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Hennes Communications is now called Hennes Paynter Communications. To find out why: <http://bit.ly/7o0hzD>  
Check out our new website, too: <http://www.crisiscommunications.com>

# Crisis Comm & Media Relations E-Newsletter

## April 1, 2010

### **SPECIAL APRIL FOOL'S ISSUE**

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The best way to reach us is by calling 216-321-7774.

However, if your situation is **extraordinarily** critical, please call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771.

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## **Hennes Paynter Communications**

**The only agency in Ohio focused exclusively on crisis communications and  
winner of the 2009 Gold Award for Crisis Communications and the 2009 "Best In Show Award"  
at the recent Public Relations Society of America Cleveland Rocks Award Program**

For full details: <http://bit.ly/5EBzPW>

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### **1. April Fool's Day – Time for the Inner Imp to Emerge**

From the Columbia Journalism Review: Ah, April Fool's Day. The day when normally sorta-staid members of the Fourth Estate get to put their feet up, shed their serious suits, and, with a collective guffaw, let their inner imps out for a romp. April 1's particular strain of "gotcha!" journalism, when done right (and even when done wrong), can be seriously epic...but—beware, all you Jon Stewart wannabes out there—journalism and humor don't always mix well. As Christopher Marlowe once wrote, "A fool thinks himself to be wise, but a wise man knows himself to be a fool."

The Guardian's Shift to Twitter <http://bit.ly/XmbNE>

Lawyers Use Humor to Plead Case <http://nyti.ms/9bVqiw>

The Funniest Newspaper Corrections Ever <http://huff.to/dgXeRT>

Angry Woman News Reporter Fights Heckler <http://bit.ly/cK819e>

Politico Wants to Win the Dawn <http://bit.ly/b5g6w8>

I Want To Install This Coke Machine In Our Office <http://bit.ly/7PEwWN>

And now, a pause for a few of our favorite Rube Goldberg videos...

Homemade: <http://bit.ly/5j3M>

OK Go – This Too Shall Pass: <http://bit.ly/bHEoaY>

Honda Ad (still the best): <http://bit.ly/d6Tngd>

We still don't know why, but here's the how: <http://bit.ly/cG2m5y>

Before we take you back to more serious matters, let's go back to OK Go and check out their Treadmill Video: <http://bit.ly/cAieoD>

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### **2. Tragedy at Toyota: How Not to Lead in Crisis**

Toyota's ever-widening problems are a tragic case study in how not to lead in crisis.

**Harvard Business School Working Knowledge Newsletter** <http://bit.ly/a0qi7Y>

(Thanks to Carol Willen, Director of the Nonprofit & Public Service Center at Lakeland Community College for the tip to this excellent article). <http://bit.ly/ceekON>

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### **3. When Blogs Go Nuclear – On You !**

When the blogs go nuclear on you, your company or your product, traditional public relations isn't going to cut it.

**Washington Post (free registration may be required)** <http://bit.ly/b2PIal>

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## Are Computer Problems Creating a Communications Crisis?

Can't get online because your internet connection is down...or your computer is infected with a virus, spyware, malware, worm, hijacker, ransomware or trojan horse (whatever the heck those last five are)...or your documents won't print...or your wireless connection is temperamental...or your laptop is excruciatingly slow...how can you communicate effectively?

No time to figure out computer problems or wait on the phone for tech support? We rely on Ben's Computer Repair. Ben (Bruce's son) is 30 years old, a full-time student at Cuyahoga Community College and working to pay for his way through college. Ben's specialty is fixing home and small business computers on Cleveland's east side and far suburbs. Ben can be reached by cell phone at 216-276-3181 or at <http://bit.ly/9esYh3>

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## 4. The Politics of Crisis Management

There are so many lessons to be learned from the recent Toyota recall calamity that it's hard to know where to start.

**Public Affairs Council** <http://bit.ly/aaOtb8>

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## 5. Combating Gripe Sites

Don't get mad. Get optimized.

**Levick Strategic Communications** <http://bit.ly/aMrYNR>

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## 6. For School Administrators Only

Hennes Paynter Communications now offers a new seminar: Social Media & Professionalism for School Teaching Professionals & Administrators is a 2.5 hour seminar offering practical instruction about the use and misuse of social media (e.g. Facebook, emails, texting, blogging & Twitter). Other topics in this program include off-campus and after-hour behavior by school personnel, FERPA, Licensure Code of Professional Conduct for Ohio Educators, professional dress codes and teachers and administrators as "brand ambassadors." **For more information:** <http://bit.ly/b4qTCg>

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## 7. Em-Dash Eats Semi-Colons for Breakfast

What punctuation mark is raging through contemporary prose as rapaciously as clostridium difficile is contaminating our hospitals? The em-dash is eating semicolons for breakfast.

**Standpoint Magazine** <http://bit.ly/8irTO>

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## 8. What to Wear to a Public Apology

Mel Gibson wore blue jeans for his apology for anti-semitic remarks. Chris Brown had a blue bow tie on when he apologized for physically abusing his girlfriend, singer Rihanna. Alex Rodriguez chose a blue sweater for his drug use admission. And just when we thought we were finished hearing from these celebrity men and their lame excuses, Tiger Woods asked us to believe in him again wearing periwinkle. So what does one wear to a public apology?

The Orange County Register <http://bit.ly/cf15Go>

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**9. Quick Takes**

**It's 1906, four days before the big San Francisco earthquake.** This video takes you on a trip down Market Street in a trolley car. <http://bit.ly/cpScfJ>

**Fast-forward to 1941.** Same place. Back on a trolley car. <http://bit.ly/bwghld>

**How President Obama edits a speech.** <http://bit.ly/9OhfJw>

**Sixty Seconds to Glory – crafting that elevator speech to perfection.** <http://bit.ly/cduMSu>

**Pastor writes off-the-scale terrific crisis comm message.** <http://bit.ly/7LEtpS>

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**10. Check Out Bruce & Barb's Schedule....**

**4/16/10 Public Relations Society of America – Akron Chapter**

YouToo Social Media Conference at Kent State University

Using Social Media in Crisis Communications

<http://www.akronprsa.org/events/events.asp?id=286>

**4/22/10 Mahoning Valley Safety Council**

How the Media Manipulate the News (1 hour)

**4/27/10 Columbiana County Board of Health**

Managing the Media + Extreme Crisis Communications (4 hours)

NOTE: This seminar has been approved numerous times in the past for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General. This year, however, only crime victim-related courses are eligible for reimbursement.

<http://bit.ly/c5SWFT>

**4/22/10 Mahoning Valley Safety Council**

How the Media Manipulate the News (1 hour)

**5/5/10 American Public Transit Association**

Crisis Communications (1.5 hours)

**5/6/10 Canton-Akron Safety Council**

How the Media Manipulate the News (1 hour)

**5/7/10 Business Volunteers Unlimited**

Managing the Media + Crisis Communications (3 hours)

**5/11/10 Akron Sales & Marketing Executives**

How the Media Manipulate the News (1 hour)

**5/20/10 Heights-Hillcrest Chamber of Commerce**

Media Relations: Tools, Tips & Tactics (1 hour)

**6/11/10 Canton Chamber of Commerce**

How the Media Manipulate the News (1 hour)

**11/18/10 Senior Sales & Marketing Association**

How the Media Manipulate the News (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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## 11. Our Permanent Collection

**A. Our favorite blog on the subject of public and citizen preparedness.** Undoubtedly, you will find it helpful to you, your family, your business, nonprofit, government agency and your community when it comes to preparing for emergencies -- big and small: <http://incaseofemergencyblog.com/> Written by John Solomon, he's also the writer of "It's An Emergency – We're Not Prepared," which can be read here (free registration required): <http://bit.ly/92Rq77>

**B. Our favorite book about Homeland Security is "Our Own Worst Enemy: Asking the Right Questions About Security to Protect You, Your Family, and America" by Randall Larson, director of the Institute for Homeland Security.** The book provides a solid, practical, logical approach to personal security for all Americans and explains why the government is not prepared to help us in a time of crisis. For more info: <http://bit.ly/6JQjuQ>

**C. As we learned on 9/11 and after Hurricane Katrina, when landline and cell phone telephone lines go down or are jammed to overcapacity, short text messages (150 characters maximum) can often get through.** This is because person-to-person voice phone calls basically require an "open pipe" while text messages occupy very little bandwidth and can be "lined up" for delivery. The easiest way to send a text message is cell phone to cell phone (for instructions on how to do so, we suggest you find a 13 year old – they all appear to be quite capable of texting).

You can also use your computer or Blackberry-type device to send a text message, also known as SMS, to a cell phone, just like a regular email. Here are the exact email addresses you can use to send computer-to-cell phone emails (the x's represent the cell phone's area code and phone number, without the "1" and without any dashes):

AT&T xxxxxxxxxxx@txt.att.net Nextel xxxxxxxxxxx@messaging.nextel.com

Sprint xxxxxxxxxxx@messaging.sprintpcs.com T-Mobile xxxxxxxxxxx@tmomail.net

Verizon Wireless xxxxxxxxxxx@vtext.com

For a complete list of all cell phone company "texting domains", type in <http://bit.ly/ckqHNO>

WARNING: 1. Depending upon the recipient's cell phone contract, they may pay a few cents to send or receive a text message; 2. Sometimes computer-to-cell phone text message are nearly instantaneous, sometimes they can take hours to go thru the system. Best bet: we suggest you try sending a few computer-to-cell phone text messages now – before you need to do this in an emergency.

**D. Want a short refresher on crisis communications?** Check out this short, six-minute video of Bruce Hennes on the web: <http://bit.ly/dloCxI>

**E. Make a Plan: With ready.gov/business, the business you've worked so hard to build can be as prepared as possible should a disaster strike.** Download free, easy-to-use checklists, templates and other resources to help you develop an affordable plan. Protect your business or life's work - start or update your plan today. Becoming a success is hard work. Protecting it isn't. Here's how: [www.ready.gov](http://www.ready.gov)

**F. Emergency & Crisis Info: Do you live in Greater Cleveland? If so, you may be in range of these new, low-power, community and emergency information stations:** Mayfield Heights 1700-AM; Mayfield Village 1640-AM; Mentor 1620-AM; Beachwood 1630-AM.; Pepper Pike 1670-AM; Lakewood 1660-AM; Strongsville 1640-AM; Brunswick 1700-AM; and Westlake 1680-AM. In the event of an emergency, you will find these stations to be an important source of information. If you live in or near one of these communities, you should set your car radio button for one of these stations.

**G. When disaster strikes and telephone lines are jammed, how can you assure your critical calls go through?** The National Communications System (NCS), part of the Department of Homeland Security, offers priority telecommunications services to first responders, police, fire and rescue, public safety officials at all levels of government, and other national security and emergency preparedness personnel to ensure ongoing communications during crisis situations. Sign up today at [www.ncs.gov](http://www.ncs.gov) or call 800-NCS-CALL.

**H. Tell me, again, about crisis management:** <http://bit.ly/dBgpIT>

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**Did someone forward this e-newsletter to you? You can get your own subscription at no charge simply by sending your request to [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com).**

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**[Media Training & Coaching](#)**

Your firm 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? Do you know where to look? What to wear? Where to put your hands? 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 – will you “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 thru media training, working with a media coach, where they've learned to deal with adversarial situations with journalists. Perhaps it's time for you to learn this specialized set of media survival skills?

We also offer straight spokesperson & presentation training and coaching, which consists of ways to improve a spokesperson's skills and daily interactions with peers, subordinates, investors, journalists and other outside parties.

Call Bruce Hennes, Barbara 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.

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

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# SPECIAL NOTE FOR ATTORNEYS

## Managing the Media: Lawyers & The Press CLE

In today's world of high-profile litigation, it is beyond dispute that 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 require different skill sets; 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 counsel, as well as prospects for new business.

Call us at 216-321-7774 to discuss particulars.

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### **About Hennes Paynter Communications LLC**

Hennes Paynter Communications is a crisis communications, media training and media relations consulting firm based in Cleveland. Serving corporations, government agencies, nonprofits and individuals who are "on trial" in the court of public opinion, Hennes Paynter Communications also offers litigation communication support and public relations services to their clients. The firm is a coalition member of ProtectingAmerica.org and National Preparedness Month (US. Department of Homeland Security).

We can be reached by calling 216/321-7774 or by email at hennes@crisiscommunications.com.

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### **Administrivia**

This email newsletter about Crisis Communications & Media Relations is generally published twice a month.

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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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**When your business or reputation is  
threatened,  
you need a specialist.**

**A crisis communications specialist.**



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