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Crisis Comm & Media Relations Newsletter


December 15, 2014

Now in our 12th Year of Publication

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Why Tell a Story in a Crisis?

By Bruce Hennes, Hennes Paynter Communications

In a recent New York Times article, reporter Alina Tugend wrote "It's not enough just to offer up the facts about you or your company. You need to be compelling, unforgettable, funny and smart. Magnetic, even. You need to have a good story."

Tugend is right, suggesting that people are often attracted to stories commonly patterned in a way many books, plays and movies are drawn: Act 1, scene setting; Act 2, rising action; Act 3, the turning point; Act 4, the falling action; and Act 5, the denouement or release (with variations that include fewer or more stages, but all following the same pattern).

When executives find themselves in a crisis situation or other type of challenging reputational environment, too often their side of the story ends up being told first by a reporter who promptly takes the facts of the situation (or what the reporter thinks are the facts) and then proceeds to weave a story that serves the reporter or editor's needs. [Read more here...](#)

Image: [Story Road](#) by umjanedean



Securities & Exchange Commission

[Critics Call Out SEC's PR Efforts](#) *Ragan's PRDaily*

The U.S. Securities and Exchange Commission is trading into some ethically questionable territory, and its PR efforts are at the center of it. More cases are going through the SEC's own administrative hearings where it determines guilt or innocence, as well as punishments (as opposed to a judge or jury). That's fairly standard, and the SEC is within its right to do so, but the problem comes when it issues press releases that make the accused look bad.



"One Bad Night"

[Ray Rice's Apology Falls an Explanation Short](#) *New York Times*

After several days of ducking behind his wife, Janay, as she brilliantly blocked for him in their effort to win public support, Ray Rice finally took the ball and told his side of the story.



The Right & Wrong of Apologizing

[The Art Of Online Apologies And Why Elizabeth Lauten Failed Miserably At Hers](#)
Forbes

At the annual Thanksgiving pardoning of a turkey, performed by Barack Obama, The Most Powerful Man in the Free World (who has nothing better to do with his time than participate in this ceremony of officially pardoning a bird), the Obama daughters dutifully showed up for the cameras to watch as their Dad made terrible Dad-jokes on national television. Elizabeth Lauten, the communications director for Rep. Stephen Fincher (R-Tenn.), took to her own Facebook to share her thoughts on fashion and demeanor of the Obama girls - and committed an act of "social networking faux pas."



Special Message for Attorneys

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



Show, Don't Tell

[McDonald's Shows Consumers What's Really Inside McNuggets](#)
Ragan's PRDaily

Want to know what's in a Chicken McNugget? McDonald's says they have nothing to hide. Too much information? Or simply telling the truth - and let the chips fall where they may. You be the judge.

News From Hennes Paynter



Coming in January:
A new name and design for the
Hennes Paynter Crisis Comm Newsletter

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Cleveland and Akron's National Public Radio affiliates.



[Hennes Paynter Communications](#) is one of the few agencies in the U.S.
focused exclusively on crisis communications and reputation management.



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*



Short Takes

[This Week in Media History: Radio Stations Broadcast the 1936 Abdication Speech of King Edward VIII](#) *Poynter*

[10 of the Worst Headlines Ever](#) *PRNewser*

[2014's Best in Photos Include Ebola, Selfies and Ferguson](#) *Poynter*

[How the Pentagon Names Military Operations](#) *Emergency Management*



The USS Gridley is deployed in the U.S. 5th Fleet area of operations supporting Operation Inherent Resolve, strike operations in Iraq and Syria as directed, maritime security operations, and theater security cooperation efforts in the region. (U.S. Navy photo by Mass Communication Specialist 3rd Class Bryan Jackson)

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Upcoming Events & Seminars

We often do presentations about crisis communications and reputation management 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.

12/15/14 Toledo Bar Association

12/16/14 Cleveland Metropolitan Bar Association

12/17/14 Akron Bar Association

3/2/15 Building Owners & Managers Association

3/13/15 American Bar Association Leadership Conference

4/2/15 Ohio Safety Congress

10/4/15 Great Lakes Regional 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 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.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

**www.crisiscommunications.com
216.321.7774**



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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