



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

## December 15, 2009

Bruce M. Hennes  
 Barbara Paynter, APR

[hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com)  
[paynter@crisiscommunications.com](mailto:paynter@crisiscommunications.com)

[LinkedIn](#)  
[LinkedIn](#)

Hennes Paynter Communications is the only agency in Ohio focused exclusively on crisis communications.

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.

## **SPECIAL TIGER WOODS ISSUE - Crisis Comm Case Study of the Year**

### IN THIS ISSUE:

1. [Tiger Woods – A Tale of Olympian Proportions](#)
2. [Hennes Paynter Communications Wins “Best In Show”](#)
3. [Prosecutors – And Fighting Back](#)
4. [Manage Your Environmental Crisis Before It Happens](#)
5. [You Can Easily Shoot Videos for the Web – Yes You Can !](#)
6. [Four Lessons Your Organization Can Learn From the U.S. Army](#)
7. [How American Mensa Handled It](#)
8. [The 24-Second News Cycle](#)
9. [An Abundance of Talent PLUS Communicating Via Resume](#)
10. [May His Tremendousness Rest In Peace](#)
11. [Mashup: West Side Story, Twitter, Facebook and Pandora](#)
12. [Check Out Bruce & Barbara’s Schedule](#)
13. [Our Permanent Collection](#)

## **NOTE FOR ATTORNEYS:**

Managing the Media: Lawyers & The Press CLE’s

December 17

For complete information, click [here](#).

-----

**1. Tiger Woods – A Tale of Olympian Proportions**

Tiger – you should have taken our advice to immediately put in a call to Dave Letterman, who certainly knows a thing or two about getting ahead of a story and taking control of his own narrative. But you didn’t.

So here we are, two weeks later and this story gets more salacious – and sadder – by the day, having become a tragedy of Olympian proportions. Our friends and clients all express regret and disgust for their own voyeurism and gossip-mongering (there’s a wonderfully descriptive Hebrew term for that - lashon hora; for details, check out <http://bit.ly/4UqvSP>), but it continues unabated.

That said, this Crisis Comm & Media Relations E-Newsletter will take the high road. You’ll find no discussion of morality, sexting or call girls here. Instead, we offer you:

>> Commentary examining how the mainstream media lets the supermarket tabloids break these stories so that they can report what the tabloids reported, somewhat at arm’s length.

The Washington Post <http://bit.ly/6ebhBo>

>> Hypothetical legal questions about L’Affaire Tiger Woods.

Above the Law <http://bit.ly/4xIXXO>

>> Tiger Woods. The athlete. The brand. The promise. The problem isn’t a question of morals, exactly; it’s that a huge gap has opened up between Woods’s advertising persona and his public image.

The New Yorker <http://bit.ly/5Dq6hG>

>> Alright. Enough of this high road stuff. “Any time one of the world's biggest celebrities, a champion and a hero to millions, suffers a fall from grace, that's a story. It's a big story. And the news people who shrink from covering it willfully turn away from lust, intrigue, fury and...who knows, maybe even redemption,” said James Rainey.

The Los Angeles Times <http://bit.ly/5k7rV5>

"Zeus himself cheated on his wives with the likes of Europa and Semele because he was traveling the world and was treated like, well, a god. We mortals are always fascinated to discover that the gods really have spikes of clay."

- Anonymous Letter to the Editor, National Public Radio

-----

**2. Hennes Paynter Communications Wins “Best In Show”**

Forgive us if we toot our horn just a bit. Given the sensitive nature of the work we do, we are rarely able to compete for industry awards.

However, with the kind permission of our client, Hennes Paynter Communications and another local firm, Stevens Baron Communications, won the coveted “Best of Show” award at the Greater Cleveland Chapter of the Public Relations Society of America (PRSA) annual Cleveland Rocks Awards luncheon on Dec. 4. The two agencies together also won the Gold PRSA Award for Crisis Communications.

Both awards recognize a crisis communications strategy assisting King Nut Companies with a peanut butter recall that attracted significant national media attention. King Nut distributed peanut butter manufactured by Peanut Corporation of America, and was the first company publicly linked to a salmonella outbreak. King Nut immediately issued a recall and adopted a proactive communication strategy that, in the long run, protected the company's reputation with customers.

"We are delighted to receive top honors," said Barbara Paynter, partner with Hennes Paynter Communications. "We were actually surprised because this is the first time in the seven-year history of the Rocks Awards that a crisis communications project was recognized as 'Best in Show.' The fact that the judges recognized us is truly a testament to our firm's passion for strategy and execution, demonstrating the effectiveness of a proactive approach during times of crisis."

Judging for the 2009 competition was done by the PRSA Nashville chapter to ensure unbiased results. To read the award application summation, please click here: <http://bit.ly/4SzEzS>

"Best of Show" is an especially important accomplishment for Hennes Paynter Communications as the criteria for the award set the highest standards for public relations professionalism, specifically acknowledging exceptional public relations programs incorporating reliable research, thorough planning, execution and evaluation.

PRSA's Greater Cleveland Chapter received 75 entries for the Rocks Awards – but only one entry was named "Best of Show."

-----

**3. Prosecutors – And Fighting Back**

In recent years, a common defense strategy for criminal defense lawyers has been to let the prosecutors have their day in the court of public opinion, keep their clients' mouths shut, then quietly work to see what kind of deal you can cut.

But there is increasing evidence that, if you are indeed wrongfully accused, there may be value in fighting it out publicly, matching the government's PR machine blow-by-blow. In The Court of Public Opinion <http://bit.ly/6LNnMU>

-----

**4. Manage Your Environmental Crisis Before It Happens**

The time to put together a management plan for handling all the negative press you get from an environmental or social crisis is before it happens, not after. Yes, you have a crisis management plan in a handbook somewhere, but how many of us know exactly what we would do if our plant in Juarez began leaching toxins into the water supply, or if a family in Phoenix were to discover banned substances in a toy you had sold them and it into a national headline? Forbes.com <http://bit.ly/86Fxzy>

-----

**5. You Can Easily Shoot Videos for the Web – Yes You Can !**

Online video represents a chance to reach thousands or potentially millions of people using a relatively simple and inexpensive format. All it takes is a video camera and a little time - and your message could very quickly be spread to a large number of new customers.

This article contains a link to the "Mattress Dominoes World Record Attempt" video, which has racked up

around 700,000 views. In the video, which is a lengthy single shot with no cuts, employees from a mattress company form a human-and-mattress dominoes chain extending throughout their entire warehouse. The video is playful, has a humorous ending, and makes Benson's for Beds seem like a great place to work — just the kind of place you'd feel good about spending money with as a consumer.

Mashable and the American Express OPEN Forum <http://bit.ly/5Maxo9>

---

## **6. Four Lessons Your Organization Can Learn From the U.S. Army**

The U.S. Army recently started using social media tools to tell its story to and engage recruits and parents. So far, they've seen tremendous momentum. Seems a little odd, doesn't it? What lessons could your brand possibly learn from one of the most hierarchal, conservative organizations in the world? As it turns out, more than you might think.

ACH Communications <http://bit.ly/6kycrF>

---

## **7. How American Mensa Handled It**

You're sitting in the conference room, eating lunch and watching CNN. A news story flashes on the screen about a shooting at a museum in Washington, DC. Then, as the story continues, you discover that the shooter is a member of your association. You know you have to act quickly.

American Society of Association Executives <http://bit.ly/4plV6L>

---

## **8. The 24-Second News Cycle**

For decades, we told clients about the 24-hour news cycle. You get a call from a reporter on Monday morning, return the call late in the day just before his/her deadline and decide what to do the next day after the newspaper came out. Not any more. Those days are long, long gone.

Let's see what Bill Sledzik, professor at Kent State University's School of Journalism and Mass Communications has to say on this subject.

<http://bit.ly/7uinaM>

---

## **9. An Abundance of Talent PLUS Communicating Via Resume**

Does your business, nonprofit or government agency use writers and researchers from time to time? If so, there is an enormous pool of talent out there right now, all of whom are willing to roll up their sleeves, writing reports, backgrounders and brochures and doing deep-dive research projects, all at a reasonable cost to you. If you have need of those services, call Hennes Paynter Communications at 216-321-7774. We're in touch with many reporters and editors who are now freelancing. On a no charge basis, we'd be happy to play matchmaker, put you in touch with them - and get out of the way so you can do business directly with them.

Because the world of publishing continues to shrink, we continue to receive resumes from job-seekers.

Unfortunately, the vast majority of those resumes are simply wretched, virtually guaranteeing the applicant won't make it past our circular file nor will their resumes find serious consideration wherever else sent.

If you know of a communicator looking for a position, we suggest you refer them to executive recruiter Laurie Mitchell's web site for useful tips, resume "verb list" and sample resumes. Laurie is the acknowledged expert on what companies seek and what candidates need to know: <http://bit.ly/29TKwY>

-----

## 10. May His Tremendousness Rest In Peace

Some of the best writing you'll ever find is in the New York Times obituaries. Sometimes long, overwhelming and with obvious gravitas (e.g. this week's obit of Nobel Prize-winning economist Paul Samuelson) or short and punchy (e.g. the obit for Victor Bonomo, inventor and marketer of candy bars, including Turkish Taffy, which was neither Turkish nor taffy).

This past Sunday, the New York Times honored Giorgio Carbone, Elected Prince of Seborga, with an obituary. Seborga is located near the beaches of the Italian Riviera. Some insist that knights took the Holy Grail there.

But the true miracle of Seborga may have been the 46-year reign of Prince Giorgio I, the constitutionally elected royal ruler of its five square miles and 2,000 people. Informally known as His Tremendousness, he was elected prince for life in 1995. Not quite the "Mouse That Roared," but see if you don't agree with us that his obit is worth reading.

New York Times (free registration required) <http://bit.ly/8gI8YL>

-----

## 11. Mashup: West Side Story, Twitter, Facebook and Pandora

What if Maria met Tony on Facebook instead of the school playground and told her friends about it on Twitter, all to a score by Leonard Bernstein & Stephen Sondheim? We're at the end of this week's Crisis Comm E-Newsletter, so take a break, relax and watch: <http://bit.ly/5zfqBW>

-----

## 12. Check Out Bruce & Barb's Schedule....

### 12/17/09 Cleveland Metropolitan Bar Association

Managing the Media: Attorneys & The Press (3.75 hours)

Co-Presenters: Deborah Coleman, Esq. and Virginia Davidson, Esq.

### 3/9/10 Greater Cleveland School Superintendent Association

Extreme Crisis Communications (3.5 hours)

NOTE: Approval for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General is pending.

### 3/16/10 Stark County Safety Council

How the Media Manipulate the News (1 hour)

### 3/17/10 Tallmadge Chamber of Commerce

How the Media Manipulate the News (1 hour)

### 3/30/10 Bureau of Workman's Compensation Annual Safety Congress

How the Media Manipulate the News (1 hour)

### 3/31/10 Lake County Bar Association

Managing the Media: Lawyers & The Press (1 hour)

### 4/22/10 Mahoning Valley 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.



-----  
**13. 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://tinyurl.com/5twym9>

**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://tinyurl.com/5ad3dz>

**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://sms411.net>.

**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. It’s been eight years the terrorist attacks of 9/11 and three years since the issuance of The National Commission on Terrorist Attacks Upon the United States Report. Are we safer today?** The authors of that official report think the answer is no. You can read what they recently wrote here: <http://tinyurl.com/25zzxz>

**E. Want a short refresher on crisis communications?** Check out this short, six-minute video of Bruce Hennes on the web: <http://tinyurl.com/ybfdeq> If you’d like to post something similar on your own website, Steve Petti is the guy to call. For more info: <http://www.newimagemediamedia.com>

**F. Dan Hanson at GreatLakesGeek.com, interviews Bruce Hennes:**<http://www.greatlakesgeek.com/podaudio/bios/brucehennes.htm>

**G. 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: <http://www.ready.gov/business/>

**H. 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; Beachwood 1630-AM.; Pepper Pike 1670-AM; Lakewood 1660-AM; Strongsville 1640-AM; Brunswick 1700-AM; and Westlake 1680-AM. Mentor, Ohio will soon broadcast at 1620 on your A.M. dial. 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.

**I. Pandemic Flu Link:** <http://www.flu.gov>

**J. Apologizing – Vanity Fair’s All-Purpose Public Mea Culpa Kit:** <http://tinyurl.com/ysu4ch> Keep a copy handy - the reputation you save may be your own.

**K. 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.

**L. Business Emergency Planning Institute.** We’re active with BEPI. You should be, too.

**M. Tell me, again, about crisis management:** <http://tinyurl.com/b7no3>

-----  
**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).**

-----  
**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.

-----  
**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.

In the 1st hour 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. The remaining 2.75 hours of this seminar will include: 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.

### **Cleveland Metropolitan Bar Association**

Managing the Media: Lawyers & The Press

(3.75 CLE's, including 1 hour of professionalism)

Thursday, December 17, 2009

8:00 a.m. - 12:00 Noon

Presenting: Deborah Coleman, Esq., Virginia Davidson, Esq. and Bruce Hennes

For More Information: <http://bit.ly/13mbUs>

---

### **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](mailto:hennes@crisiscommunications.com).

---

### **Administrivia**

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

**SUBSCRIBE/REMOVE:** A subscription to our Crisis Comm & Media Relations E-Newsletter is free. To subscribe, please send an email to [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com) with the word SUBSCRIBE in the body of the email. To leave our list, put the word REMOVE in the body of the email.

**COPYRIGHT:** Unless otherwise noted, Hennes Paynter Communications LLC owns the material contained in this newsletter. However, we don't own the copyright for most of the articles we reprint or link to nor do we have permission to grant secondary reprint rights to you. Should you want to reprint any copyrighted material, we suggest you contact the author directly.

**FORMAT:** There are still many browsers and email programs that are not state-of-the-art and subsequently cannot automatically "read" HTML (the coding used to design web pages). Therefore, this newsletter is designed simply, omitting most graphics, and can be read by virtually any email program.

**PRIVACY STATEMENT:** We value your privacy. Your name, company or email address will never get shared, traded, sold, delivered, revealed, publicized or marketed in any way shape or form. Please know,

however, that the websites we link to are not endorsed by Hennes Paynter Communications and are not part of our site, so we cannot vouch for their privacy policies.

**LEGALESE:** This e-newsletter is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sent with the understanding that Bruce Hennes, Barbara Paynter, Hennes Paynter Communications LLC, the authors or individuals quoted above are not engaged in rendering legal or other professional service. If legal advice or other expert assistance is required, the services of a competent professional person should be sought.

**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).

© Hennes Paynter Communications 2009



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



2841 Berkshire Road  
Cleveland, Ohio 44118

216-321-7774

<http://www.crisiscommunications.com>