "Rocks Award" for Crisis Communications 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.



5 Mistakes Never to Make On-Camera

When you appear on-camera for an interview, you are going on the record in perpetuity. Excerpts will be broadcast, uploaded, archived, keyword searchable and available 24/7 on the web. You can do your organization's brand a whole lot of good with a strong, articulate interview. But if you're not prepared, you can go down in flames very quickly, and take your organization's reputation with you. Here are five

things you must never, ever do:

1. Don't wing it. Would you ever go into a job interview unprepared? Sit down beforehand and decide what your three most important messages are. Practice them and use them often in an interview. Write a list of the toughest questions you can think of. Practice answering them.

2. Don't lose it. Even Dennis Rodman realized he had to apologize after his bizarre blow-up in a live interview with CNN's Chris Cuomo. If you get angry during an interview, take a deep

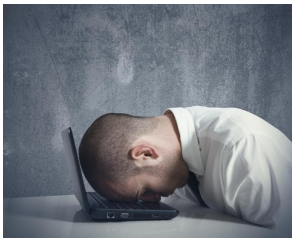
breath, and get back to your messages.

3. Don't make jokes. It takes talent-and a lot of hard work-to be a comedian. That eliminates 99.9% of us. It's fine to smile appropriately in an interview and show enthusiasm when you have a good story to tell. But a lame joke will be the only thing audiences remember about your interview.

4. Never say "no comment." Saying "no comment" always makes you look like you have something to hide. There is always something you can say. If you're stuck, use a bridging phrase ("What's important for your audience to know is...") and get back to your key messages.

5. Don't run from the camera. New producers love getting their hands on pulse-pounding video of their reporter chasing an unwilling interviewee while bellowing incriminating questions. They will air it over and over again. If you're ambushed, calmly say, "I will be glad to talk about this. Please meet me in my office in 15 minutes." Buy a little time to prepare and do the interview in a neutral location.

Howard Fencel
Hennes Paynter Communications



The Good, Bad & Ugly

[The Top 12 Crises Of 2013: Part 1](#) *The Holmes Report*

Short case studies: J.P. Morgan Chase, the Obamacare website, tech companies & government snooping, GSK's China bribery case, the horse meat scandal, Chevron in Ecuador.



Who You Gonna Call?

[Media Mess](#) *USA Today*

Politicians, businesspeople and other community leaders who end up as modern road kill. It's a failure not just of judgment, but of not understanding the game, and of not being skillful enough to enlist the people who do understand. Rather than some public people having mastered the right techniques and adapted to ever-changing sensibilities, might it be that every public person hovers on the edge of media mismanagement and catastrophe? Media management is the most fundamental aspect of any politician's career, yet it is an area largely handled by the young, inexperienced and underpaid.



40,000 Hours - To Start

[The Race to Save America's Public-Media History](#) *The Atlantic*

A new archive is trying to digitize thousands of hours of tape from TV and radio stations across the country - before those tapes disintegrate.



Twitter: Direct & Immediate

[Boston's Experience with Social Media Is Key During Emergencies](#)

Emergency Management

During the immediate aftermath of the Boston Marathon bombings and subsequent search for the perpetrators, Boston Police Department tweets in effect became the official source of information for everyone, including the media, especially after numerous reports by the press turned out to be false. By the time suspect Dzhokhar Tsarnaev was holed up in a boat, the media had turned to Boston police tweets as an official source of information.

[How One Agency Handled a Tragedy as it Unfolded Live on Twitter](#) *Emergency Management*

"Mother unwittingly live-tweets husband's fatal crash." With characteristic tabloid economy, the headline in the New York Post captured the tragedy and irony of a story at the confluence of a heartbreaking highway collision and the immediacy of social media.



Don't Do That

[Bad Speaking Advice](#) *Ragan.com*

The Internet is full of horrible tips that won't improve your speaking. Here are top five bad speaking tips and what you should do instead.

News From Hennes Paynter



Hennes Paynter Communications

From our first issue in 2002 to today, the Hennes Paynter Crisis Comm & Media Relations E-Newsletter helps you communicate your way through adversity.

Thanks to you, we now have over 7000 subscribers.

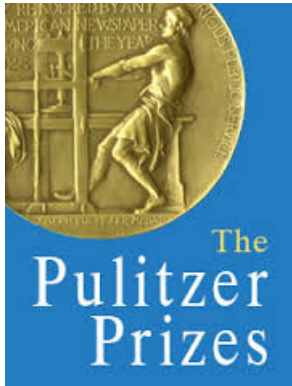
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[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications. To talk to us about our crisis management services, please contact us at 216-321-7774.



It Starts With a News Event

[4 Things Pulitzer Winners Have in Common](#) *Poynter.com*

The winners of four 2013 Pulitzer Prizes came together to talk about their work and their wins. They came from Florida, New York and a shop with people scattered around the country, from three large papers and one nonprofit news site. They won for work on speeding cops, diluted bitumen, fluoride in the water and cross-border corruption at Wal-Mart. Other than that Pulitzer, the work of the seven people didn't have much in common. But, for most, the processes they used to produce their work did.



Short Takes

[The 25 Best Romantic Comedies Since When Harry Met Sally](#)

New York Magazine

[The Best & Worst Super Bowl Ads of 2014](#) *The Atlantic*

[In Shocking Upset, RadioShack Wins the Super Bowl](#) *Ad Age*

[What You Can Learn About Video Storytelling From the Budweiser Super Bowl Commercial](#)

Poynter.org

[I Had To Look Twice At Most Of These 27 Ads. But Once I Got Them... Absolutely Brilliant](#)

ViralNova

[Lawyer's Local Super Bowl Ad is Described as 'Completely Nuts' and a Masterpiece](#)

ABA Journal

A masterpiece? Or slick hucksterism? You be the judge. Be sure to watch full screen.

[Proud To Be](#) *National Congress of American Indians*

This ad will stop you in your tracks. It wasn't shown at the Super Bowl (but it should have been). If you live in Cleveland, this one will have special resonance.



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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 more information, please contact us.

2/21/14 Ohio City/County Management Assoc.
3/3/14 Ohio Assoc. of County Boards of DD
3/14/14 American Bar Association Leadership Conference
3/20/14 American Association of Corporate Counsel
3/26/14 Ohio Safety Congress
4/24/14 Ohio Prosecuting Attorneys Association

5/2/14 Ohio Association of Public Safety Directors
5/13/14 Summit County Safety Council
5/15/14 Taft Stettinius & Hollister
5/20/14 President's Forum - Union Club of Cleveland
5/30/14 Tucker Ellis
8/26/14 Ohio Insurance Institute



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.

Georgetown Journal of Legal Ethics,

Vol. 22, 2009

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 services, click [here](#).



**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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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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