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# Crisis Comm & Media Relations Newsletter


October 15, 2014

Now in our 12th Year of Publication

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

by Bruce Hennes, Hennes Paynter Communications

Recently, George Clooney publicly pointed his finger at *The Daily Mail* for publishing a story he said was false from start to finish. By doing so, the famous actor exponentially drove more readers to the original offending article than might otherwise have occurred. Did he do the right thing? What if this happens to you or your organization? What should you do when the media get it wrong?

[Read more here...](#)



## The Power of Fiction

[Why Rumors Outrace the Truth Online](#) *New York Times*

It's no surprise that interesting and unusual claims are often the most widely circulated articles on social media. Who wants to share boring stuff? The problem, however, is that the spread of rumors, misinformation and unverified claims can overwhelm any effort to set the record straight, as we've seen during controversies over events like the Boston Marathon bombings and the conspiracy theory that the Obama administration manipulated unemployment statistics. Everyone knows there is dubious information online, of course, but estimating the magnitude of the problem has been difficult until now.

Photo Credit: Tomi Um/NYT



## Transparency

[You're Not Going to Get Away With It](#) *Huffington Post*

Writer Michael Ramah finds it truly astounding that -- at a time when nearly everyone carries a device that can capture video, photos and audio, and then instantly upload that content online -- so many organizations still talk about transparency as if it is somehow optional.

Or worse, aspirational. Because as worn out as the term has become, here is what transparency really means: You're not going to get away with it. So you better get in front of it.



## Non-Verbal Communications

[Is Your Body Language Sabotaging Collaboration?](#) *CommPRO.biz*

Most leaders today are aware of the need to look confident, powerful, and assertive, but fewer understand the impact of empathy and warmth. And this may be more of a career-limiting factor than they know. As organizations move toward more collaborative cultures, your success as a leader increasing depends on your ability to make team members feel valued, respected, and included. While power and confidence are nonverbally displayed by expanding into height and space, when you want to encourage collaboration, you'd be wise to replace those status cues with warmer ones - and that starts by keeping your body relaxed and open.



## Special Message for Attorneys

It's CLE season.

[Click here for more info about Managing the Media: Lawyers & The Press](#)



## The Adverb Is Not Your Friend

[Why Adverbs, Maligned by Many, Flourish in the American Legal System](#) *Wall Street Journal*

No part of speech has had to put up with so much adversity as the adverb. The grammatical equivalent of cheap cologne or trans-fat, the adverb is supposed to be used sparingly, if at all, to modify verbs, adjectives or other adverbs. As Stephen King succinctly put it: "The adverb is not your friend." Not everybody, however, looks askance at the part of speech. Indeed, there is at least one place where the adverb not only flourishes but wields power-the American legal system.

## News From Hennes Paynter



Correction: In our last issue, we featured an article titled **Obsession With Style Over Substance - Female Newscasters Deserve Much Better Than 'Window Dressing' Status.**

Unfortunately, the link landed behind a paywall. You will find an accessible link [here](#).



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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.



## National Public Radio

[NPR "One" App Potential is Huge](#) *Poynter*

Writer Kelly McBride downloaded the NPR One app. "I'll stop short of calling it a game-changer. But it's clear that this app, or one like it, has the potential to become a content platform for news and culture audio, the way Amazon is for shopping or Netflix is for movies."



## Orienting Your Audience

[6 Signposting Tips](#) *Peter Sandman Risk Communications*

More often than we like to admit, we get lost in the articles we read. We understand each individual sentence and paragraph, but we're no longer following the thread of the argument; we are literally disoriented. And if orientation is a problem for readers, it is a much bigger problem for listeners, who can't look back at previous pages to get reoriented. So this article is a primer on signposting, on keeping your audience oriented.



## Short Takes

[Derek Jeter Retires](#)

You don't have to be a fan of baseball, the Yankees or Derek Jeter to appreciate the artistry, craft and storytelling in this 1-minute, 30-second ad.

[5 Lessons to Learn From Derek Jeter's Brand Management Legacy](#) *Forbes*

[Get the Most Out of PowerPoint and Keynote with the 'Presenter View'](#) *ABA Journal*

[From Flubber to Kryptonite, a Periodic Table of Fictional Minerals](#) *Washington Post*

[52 Colorized Historical Photos That Give Us A New Look At the Past](#) *Distractify*

Up until the 1970s, color photography was rare. Thus, our vision of history is so often in black and white only. Rare colorized historical photos are our only chance at seeing what the world really looked like.

### Claude Monet in 1923



### 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.

## **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  
*Registration link not yet live*

**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 & Miletti  
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.

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](http://www.hennespaynter.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.**



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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