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Crisis Comm & Media Relations E-Newsletter

March 1, 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](#)  
[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.



Reporters Inserting Opinion

Used to be, reporters reported facts, without inserting opinion, priding themselves on objectivity and not revealing their personal stance regarding the object of their reporting. Nowadays, many reporters purposefully insert their opinion into otherwise straightforward news stories, blurring, if not obliterating the line between objective news reporting and outright editorializing. At best, readers and viewers come away with confused messages. At worst, they're being subtly exposed to agendas and points of view that used to be reserved for the editorial page. Some argue that true objectivity is impossible to achieve and attempts to do so might be better expended on more important matters. Others see journalistic integrity on a slippery slope that should raise loud alarms. As the lines of traditional journalism shift, and when editors encourage reporters to insert their opinion into news stories, we have two strong suggestions: 1. It's never out of style to hold reporter's feet to the fire and demand that stories be fair; 2. Don't rely on the media to speak to the public (i.e. make certain you're using social media and other methods to get your side of the story out to your key stakeholders). Here, a [short case study](#) on this issue from the New

York Times. Should reporters insert their personal opinions into news stories? We don't think so, but it's now a fact of life.

Bruce Hennes
Hennes Paynter Communications



'Dirty Jobs' Mike Rowe Gets Dirtied

[TV Star's Ugly Wal-Mart Defense: Dirty Jobs' Mike Rowe Goes Nuclear](#)
Salon

"Dirty Jobs" star Mike Rowe pushed back against Wal-Mart critics, comparing a mass email campaign to "a bag of dog crap set ablaze on my front porch" and urging that "unhappy" workers apply for scholarships from his foundation because their "jobs could very well become obsolete in just a few years." Rowe has drawn waves of praise and scorn since narrating an ad for Wal-Mart, the largest private employer in the world. In a post on his Facebook page, Rowe offered a very strong, in-your-face response. The link above details the controversy, but you can read Rowe's response [here](#) (be sure to scroll to his February 24 entry that starts off with "I'm back.")

**Harvard
Business
Review**

Don't Be Boring

[The Art of Purposeful Storytelling](#) *Harvard Business Review*

Peter Guber is a former president of Sony Pictures and producer of films that garnered over 50 Academy Awards, including such films as Rainman, Batman and The Color Purple. Here, he talks about how business owners can use the "four truths of the storyteller."

twitter

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 sign up online. Alternatively, Hennes Paynter Communications can manage the enrollment process for you and provide you with the guidance and training necessary to leverage this new service to the fullest extent. Hennes Paynter can:

- Launch a Twitter and/or Facebook 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** and Facebook 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** and/or Facebook turn-key package, please call Bruce Hennes at 216-321-7774 ext. 101.



Media is Failing Women

[Media is 'Failing Women' - Sports Journalism Particularly So](#) Poynter

The Women's Media Center recently released its third annual Status of Women in the U.S. Media report, and if you've been paying any attention to gender imbalances across print, broadcast and online platforms, it's more of the same. Men - especially white men - vastly outnumber women.



Devastatingly Bad News

[The Top Crises of 2013 - Part II](#) The Holmes Report

We gave you Part I in our last issue. Here, we consider Walmart & McDonalds, the Rana Plaza garment factory disaster in Bangladesh, Chik-fil-A and Barilla, Apple in China, Lululemon and the Asiana Airline Disaster, all excellent crisis comm case studies.



Reputation Recovery

[What Next After The Crisis Subsides?](#) The Holmes Report

Two years after the sinking of the Costa Concordia off the coast of Italy, it seems the tragedy is still mentioned in practically all the corporate media coverage of Costa Cruises and its parent company Carnival. By contrast, British supermarket chain Tesco is well on the road to reputation recovery from the crisis it suffered in early 2013 when horsemeat was found in some of its own brand products. One year later, when Tesco announced disappointing results, few media reports even mentioned the horsemeat crisis. The crisis has arguably been 'resolved' and Tesco has moved on. What makes the difference in crisis recovery?



Point & Shoot in Sochi

[The Inside Story of How Olympic Photographers Get Such Stunning Images](#) Gizmodo

Every single moment of the Sochi Olympics is documented in minute detail. Here's how the AP and Getty Images, two of the biggest photo agencies on the scene, get their incredible photos from the Olympics to the United States, faster than you can microwave a bag of popcorn.

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.

If a disaster hits your company, agency or organization, we can help you communicate with your employees, clients, suppliers and other stakeholders in order to mitigate the damage. In fact, Boston University says that every \$1 invested in disaster preparedness can save a company \$7 worth of disaster-related economic loss.

Don't take just our word. Check out this cool [infographic](#) with more details.

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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.



5 Presentation Habits You Must Unlearn

[Preparing to Deliver a Speech?](#) *Ragan.com*

Steer clear of these common errors that will preclude you from engaging with your audience and landing your message.



One Unhappy Goodbye

[Alec Baldwin: Good-bye, Public Life](#) *New York Magazine*

As described by the New York Times: In a 5,000-word cover article in New York magazine this week, Alec Baldwin took aim at Shia LaBeouf ("a jailhouse mentality"), his former MSNBC colleagues Joe Scarborough ("neither eloquent or funny") and Rachel Maddow ("a phony who doesn't have the same passion for truth off-camera that she does on air") and Anderson Cooper of CNN ("the self-appointed Jack Valenti of gay media culture"). Mr. Baldwin's admission that "I find myself bitter, defensive, and more misanthropic than I care to admit"

didn't find much disagreement on Twitter.



Short Takes

[You Won't See Any Photos of Suri Cruise on 'People' or Just Jared Any Time Soon](#) *Elle Magazine*

Celeb website Just Jared and People Magazine announced that they will no longer be running paparazzi photos of celebrities' children who are not famous in their own right.

[150 Journalism Cliches](#) *Washington Post*

[Shaving - By a Hair](#)

This Gillette Ad Will Stop You in Your Tracks. Yes, it's an ad for a razor. That's what makes it so good.

[This Old Man - Life in the Nineties by Roger Angell](#) *The New Yorker*

From the first paragraph, written by this famous sports writer: Check me out. The top two knuckles of my left hand look as if I'd been worked over by the K.G.B. No, it's more as if I'd been a catcher for the Hall of Fame pitcher Candy Cummings, the inventor of the curveball, who retired from the game in 1877. To put this another way, if I pointed that hand at you like a pistol and fired at your nose, the bullet would nail you in the left knee. Arthritis.

[This Was the Most Romantic Ad Anyone Saw on Valentine's Day](#) *Time Magazine*



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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.

3/20/14 American Association of Corporate Counsel
3/26/14 Ohio Safety Congress
3/27/14 Kaufman & Co LLP
4/24/14 Ohio Prosecuting Attorneys Association

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.**



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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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