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Crisis Comm & Media Relations Newsletter

December 1, 2014

Now in our 12th Year of Publication

[Bruce Hennes](#)   [Barbara Paynter APR](#)  
[Hennes Paynter Communications](#)

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Eight Lessons from the Top Media Crises of the Year

By Barbara Paynter, Hennes Paynter Communications

Ferguson. Sexual violence on campus. Ebola. Malaysia Airlines. The NFL, domestic violence - and more. Here's our view on the top crises of the year -- and quick lessons learned. [Read more...](#)



Tiger Woods Criticizes Magazine Satire Column, Draws Big Attention to It

[Tiger Woods FAIL](#) *Ragan's PRDaily*

Tiger: Next time call us first. We would have told you to ignore it. Now look what you've done.



How to Pull Out of a Slump - Literally!

[Sit Up !!](#) *CommPro.biz*

Closed postures reflect low power. In that slumped posture - regardless of anything you said - most people would judge you as submissive and powerless. Just as importantly, in that position you would begin to actually feel less confident and sure of yourself.



The Virgin Galactic Case Study

[How to Do Crisis Communications Right](#) *Business 2 Community*

Here's how Richard Branson handled the tragic crash of the Virgin Galactic test flight and how he was able to keep the business on track and moving forward. What unfolded was a lesson in how to do crisis communications

right.



Special Message for Attorneys

It's CLE season. Attend one of our CLE's in COL, TOL, AKR, CLE & CHI.

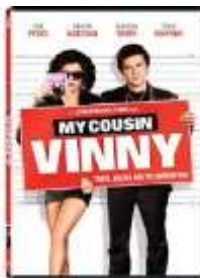
[Click here for more info.](#)



When Lawyers & Judges are Attacked

[The South Carolina Bar Fends Off an Attack Ad by First Paying Attention to Signals](#) *American Bar Association*

Verbal and written attacks on lawyers and judges are not new; in fact, even Founding Father John Adams was widely criticized for defending British soldiers in the run-up to the Revolutionary War. While bar associations occasionally find themselves deciding how and whether to respond to an attack on a judge's decision, or a condemnation of lawyers, it's unusual to have to do so in the middle of a high-profile race for governor.



12 Movies with Pivotal Lessons Featuring Lawyers

[Movies Examine the Human Condition](#) *ABA Journal*

While no real-life courtroom may be run like a movie courtroom, there are plenty of deeper truths woven into screenplays and plenty of lessons to be learned—even when we're looking for entertainment, not an education.

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.



Communicate Your Uniqueness

[5 Social Media Tips For Small Business](#) *Forbes*

Social media is a great way to get the word out about your business or organization. But if it's not delivering results, take a step back and see if you're following these best practices.



7 Crisis Lessons from 'The Hunger Games'

[7 Insights](#) *Ragan's PRDaily*

The dystopian world of Panem, the government of which sends child tributes to fight to the death each year, contains plenty of social commentary, but there are many crisis communications lessons to be learned.



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, Coleman Law LLC

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*



Short Takes

[Don't Lie on Your Resume - Even If You're a Partner](#) *Above the Law*

[MAD Magazine Makes Fun of CNN's Malaysia Flight #370 Coverage](#)

Romenesko

[Today in Media History: Reporters Describe Lincoln's 1863 Gettysburg Address](#) *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.

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?

seminars.

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

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.**

HENNES  **PAYNTER**
COMMUNICATIONS

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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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