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Hennes Paynter Communications Crisis Comm & Media Relations E-Newsletter

February 1, 2011

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Our regular office number is 216-321-7774. However, if your situation is DEFCON 4 (critical and **extraordinarily** time-sensitive), call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771. If necessary, leave a voicemail and we'll get back to you within 30 minutes.



The Holmes Report Blog

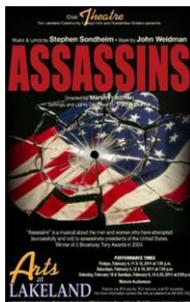
The Connection Between the Shooting in Tucson, Arizona & American Public Discourse

From the influential [Holmes Report Blog](#):

The best thing I read about the connection between the Arizona shooting and American public discourse can be found [here](#). Takeaways from that article include: *Every gun metaphor is not created equal; The fact that someone criticizes your rhetoric doesn't mean they're "blaming" you for the Arizona shooting; If you think your rhetoric is above reproach, you have an obligation to defend it on its merits; Asking you to tone it down isn't censorship; The rhetoric of violence is not the only kind of rhetoric that encourages violence; If you're going to say "Liberals do it too" then you ought to provide some evidence;* Particularly critical, although it shouldn't need explaining to anyone with an IQ in the high double-digits: "The fact that someone criticizes your rhetoric doesn't mean they're "blaming" you for the Arizona shooting.

A senior public relations pro weighs in with his thoughts [here](#). And the worst thing anyone has written about the response is [here](#). Worst single sentence: "Any call to cool 'inflammatory' speech is a call to police all speech." Really? Is suggesting that people resist the temptation to pick their noses in restaurants a call to criminalize all potentially offensive behavior? Or is it merely a suggestion that people try to curb their worst excesses?

- Paul Holmes

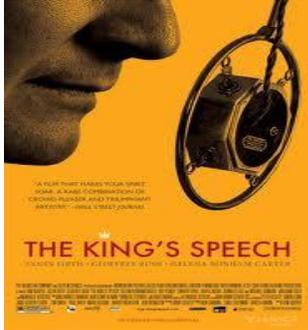


Speaking of excessive political rhetoric, if you live in N.E. Ohio you might consider going to see the rarely-produced *Assassins* at Lakeland Community College. Written by Stephen Sondheim, this musical journeys into the psyches of nine successful and failed U.S. presidential assassins and lays bare their compulsions, half-baked political rationales, petty grievances and hallucinations. It is also about the perils of a culture dreaming of tabloid immortality.

"Assassins isn't just about the men and women who tried to kill

presidents of the United States. Assassins is about the American experience. Assassins won five Tony Awards -- and for good reason," said Gregory Truhan, U.S. Secret Service (Retired) and Assistant Professor of Criminal Justice at Lakeland Community College. "Sondheim...chose a unique subject, but assassination is not sentimentalized or glorified. The musical questions American values, guns, and broken promises...Assassins is not an easy show; it does not resolve neatly; and it forces its audience to ponder its purpose. Its complexity challenges Americans to search for answers," said Barbara Means Fraser on Sondheim.com.

Tickets are \$15 for adults and \$12 for seniors and \$7 for students. Call 440-525-7526 for ticket reservations and information about group discounts. For production information, call 440-525-7034, e-mail to martinfriedman98@yahoo.com or check out their [webpage](#).



LifeHacker

Presentation Tips from The King's Speech

The King's Speech won critical praise, along with a slew of Oscar nominations, for its telling of King George VI and his efforts to overcome a stammer. There are lessons to be learned from the film, and not just about British accents. [Read more](#)

Hennes Paynter Communications



Best Speaker in Cleveland?

From the Desk of Bruce Hennes

I'm proud and humbled to announce that I have been chosen as a finalist for "Best Speaker in Cleveland" by Cleveland Business Connects Magazine. Win or lose, I'm honored to be one of the three finalists.

Although I normally avoid using this e-newsletter for something this personal, I want to get the word out to those who've attended one of my classes or seminars and ask you to please take a moment to support me. The recipient will be chosen by the voting public, which is so appropriate for a public speaking award. You can vote by clicking [here](#) (deadline to vote: February 10).

And if you're feeling especially generous, I hope you'll take an extra moment to pass the link along to your friends.

Thank you all so much for your time, and please wish me luck as the winner is announced on February 23.

Regards,

Bruce

[Hennes Paynter Communications](#) is the only agency in Ohio focused exclusively on crisis communications - and one of the few in the U.S. with that singular focus.

Hennes Paynter is proud to support WCPN-FM, Cleveland's National Public Radio affiliate. If you hear one of

our underwriting spots, drop us a line, would you?



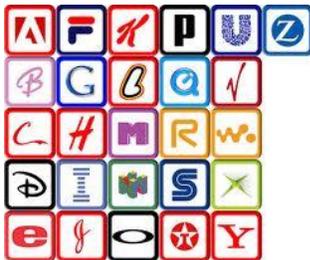
Public Affairs Council

Anger Management

How do you sell good news in a bad news market? And how do you convince angry voters not to be so . . . angry?

These questions say a lot about the difficulties this White House has had communicating with the public. They also hold important lessons for companies and other organizations that confront outraged customers, communities, employees or shareholders.

[Read more](#)



Bulldog Reporter

Your Brand is Under Attack - Critical Tips for Quelling Cyber-Aggression

As social media continues to play an integral part in the business world, it is becoming increasingly evident that there is a need for a plan when one, two or 47,000 people attack your brand online. Here are a few suggestions to adhere to when attacked. [Read more](#)

Photo Credit: YoungGoGetter.co.uk



Phil Stella's Audience-Centricity Presentation Tips

LinkedIn & Learn

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about a few LinkedIn groups with much to offer presenters. Read it all [here](#).

To read "The Best of Phil Stella" and all of his presentation tips, click [here](#).

Would you like to speak, argue, cajole, motivate, encourage, articulate and present with power and authority? Phil is available for one-on-one executive coaching and/or group presentations. Just give us a call at 216-321-7774 to tell Phil what your needs are and he'll put together a custom quote for you or your organization.

Photo Credit: Michelle Meiklejohn



Curated by Hennes Paynter Communications

Short Takes

[PBS iPhone App Offers Streaming of Full Episodes](#)

WebNewser

[6 Steps to Writing Killer Op-Eds & Commentaries](#) Amex

OPEN

[4 Tips to Defuse Radio Rants](#) Mr. Media Training

[4 Reasons You Shouldn't Answer a Reporter Via Email](#)

[200 Moments That Transformed Journalism](#) The Poynter Institute

[How to Do a Skype Interview](#) Wall St. Journal/MarketWatch

[Crisis Communications - The Basics \(for Newbies\)](#) America.gov



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

2/3/11 Lakeland Nonprofit & Public Service Center & Lakeland Community College (4 hours)

[Managing the Media: Crisis Communications & Media Relations](#)

(NOTE: SNOW DATE February 24, 2011)

Co-Sponsors: Lakeland Community College Police Department, Lake County General Health District, Lake County Sheriff Daniel A. Dunlap, Ashtabula County Emergency Management Agency, Lake County Educational Service Center, Lake Communicators, American Red Cross - Greater Cleveland Chapter, Business Emergency Planning Institute.

This seminar includes 1 hour of "Extreme Crisis Communications" (i.e. communicating during times of extraordinary threats to life and limb). This seminar has been approved for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

3/10/11 Business Volunteers Unlimited

Marketing, Communications and Social Media for Catholic Schools

Sponsored by SDG Advisors

3/10/11 Cleveland Metropolitan Bar Association - Real Estate Planning Institute

(1 hour)

Managing the Message

3/30/11 Ohio Provider Resource Association (1 hour)

Crisis Communications: Planning for Situations Threatening Your Organization's Reputation and

Ability to Fulfill Its Mission

3/31/11 Ohio Safety Congress (1 hour)

4/8/11 Cuyahoga County Emergency Management Agency (4.5 hours)

Managing the Media: Crisis Communications & Media Relations

This seminar includes 1 hour of "Extreme Crisis Communications" (i.e. communicating during times of extraordinary threats to life and limb). This seminar has been approved for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

4/28/11 Eastern Stark County Safety Council (1 hour)

10/19/11 Lorain County Safety Council (1 hour)

NOTE: Most of the above are open-to-the-public. Some of the seminars are free; others require a fee, payable to the sponsoring organization. Please call or write us for further information.

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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 how to manage the media - then we should talk. Don't just take our word for it. [See what other people say about our seminars.](#)



Managing the Media: Lawyers & The Press CLE

In today's world of high-profile litigation, law firms frequently retain PR consultants to help with media relations.

Our CLE, depending upon length, can include canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media; establishing & maintaining "control of the message"; when a reporter calls - making point and not just answering questions; what reporters expect; what news makers 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 requires a different skill set; dealing with the press proactively and reactively; "off the record, not for attribution" and other advanced techniques; and creating relationships with reporters and editors.

Numerous law firms have brought us in to do one of our seminars; some have used our seminar for a marketing opportunity, inviting a large number of corporate attorneys, as well as prospects for new business. Call us at 216-321-7774 to discuss particulars.



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 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.

Ask us, too, about how we can help you create, implement and test a crisis communications plan.



Our Permanent Collection of Links & Tips

If you're a new subscriber to this e-newsletter, our [carefully-selected list](#) of links and tips will help you prepare for, and respond to, crisis situations.



When your business or reputation is threatened,
you need a specialist. A crisis communications specialist.



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION 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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