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Crisis Comm & Media Relations Newsletter

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Now in our 12th Year of Publication

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The Wisdom of Sharing Bad News First

By Barbara Paynter, Hennes Paynter Communications

Earlier this week, a high school teacher from the public school district where I live was arrested in a local park and charged with sexual battery. He is accused of having sexual contact with a student. First, let me clarify that we are not working on this situation but have worked on many other cases where someone in authority is accused of inappropriate behavior with children. And since friends and neighbors know what I do, several have approached me over the past few days to ask my opinion about the school district's response. I, in turn, ask what they think.

[Read more here...](#)



What You Post Can Have Consequences

[Lawyers May Look at What Jurors Post Online, but Only if it's Available to the Public](#) *ABA Journal*

Courts have been dealing for a while now with jurors discussing the trials they're deciding through postings on websites accessible to the public and electronic social media that allow restrictions on access, such as Facebook, Myspace, LinkedIn and Twitter. Trial judges generally try to restrict such activities with admonitions in their instructions to the jury. But as

more and more lawyers are looking to websites and social media to learn more about both sitting jurors and prospective jurors, they, too, need some guidance on just how far they may go. The gist of a recent ruling says a lawyer may review, with certain restrictions, a juror's or potential juror's various postings on websites and social media.



Keeping Cool Under Fire

[What Brands Need to Know](#) *CommPro.biz*

In today's world where blogging and social media provide multiple platforms for activists and customers to voice their opinions, businesses are continually feeling pressure and hearing overwhelming amounts of criticism not for anything the company has necessarily "done" but for who they are or what they believe. Consider these three important questions: Should brands put out these flames or just let them burn? How can brands not get consumed by the smoke or inhale any of its negativity? What are some real-world responses from

brands under attack?



Kentucky Fried Controversy

[Crisis Comm Plan Sets New Standard](#) *Bottom Line Communications*

Handling a crisis is never an easy undertaking. Just ask KFC, which found itself in a whirlwind of a crisis this week. In today's social media world, where you are guilty until proven innocent and you must respond before all the details are known, the company's crisis communications was absolutely superb. How would you like to be the one responsible for responding for KFC after a mother claimed her daughter—who was recently mauled by pit bulls—was asked to leave a

KFC because her appearance upset other customers?



Earning Media For Executive Visibility

[How The Game Is Changing. And Why](#) *The Holmes Report*

Until fairly recently, with rare exceptions, CEOs and most other organizational heads stayed behind a desk, unseen and unheard by the general public. That's how society 50 years ago preferred its man in the gray flannel suit, its Organization Man. Leaders issued edicts from Mount Olympus, but remained humbly invisible. If they were quoted at all, it might be about a favorite charity or best golf score. But today audiences insist otherwise. Stockholder scrutiny has intensified. The demand to deliver short-term profits has heightened. The media appetite for a face to go with an organization is all but ravenous. All the players in the game, public and private alike, have upped the ante on

executive visibility.



Nope, Don't Say That

[5 Things Successful Public Speakers Never Say](#) *Business Insider*

Regardless of the industry or setting, effective communicators use language that captivates, motivates, and persuades others. Their choice of words is one of the crucial ways they inspire an audience to believe, buy in, and take action. But the wrong words can damage your

credibility and cause doubt. Here are five phrases that successful public speakers never say.



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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.



(BOGSAT) Bunch of Guys Sitting Around Talking [FBI Compiles Glossary of Internet Slang](#) *ABA Journal*

FBI agents who are confused by Internet terms such as TLOL (totally laughing out loud) and NIFOC (naked in front of computer) can consult an 83-page glossary compiled for their use. The FBI recently released the guide in response to a freedom of information request. Here's your personal copy.



Is Your Body Language a Foreign Language?

[Your Body Language Shapes Who You Are](#) *TedTalk*

Body language affects how others see us, but it may also change how we see ourselves. Social psychologist Amy Cuddy shows how "power posing" - standing in a posture of confidence, even when we don't feel

confident - can affect testosterone and cortisol levels in the brain, and might even have an impact on our chances for success.



Short Takes

[You Can Now Ride on a Train While Flying on a Plane](#) *Atlantic CityLab*

[Best Beer Ad Ever? You be the Judge.](#) *Mobiledia*

[12 Unforgiveable Writing Mistakes](#) *Ragan.com*

[The Dr. Seuss Guide to Twitter](#) *All Twitter*

"There will always be another crisis. There doesn't always have to be another scandal. There is a difference between a crisis and a scandal. Bad things happen, bad decisions are made everyday - how you handle them determines whether it becomes an isolated event or something larger that rocks your institutional foundation."

Judy Genshaft, President, University of South Florida

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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.

7/15/14 Association of Municipal/County Judges of Ohio

7/18/14 Akron Bar Association

8/26/14 Ohio Insurance Institute

12/15/14 Toledo Bar Association

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



corporations' legal strategies.

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

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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