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# Crisis Comm & Media Relations Newsletter

November 1, 2014

Now in our 12th Year of Publication

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## Did Ebola Kill a Hospital's Reputation?

by Howard Fencel, Hennes Paynter Communications

For all the things we do not yet know about the deadly Ebola virus, we do know this: it mercilessly attacked Texas Presbyterian Hospital's reputation. Texas Presbyterian quickly became the "poster child" for how not to handle the deadly virus. Media from around the world and social media trolls portrayed the hospital as bumbling, inept and unprepared. The outrage ratcheted up to a fever pitch when two nurses on Duncan's care team were diagnosed with Ebola the week after his death. A tsunami of fear and speculation raged through social media networks. Can an organization recover from such a serious blow to its reputation? [Read more here...](#)



## 6 MORE Steps to Take When the Media Get It Wrong

by Bruce Hennes, Hennes Paynter Communications

In my last post on this subject, we discussed pausing before acting, handling small errors of fact, egregious errors, using blogs, submitting short statements to media outlets and letters to the editor. Here are six MORE steps you can take, including the "Nuclear Option." [Read more here...](#)



## Ebolanoia

[Ebola: Failures of Imagination](#) *psandman.com*

The possibility of an Ebola pandemic throughout the developing world is the scenario that keeps risk communications experts Jody Lanard and Peter Sandman up nights. They think it must keep many infectious disease experts up as well. But few are sounding the alarm. They suggest Americans are having a failure of imagination - failing to imagine that the most serious Ebola threat to our country is not in Dallas, not in our country, not even on our borders. It is on the borders of other countries that lack our ability to extinguish

sparks.

[Wikipedia Emerges as Trusted Internet Source for Ebola Information](#) *New York Times*

[Journalists Struggle to Balance Reporting on Ebola With HIPAA](#) *Poynter*

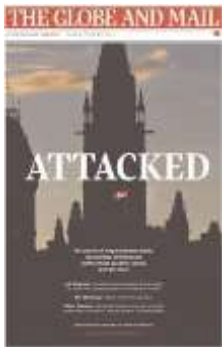


## LeBron's Return to Cleveland

As longtime readers of this newsletter know, we're quite fond of advertising. It's a unique art form - perhaps similar to a well-turned newspaper column, essay, haiku, short story or novella - in that much is said or connoted with few words, images or sounds.

Just before LeBron James began his first Cavs game in Cleveland this past week, Nike premiered a new television ad with the sports figure - and the city of Cleveland - at its center. We think you'll agree the ad is a powerful piece of film and myth-making. You can view the ad [here](#).

From the Hennes Paynter office windows, high atop Cleveland's iconic Terminal Tower, we saw a crew and a large crowd filming something just a few weeks ago and wondered what they were filming. Now we know. You can read the inside story of the creation of this ad [here](#).



## Attack in Ottawa

[Canada's Coverage of the Ottawa Shootings Put American Cable News to Shame](#) *Mother Jones*

The Canadian Broadcasting Corporation today gave a master class in calm, credible breaking-news reporting. Anchored by the unflappable Peter Mansbridge, news of the shootings in Ottawa unfolded live on the CBC much like they do here in the United States: lots of sketchy details, conflicting reports, unreliable witnesses, and a thick fog of confusion. All of that was familiar. What was less familiar was how Mansbridge and his team managed that confusion, conveying a concise and fact-based version of fast-moving events to viewers across Canada and the world.



## Special Message for Attorneys

It's CLE season. [Click here for more info.](#)



## When Facebook Trolls Attack

[What Not To Do](#) *AllFacebook*

For those unfamiliar with the term, a troll is someone who gets their kicks out of going on forums, blogs and social media and spewing bile in the hopes of creating a firestorm of controversy on the page. The more comments made and the more hateful the conversation gets, the more the troll enjoys it. In most cases, the trolls are anonymous, haunting blogs with no registration requirements or spoofing fake identities.

## 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.



### **It's Not What You Say, but How You Say It**

[8 Body Language Techniques to Make You More Successful](#) *Ragan.com*

Start with self-confidence, add a hefty dose of energy, angle your body, gesture appropriately, toss in a dash of props-and you're well on your way to winning over your audience.



### **Short Takes**

[Happy Halloween: The Top 15 Most-Shared Scary Ads of All Time](#)

*BrandRepublic*

[How To Talk To Classmates and Others](#) *Bill Doll*

[15 of the Most Avoidable Language Errors](#) *Ragan's PRDaily*

[Poorly Written Press Releases](#) *Bulldog Reporter*



### **Special Message for Attorneys**

**CLE Season is Upon Us**

Loss of a senior partner...financial problems...  
legal malpractice lawsuits...partner disputes...high profile litigation...

**natural disasters...defective products...workplace violence...  
compromised client information &  
confidentiality violations...criminal accusations**

**If you think you, your firm or your client doesn't  
need a crisis plan, think again.**

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*

**Managing the Media: Lawyers & The Press CLE**  
(Topics covered include crisis management & reputation management)

**Monday, December 8, 2014**

**Columbus Bar Association**

**Scott Campbell, Thompson Hine**

**Bruce Hennes, Hennes Paynter Communications**

[Register Now](#)

**Monday, December 15, 2014**

**Toledo Bar Association**

**Tom Pletz, Shumaker, Loop & Kendrick, LLP**

**Bruce Hennes, Hennes Paynter Communications**

[Register Now](#)

**Tuesday, December 16, 2014**

**Cleveland Metropolitan Bar Association**

**Deborah Coleman, Hahn Loeser**

**Virginia Davidson, Calfee**

**Bruce Hennes, Hennes Paynter Communications**

[Register Now](#)

**Wednesday, December 17, 2014**

**Akron Bar Association**

**Orville Reed, Stark & Knoll**

**Jim Burdon, Burdon & Milette**

**Bruce Hennes, Hennes Paynter Communications**

[Register Now](#)

**Friday, March 13, 2015**

**American Bar Association Leadership Conference \***

**Bruce Hennes, Hennes Paynter Communications**

In these days of 24/7 instant news, attorneys and their clients simply cannot wait until a legal

decision is rendered. They must be prepared to vigorously defend their situation in a wide variety of venues, as well as media outlets.

In the first portion of this seminar, attorneys will hear about the canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media, often a critical component of case strategy in litigation practice.

The remainder of the seminar includes: establishing & maintaining "control of the message"; when a reporter calls - making your points and not just answering questions; what reporters expect; what newsmakers should expect; defining and creating key messages; reporter's agenda vs. the attorney's agenda; the fundamental differences between print, television and radio interviews and how each require different skill sets; dealing with the press proactively and reactively; "off the record, not for attribution" and other advanced techniques.

Also discussed are the ethical and practical perils of talking with the press in the midst of a client crisis or pending case, causing many lawyers to insist on a strict "no comment" to the press, which the public almost always interprets "no comment" as an admission of whatever charge is made, which may not serve the client's best interests. This seminar will offer attorneys a wide variety of strategic and tactical alternatives to "no comment."

**For information about any of the CLEs above, please call Bruce Hennes at 216-321-7774.**

**For more information about how Hennes Paynter Communications can help train the attorneys in your firm, click [here](#).**

*\* this shorter seminar does not include all of the content included in the longer CLE's*

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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.

11/12/14 JumpStart (Cybersecurity Panel)  
12/8/14 Columbus Bar Association  
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  
4/2/15 Ohio Safety Congress



### **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.



### **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.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

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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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