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Crisis Comm & Media Relations Newsletter

June 15, 2014

Now in our 12th Year of Publication

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10 Ways to Prepare for a Crisis

By Nora Jacobs, Hennes Paynter Communications

We're unaware of any insurance policy you can buy that will protect your organization from experiencing a crisis. There are, however, several proven steps you can take to significantly enhance your crisis response capabilities. Here's a short checklist to get you started:

1. Assess your threats. Determine the most likely events your organization could face and prioritize them. Focus on those that would have the most severe impact on your ability to operate, or your reputation. 2. Develop messages you might use if those events were to occur. Draft a potential standby statement for each as well. [Read more here...](#)

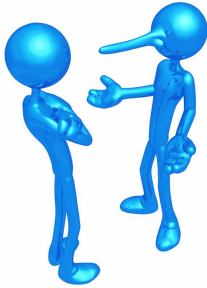


Virtual Body Language 101

[Technology Changes the Way We Connect](#) *CommPro.biz*

Communication technology has completely changed the way we connect with people to conduct business. We were born with the innate capability to communicate through our postures, gestures, facial expressions, and vocal prosody. When we are denied these interpersonal cues, the brain struggles and real communication suffers. The effective use of

visual technology comes with practice and experience. Here are six techniques to keep in mind for your next videoconference.



The Art of Deception

[How Companies Deceive You](#) *CommPro.biz*

Do you think ads are fooling us? Half of Americans seem to believe in ads while the rest think they are dishonest. This infographic shows how big brands use advertising tricks to influence our buying decisions.



Journalists & Social Media

[A Quick Guide](#) *Bulldog Reporter*

Most journalists use social media sites such as Twitter to connect with readers and colleagues. However, they're all over the map in terms of how they want to interact with PR pros. Some might welcome you to join their conversations, or at least send the occasional message, whereas others prefer a more arms-length relationship. As with any other aspect of media relations, you have to treat each as journalist an individual and learn their likes and dislikes. But based on interviews with journalists, here are some general observations about the "Big Three" social-media platforms.



Some Things Just Can't Be Fixed

[No Defense for Donald Sterling](#) *Washington Post*

Judy Smith, the inspiration behind actress Kerry Washington's character, Olivia Pope, on ABC's "Scandal," says she would never have taken on the task of managing the Donald Sterling fallout because the actions of the former Clippers owner were indefensible and a "lose proposition." We agree.



Social Media Mandatory

[Social Media Isn't Optional](#) *American Journalism Review*

Newspapers across the country are paying more attention to how to motivate staff members to post articles to social media as a means to drive site traffic, especially amid print circulation declines and the dwindling relevance of the front page (and even the homepage). Efforts to ramp up social media efforts vary by company, but American Journalism Review interviews with a random selection of 18 newspapers in March and April found that most encourage or recommend staff to be on social media, but few require it. The majority of the papers place more responsibility on editors, social media managers or digital producers to bring readers to their sites - most reporters don't have traffic quotas, according to interviews. A select few newspapers, including The Los Angeles Times require all bylined staff to be on social media.

sorry

Apology 24 Years After the Death?

[Thoughts on the Grieving Process](#) *SorryWorks*

Patient safety advocate Ilene Corina penned a moving article about apology that recently appeared on Facebook. Corina, whose toddler son bled to death 24 years ago after a tonsillectomy, shared the story of how a nurse friend tried to connect Corina and the doctor who was in charge of her son's care when he died. The nurse was able to speak with the doctor, who said he simply did what the hospital told him to do post-event and he wasn't interested in meeting with Corina now, but the doctor did say "sorry." Corina wonders in her article if she finally received an apology while applauding the actions of her nurse friend and other people like her. The link to Corina's story is [here](#).

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Big Brother Goes Social

[The CIA Joins Twitter & Gets 50,000 Followers in 50 Minutes](#) *AdWeek*

The Central Intelligence Agency created a Twitter account this week, and the federal fuzz got immediate buzz - 50,000 people followed it in its first 50 minutes on the social platform. It probably stands to reason the CIA was already using the popular site for investigative purposes. So what the agency will actually do with the account?

[Kerry Washington Loves @CIA's First Tweet](#) *Lost Remote*

THE PRIZES	REDA'S POWER	WORTH A MILLION DOLLARS	WANT TO GET RICH?	WANT TO GET RICH?	WANT TO GET RICH?
\$200	\$200	\$200	\$200	\$200	\$200
\$400	\$400	\$400	\$400	\$400	\$400
\$600	\$600	\$600	\$600	\$600	\$600
\$800	\$800	\$800	\$800	\$800	\$800
\$1000	\$1000	\$1000	\$1000	\$1000	\$1000

'Jeopardy!' Behind the Scenes

[7 Things I Learned Auditioning for the Show](#) *Washington Post*
 Auditioning for Jeopardy. So many questions and a roller coaster of emotions; a bit overwhelming, pretty nerve-wracking, a little surreal.



Short Takes

- [Cheerios Ad for Father's Day](#) *Co.Create*
- [The Best World Cup Ad Ever](#) *MobileMedia*
- [Dick Cavett's Worst Show](#) *The New Yorker*
- [A Cynic's Guide to Newspaper Terms](#) *Romenesko*

- [The Onion Debuts New Parody Website: ClickHole](#)
- [BBC Misses Weather Forecast for First Time in 90 Years, Apocalypse Feared](#) *Poynter*
- [After Nailing "Stichomythia" and "Feuilleton," Two Natl. Spelling Bee Winners Emerge](#) *Poynter*
- [Newspapers Tweet Historic D-Day Covers](#) *Poynter*



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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.

6/27/14 Assurex
7/15/14 Association of Municipal/County Judges of Ohio
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

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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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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