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## Crisis Comm & Media Relations E-Newsletter

May 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](#)  
216-321-7774

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### When Hashtag Turns Bashtag

By Howard Fencl, Vice-President  
Hennes Paynter Communications

You could see disaster coming. The New York Police Department dangled prime Internet troll bait on Twitter this week in an ill-conceived campaign that quickly backfired and spread hate posts to other police departments across the country. The department's initial volley was a sincere attempt to promote good community relations. It didn't work out that way. [Read more here...](#)

~~UNPREPARED~~



### 6 Principles for Ensuring You're Crisis-Ready

[What Does It Mean to be a Crisis-Ready Organization?](#) *ContinuityCentral*

Most of the work done in the name of crisis management is in fact crisis preparedness. "Are you ready to face the worst?" is a question that boards ask, regulators ask, governments ask and investors ask. They want to know that an organization and its senior management are in an advanced state of crisis preparedness. This article looks at how an organization can become 'crisis-ready'.



## Deny, Defend & Settle - Or Take Responsibility

[The Price of the GM Recalls: Advice for Mary Barra](#)

*Knowledge@Wharton*

It is about as big a corporate crisis as anyone could imagine: a defective product that leads to deaths, denials and cover-ups, a sluggish corporate response to grieving families, and a government investigation that has raised its own questions of accountability. General Motors does not stand alone in the recall hall of shame, but a combination of its venerable brand and recent storyline - including a promising comeback from bankruptcy, now threatened - gives the revelations of the last few months a particularly powerful punch. What did GM know, who knew it and when?



## PR Fail

[5 Things to Never Say During a Media Pitch](#) *PRNewser*

You have a new service, new product, interesting story you want your local newspaper to cover. Here are a few don'ts.



## Hero of Freedom

[Why I Founded C-Span](#) *Reason.com*

In 2003 *Reason* named Lamb one of their 35 Heroes of Freedom, writing "The Great Stone Face of C-SPAN has produced more must-see TV than anyone else in the history of the medium. There's no reason to pick a favorite among the likes of Booknotes, Washington Journal, and all the other C-SPAN fare, but his greatest contribution may well be his first: turning a surveillance camera on the den of iniquity known as the U.S. House of Representatives."



## Public Affairs

[Are You Doing It Wrong?](#) *Holmes Report*

A new study - not necessarily the first of its kind - presents compelling evidence that the support or opposition of ordinary Americans for any cause or issue "doesn't matter a whit," as Kevin Drum explains it. Or, to quote the authors of the academic study in question: "The central point that emerges from our research is that economic elites and organized groups representing business interests have substantial independent impacts on U.S. government policy, while mass-based interest groups and average citizens have little or no independent influence."



## You Lookin' at Me?

[3 Eye Contact Myths to Disregard in Your Next Talk](#) *Ragan.com*

Presentations are fraught with obstacles that the speaker must navigate. Among them are purported 'solutions' about where one's gaze should land.

**News From Hennes Paynter Communications**



Hennes Paynter is honored to be a finalist for this year's [SABRE Award for Crisis Management](#) from The Holmes Report.

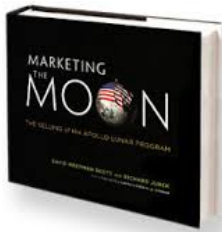
Will we take home the big prize?  
We'll know in two weeks, so watch this space.



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[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications and reputation management. You can reach us at 216-321-7774.



### Marketing the Moon

[The Selling of the Apollo Lunar Program](#) *BrainPickings*

A new book describes when the mission became the message and NASA undertook the monumental task of explaining rocket science to an audience looking to the stars. Despite the somewhat cynical title, *Marketing the Moon* is not simply a story of the "selling" of the space program or the "spinning" of the NASA public relations machine - rather, it's a rigorous and unvarnished look at one of the largest and most successful disseminations of science education in the twentieth century.



### Ouch, That Hurt !!

[Reporter Undergoes Deployment of Taser Technology](#) *Poynter*

Reporter Daniel Gross of the (Spartanburg, S.C.) Herald-Journal took a citizen's police academy course and volunteered to feel what it's like to have a Taser deployed upon him. Anything for a story, right?



## Short Takes

[Let's Not Confuse Andy Rooney with Mickey Rooney](#) *Romenesko*

[Spell Names Right in Emails to Journalists](#) *Bulldog Reporter*

[What Happened to Skywriting?](#) *The Atlantic*

[Mini-Documentary Looks at Advertising's Most Unsung Artists -- Crafters of Hand-Painted Outdoor Signs](#) *AdWeek*

[This Dad Makes Awesome CGI Videos Of His Son](#) *Popular Science*

Normally, videos of somebody's kid are boring. But when the dad works with Pixar? Way less boring.

[Londoners Left Stunned as Aliens and Giant Robots Descend on City in Pepsi Ad](#) *The Drum*

[This Might Be The Scariest Trail In The World. But You'll NEVER Guess Where It Leads](#) *ViralNova*

Want to see a GoPro HD video of the trail? Click [here](#) (warning: not for the faint-of-heart)



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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.



5/13/14 Summit County Safety Council  
5/15/14 Taft Stettinius & Hollister  
5/16/14 Chemical & Specialties Management Council  
5/20/14 President's Forum - Union Club of Cleveland

7/15/14 Association of Municipal/County Judges of Ohio  
8/26/14 Ohio Insurance Institute  
12/16/14 Cleveland Metropolitan Bar Association  
12/17/14 Akron Bar Association



### **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 crisis communications, reputation management or 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.

HENNES & PAYNTER  
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### **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](http://HennesPaynterCommunications.com) 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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Hennes Paynter Communications | Terminal Tower | 50 Public Square, Suite 3200 | Cleveland | OH | 44113