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Crisis Comm & Media Relations Newsletter

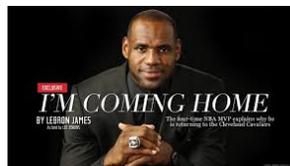
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Now in our 12th Year of Publication

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LeBron James Wins Big in the Court of Public Opinion

By Bruce Hennes, Hennes Paynter Communications

The way LeBron James announced his return to Cleveland was brilliant. Yes, the past includes lots of hurt feelings by fans and baggage with Cavs owner Dan Gilbert, but LeBron decisively dealt with it all, head-on and eye-to-eye. Was the announcement scripted and stage-managed? You bet. But anyone can stage-manage an event

and woo with words. LeBron did it differently - with a level of honesty, integrity and grace rarely seen in celebrity athletes. Whether done alone by LeBron or in concert with a team of professional communicators, "The Announcement" (in juxtaposition to "The Decision.") shows a total understanding of the immense power of narrative archetypes, including that of Hero, Villain, Victim and Vindicator.

[Read more here...](#)



When Talking Points Don't Work

[Media Training 101](#) *The Savvy Blog*

Before nearly every interview or public appearance by a politician or local official, there's usually some aide who says, "Don't forget your talking points." But anyone who confuses talking points with an actual script can fall into trouble and turn what could have been a positive interview into a public relations disaster. Talking points are just reminders, little guide posts that tell you what key messages to include and emphasize in your speech or presentation. It doesn't mean that all you say are the talking points.



10 Things to Do Before a Presentation

[15 Minutes Before You Start to Speak](#) *Business Insider*

Whether you're stepping to the front of the room to speak to just a few people, or making a grand entrance in a ballroom to address thousands, you can effectively use the time immediately before you go up to prepare your body and mind for peak performance. Here are 10 things you can do in the 15 minutes before a big presentation to optimize your speaking success.



NPR Warns Staffers

[Don't Undermine Network's Credibility](#) *Romenesko.com*

From a just-released NPR memo, a reminder to public radio staff to always ask before posting something: "Is it helping my journalism, or is it hurting my journalism?" A good lesson here for business and nonprofit executives.



5 Tips for Connecting With the Media

[Connecting With Social Media](#) *The Publicity Hound*

Television personalities, producers, reporters, anchors and news managers are more accessible than previous years past. Most local television news stations require their on-air talent to create social media profiles with the purpose of connecting with viewers who could be potential sources for stories. Reporters' contacts in their address books are a goldmine. For a journalist (or business exec or PR pro) to create a wide network of sources through social media, it eliminates traditional efforts of making phone calls or meeting over lunch.



15 Body Language Mistakes

[Stop Making These Mistakes](#) *Ragan's PRDaily*

Until you get to know someone, your brain relies on snap judgments to categorize him, predict what he will do and anticipate how you should react. You may have heard that a person only has a few seconds to make a first impression, but the truth is your brain makes up its mind about a person (so to speak) within milliseconds of meeting him.

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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.



Movie Reviews: Plot Recitations vs. Film Criticism

Our problem with most movie reviews written for local newspapers: they're simple recitations of the plot, usually start-to-finish, written by writers filling space with chaff, including cluelessly inserted spoilers. A film review is no less important than the review of a play, book or art exhibition. It should soar with analysis and context with carefully informed opinion. Here, for your considered opinion, are three movie reviews of the new film, *Dawn of the Planet of the Apes*. The review from [The Miami Herald](#) is pedestrian, mostly about the plot, with the writer basically expressing disgust -- and encouraging the reader to do the same. Compare that to [The Washington Post](#), a review of similar length, but different as night to day. The [New York Times](#) review is textbook incisive.



CIA Style Manual

["Keep the Language Crisp & Pungent"](#) Poynter

Reporters and their CIA sources have something in common besides stories about clandestine operations and hush-hush policy initiatives: strict style guidelines. The 185-page document has chapters on capitalization, numbers, punctuation and spelling, along with a section devoted to some fundamental precepts for good writing.



Short Takes

[Eight AP Style Mistakes Frequently Found in Today's Press Releases](#) *CommPro.biz*

[Van Damme Does a Split](#) (Volvo Ad) *Viral Video*
Do not try this on your own.

[Simple Writing Mistakes You Never Should Make](#) *Ragan's PRDaily*

[The Endless, Excruciating Idiocy of the Internet - In One Very Stupid Viral Photo](#)
The Washington Post



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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.

7/18/14 Akron Bar Association
8/26/14 Ohio Insurance Institute
9/19/14 Nicola Gudbranson & Cooper LLC
9/22/14 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.

HENNES PAYNTER
CORPORATE COUNSEL



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.**



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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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