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## Crisis Comm & Media Relations Newsletter

August 1, 2014

Now in our 12th Year of Publication

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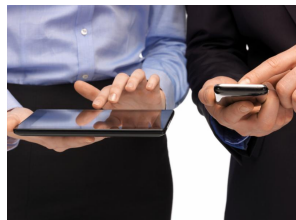
### Did Ohio State Do the Right Thing by Firing the Director of the Best Damn Band in the Land?

By Bruce Hennes, Hennes Paynter Communications

Put aside for the moment IF the band director for Ohio State University's storied marching band should have been fired. The question for business, nonprofit and government executives is this: was the firing done the right way? We contend the answer is yes.

The mantra of effective crisis communications is simple: Tell the truth, tell it all and tell it first. And that's exactly what Ohio State University President Dr. Michael Drake did when the announcement of the band director's firing was made. Here's what we saw.

[Read more here...](#)



### RE:RE:RE:RE:RE: Getting Your E-mail Read

By Howard Fencil, Hennes Paynter Communications

In a crisis, wading through my Outlook inbox looking for important new information a client must communicate is a monumental challenge when that new nugget is buried in an impossibly long e-mail chain, and

the subject line is something like: "RE:RE:RE:RE:RE: Your E-mail."

We evangelize the use of messages in media training, but here's a little secret: messages can elevate your daily, routine e-mail communication to make sure it gets opened, to make your point and to make it memorable. [Read more here...](#)



## **The Worst Restaurant Social Media Disasters**

[The Daily Meal](#) *Huffington Post*

For big companies, social media is one of the trickiest domains to manage. It's truly a minefield: you're putting a message on Facebook or Twitter in real-time, with the goal of sparking a conversation, and anyone can reply, uncensored. In the restaurant industry (especially fast-food), where a new social media strategy is tested seemingly every day, even the most well-intentioned post can cause serious backlash. We've rounded up the 10 worst restaurant social media disasters in history.



## **From the Annals of Internet Law**

[Law Firm Sues Ex-Client Over Yelp Review That Claims Firm Will 'Take Everything You've Got'](#) *ABA Journal*

A Texas law firm has sued a former client over a negative Yelp review, posted after the firm sued the client for attorney fees.



## **Pitch Perfect**

[WSJ Insider, PR Vets Share 5 PR Tips for Breaking Through to A-List Media](#) *Bulldog Reporter*

There's still no better way to get a story in the media than reaching out to a journalist or blogger directly and pitching the idea to them by phone, email or social networks like Facebook, Twitter or LinkedIn. But pitching hard-bitten journalists can be challenging - especially when you're working at cyber-speed under tight pressure from bosses and clients. Here are a few quick tips from journalists and PR pros alike to help you more effectively pitch traditional and new media.



## **Lights, Camera, Action**

[What You Need to Know About Appearing On-Camera](#) *Poynter*

The real name of this piece is "What Journalists Need to Know About Interviewing for Video." Just in case it's YOU who's on the wrong end of that camera lens or stick microphone, maybe it's a good idea to know what the pros teach each other. Read and learn. Alternatively, Hennes Paynter often conducts similar on-camera training sessions for our clients. Give us a call to discuss how we can help you tell your story, manage your reputation or mount a credible defense in the event of a crisis situation.



## **Nominations Now Open for 5th Annual Northeast Ohio BEPPE Awards**

**Honor Recognizes Well-Prepared Businesses, Nonprofits and Government Agencies**

Things can go wrong at any moment but some organizations are better prepared to meet those disruptions. Each year the Business Emergency

Planning Institute recognizes those frequently unsung organizations and individuals that successfully navigated a disruption or avoided a disaster with a well-planned response. The BEP Institute is now accepting nominations for the 2014 Business Emergency Planning Professionals Excellence Awards. All Northeast Ohio businesses, nonprofits or government agencies can be nominated for their efforts in avoiding, mitigating or recovering from any type of business disruptions-technical, natural, personnel or anything in between. Nominations forms and details are available [here](#). Self-nomination is encouraged. Nominations are due Sept. 15.

## News From Hennes Paynter



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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.



### 5 Bad Journalism Lessons from Superman Comics

[Clark Kent is NOT a Good Role Model for Reporters](#) *Poynter*

If you're a newspaper nerd or a comic book nerd, you'll get a kick out of this DC Comics collection of Daily Planet-themed Superman stories. No superhero - besides Spider-Man, maybe - has been involved in as many news-themed adventures as mild-mannered reporter Clark Kent. That said, the Man of Steel and fellow reporters Lois Lane and Jimmy Olsen don't provide perfect examples of how to do journalism. Here are five bad lessons from their early comic book adventures in the 1950s, '60s and '70s.



## Short Takes

[How to Brace Your Business Against Cyber Attacks and Avoid Being the Next Target](#) *The Plain Dealer*

[10 Public Speaking Habits You Should Avoid at All Costs](#) *Financial Post*

[Interviews by Email, Phone or In-Person?](#) *Chicago Tribune*

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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.

8/26/14 Ohio Insurance Institute

9/19/14 Nicola Gudbranson & Cooper LLC

9/24/14 Ohio Association of Goodwill Industries

10/8/14 Ohio State Bar Assoc - Corporate Counsel Institute

12/15/14 Toledo Bar Association

12/16/14 Cleveland Metropolitan Bar Association

12/17/14 Akron Bar Association

3/13/15 American Bar Association Leadership Conference



### 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



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Getty Images/Chris New York Times

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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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 BUFFETT'S 4-STEP CRISIS COMM STRATEGY: Get it right. Get it fast. Get it out. Get it over.



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