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Crisis Comm & Media Relations E-Newsletter

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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

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Which Comes First, the Operational Plan or the Communications Plan?

By Nora Jacobs, Vice-President, Hennes Paynter Communications

Tornados...active shooters....explosions and fires...workplace fatalities...leaks of toxic chemicals. Given the wide range of catastrophes, accidents and attacks that threaten organizations of almost any size these days, wise management teams have taken the time to put together detailed emergency response plans. Those plans typically describe the procedures, people and resources to be deployed when an event threatens an organization's ability to continue operations, make and ship products, deliver services or otherwise conduct daily business. [Read more here...](#)



The NBA & the L.A. Clippers

[How a Top Clinton Aide Helped Adam Silver Navigate the Sterling Saga](#)
National Journal

Standing on the sidelines of his son's soccer game Saturday morning, Doug Sosnik glanced at his Blackberry and noticed an email from NBA commissioner Adam Silver. It was the start of something bigger than basketball - about bigotry, big business, and the challenges of modern

leadership. Silver's email included a link to a TMZ story accusing Clippers owner Donald Sterling of racist statements. He asked the consultant to listen to the recording. Please, Silver wrote, give me any suggestions. Why would Silver email Sosnik, a former political director in the Clinton White House and adviser to Democratic groups? Simple answer: The NBA is one of several private sector clients who pay Sosnik handsomely for his crisis-management experience in politics. Sosnik replied: Anything you need.

[NBA's Quick Action Helps Rescue Clippers' Brand](#) *New York Times*

[Donald Sterling Put the Whole NBA in Crisis Mode. What if You Were His Communications Pro?](#)
PRNews

[A Key Player in a Scandal, V. Stiviano Feeds the Media's Appetite](#) *New York Times*



The Ultimate D.C. Theme Party

[White House Correspondents' Association Dinner](#) *Washington Post*

Here is everything you could possibly want to know about this annual event, from its beginning as a small gathering for White House reporters 100 years ago, now a four-day explosion of pre-parties, after-parties, tweets, photo-ops and corporate branding.

[A&E Channel Brief Documentary on the Association & Dinner](#) (shown at the beginning of this year's dinner)



Do No Harm

[Hospital Apologizes for Kids' Deaths Then Fight Lawsuits?](#) *Sorry Works!*

Children's Hospital of New Orleans recently issued a public apology regarding the deaths of children due to a fungal outbreak at the hospital during 2008 and 2009-- and the hospital never told the families at the time. According to news reports, the hospital's medical director said "the hospital 'dropped the ball' when it came to communicating with patients' families....'We failed to do what we should have done.'"

Now some of the families have filed lawsuits and they are suing the hospital and the linen supplier for general liability, which would get the families past the three year statute of limitations and the \$500,000 med-mal cap in Louisiana. The hospital is fighting the lawsuits by saying the claims should have been filed under medical malpractice, not general liability. At least one plaintiff's attorney is even saying publicly that the hospital's apology was wordsmithed to avoid general liability claims.



Following the Digital Audience

[What Makes a Wall Street Journal Story Has Changed in Recent Years](#) *Romenesko*

"A relatively short time ago we had a basic rule at The Wall Street Journal for what made a story, or not," says Wall Street Journal Asia editor Paul Beckett. "Would it appeal to the readers of our U.S. paper? Yes, we did it... No, we didn't. "In the past few years, that has all changed. Now, our thinking is... Does a story appeal to a digital audience somewhere in the world that is important to us? "If the answer is yes, we do it."



Tell Me a Story

[5 Storytelling Techniques to Master Before Your Next Presentation](#) *PolarisB*

The best executive presenters are storytellers at heart. Storytelling is powerful. It can help charities secure more donations. It's been tested as a technique in mock trials to show how stories persuade juries.

Storytelling also impresses in business and can help sway people's opinions while earning their respect.



Stand & Deliver

[5 Ways to Project Confidence](#) *CommPro*

Confidence is the personality trait most responsible for an individual's ability to deal well with organizational transitions. Confident people are self-motivated, have high self-esteem, and are willing to take calculated risks. Here are five ways to build your self-confidence.

News From Hennes Paynter



Hennes Paynter Communications

was recently honored to be a finalist for the 2014 SABRE Award for Crisis Management from The Holmes Group for our work on a ferry boat crash last year. Our entry was titled "How a Fortright Crisis Response Helped a Company Preserve Its Reputation and Maintain Customer Confidence."

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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.



Inside the News

[A Day in the Life of Charlie Rose](#) *TVNewser*

A local North Carolina station tracked a day in the life of one of their own recently, following "CBS This Morning's" Charlie Rose on one of his average 17-hour days. A day in the life of Charlie Rose doesn't stop at his TV news colleagues - even Oprah got in on the action.



With Great Power Comes Great Responsibility

[Peter Parker and Clark Kent: Very Unethical Journalists](#) *The Atlantic*

Both Spider-man and Superman, formative and iconic characters in their genre, pay the bills and disguise their identities by working as journalists. You can understand why their creators chose that profession for them. Superheroism and reporting would seem to share a scrappy, do-gooding, vigilante spirit. However, spunky photojournalists/mild-mannered-reporters also have ethical obligations that should clash with supernatural crime fighting. The media is, in theory at least, supposed to be honest.



Short Takes

[Eyes on Earth: The ISS HD Earth Viewing Experiment](#) *IFL Science*

One of the latest missions from the International Space Station is kind of amazing. The High Definition Earth Viewing (HDEV) experiment consists of four cameras that have been attached outside of the ISS. The cameras point down at Earth at all times, which makes for some breathtaking images.

[Journalists Reveal Favorite Shakespeare Quotes](#) *Daily News Gems*

[Why You Need To Rip The Mailing Label Off Magazines As Soon As They Arrive](#) *Forbes*

[19 Terrible Email Subject Lines](#) *Ragan's PRDaily*

[Al Feldstein, the Soul of Mad Magazine, Dies at 88](#) *New York Times*



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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.

5/16/14 Chemical & Specialties Management Council
5/20/14 President's Forum - Union Club of Cleveland
5/30/14 Tucker Ellis
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.



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.**



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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