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Check out our new website, too: <http://www.crisiscommunications.com>

# Crisis Comm & Media Relations E-Newsletter

## February 15, 2010

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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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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. Toyota Recall

On Jan. 19, in a closed-door meeting in Washington, D.C., two top executives from Toyota Motor Corp. gave American regulators surprising news.

Evidence had been mounting for years that Toyota cars could speed up suddenly, a factor suspected in crashes causing more than a dozen deaths. Toyota had blamed the problem on floor mats pinning the gas pedal. Now, the two Toyota men revealed they knew of a problem in its gas pedals.

The two top officials from the National Highway Traffic Safety Administration "were steamed," according to a person who discussed the meeting with both sides. As the meeting closed, NHTSA chief David Strickland hinted at using the agency's full authority, which can include subpoenas, fines, and even forcing auto makers to stop selling cars.

Toyota had known about the gas-pedal problem for more than a year.

From The Wall Street Journal <http://bit.ly/aDZ7Jj>

If Tylenol remains the gold standard for handling a crisis the right way, the Toyota scandal, which continues to unfold, is turning into a debacle of historic and long-lasting proportions. Let's see what a few others had to say about this...

Barbara Paynter heads up the Hennes Paynter Crisis Comm SWAT Team. And she's got some tough words for Toyota. Check out the live interview Barb did with Stuart Varney last week on FOX Business News: <http://bit.ly/aYV0DV>

From this week's Newsweek: Managing a public-relations disaster isn't what it used to be. Back in 1982, even as people in Chicago were dying of cyanide poisoning from tampered Tylenol bottles, the drug maker's parent company, Johnson & Johnson, didn't have to worry about Internet message boards inciting panic or fueling rumors and fear-mongering. The strategy of corporate crisis management hasn't necessarily changed, but in the Google, Twitter, and Facebook era, the execution has. To learn about the new rules of crisis management, Newsweek's Matthew Philips spoke with Gene Grabowski at Levick Strategic Communications, the same firm that represented pet-food makers and toy manufacturers during 2007 recalls. Read more here: <http://bit.ly/9to34t>

From the well-respected Columbia Journalism Review, in an article that hasn't attracted much attention - yet: The business press has a done a good job of documenting Toyota's spiraling problems, including this morning's news that U.S. regulators are accusing the carmaker of dragging its feet on fixing defective gas pedals. The (Wall Street) Journal, for example, provides a good overview of Toyota's safety and business troubles, including new problems cropping up with the Prius in Japan. But while other papers did good work, only the Los Angeles Times can claim the distinction of having been attacked by the carmaker well before its troubles were widely known, back when the company was still vigorously defending its safety record and its many loyal fans were still howling over press accounts that called attention to safety concerns about the company. You can read the rest of this incredible piece here: <http://bit.ly/awZ4mZ>

Some Toyota dealers later tried a similar tactic by pulling their ads from ABC-affiliate stations because of what they called "excessive" coverage of Toyota's problems:. From the New York Times (free registration may be required): <http://nyti.ms/NYTToyDealerAds>

To sum up this whole saga, we invoke Don Etling's phrase that's at the bottom of every Hennes Paynter Crisis Comm E-Newsletter --  
you can't spin your way out of bad behavior.

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**2. Super Bowl Ads**

Just in case nature – or your brother from Florida - called and you missed one of the Super Bowl commercials, your Crisis Comm & Media Relations E-Newsletter arrives in the nick of time with the one you missed. And all the others, too.

According to one poll, the top 3 commercials:

Doritos Dog <http://bit.ly/bSgwvI>

Doritos Play Nice <http://bit.ly/clSrlG>

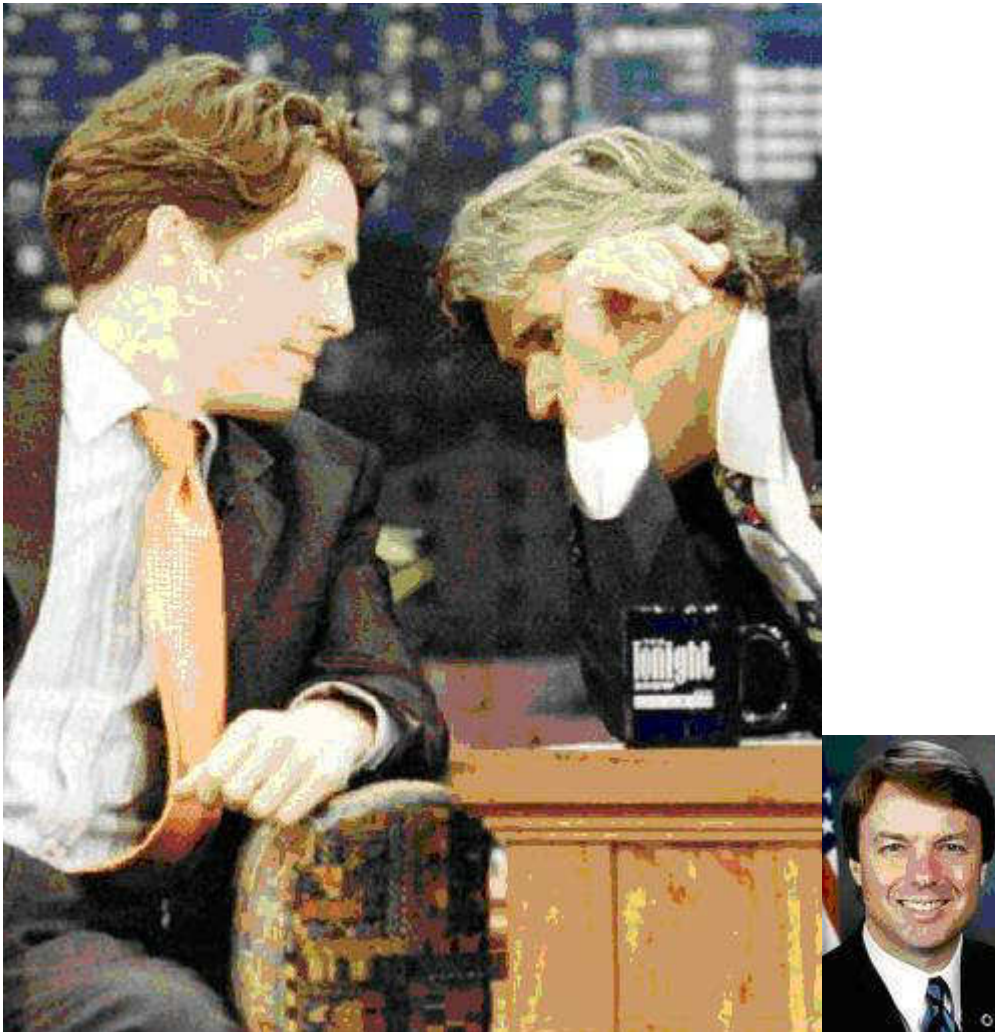
Annheuser Busch Clydesdale Friend <http://bit.ly/9Dg3ru>

To see all of the Super Bowl ads, including the two our friends talk about the most, “Betty White” and “Oprah,” click here: <http://bit.ly/b9hGI9>

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**3. Who’s Sorry Now?**

There has been a fair amount in the news lately about apologies, particularly whether the chief executives of financial institutions have been contrite enough about the role they played in bringing about this recession. But whether an apology from a public figure to an anonymous mass of people or a private one between you and your spouse, a good apology has the same essentials. New York Times (free registration may be required) <http://nyti.ms/dBtDM5>

Speaking of apologies, here’s Jason Gay on the 5 Best Apologies – and the 5 Worst Apologies – in Recent Memory. GQ Magazine <http://bit.ly/cDJ9vw>





Here’s OUR favorite for the Best Apology In the Last 100 Years. Turn your computer speakers up – it’s an audio apology: <http://bit.ly/909vas>

Before we leave the subject of crass behavior and its aftermath, we turn to Mel Gibson. In this very short video, the actor is interviewed via a satellite feed on a Chicago television show by Dean Richards, WGN-Tribune film critic and entertainment reporter who is generally regarded as a pretty nice guy. From start to finish during this interview, it’s almost refreshing – and undoubtedly unique - to see a famous Hollywood star completely drop the slick, over-coached persona we so often see when they’re out on the stump hyping their new movie. Instead, we see a side of Mel that struck this author as being completely authentic and down-to-earth. Whatever you do, watch the interview right thru to the end, when Mel thinks the interview is done and forgets the microphone and satellite feed are still live: <http://bit.ly/9DqKnm> (Warning: a barnyard expletive is used during the interview).

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**4. Answering J.D. Salinger’s Mail**

“Every day, a bundle of mail was dropped on my desk by the office secretary, much of which consisted of letters addressed to Salinger. The letters came from Sri Lanka or the Netherlands or Arizona. They included deeply personal admissions—cancer diagnoses, bankruptcy, divorce—and were often written in Salinger's own brash style or, at the very least, incorporated the slang of the period he chronicled. "Dear Jerry, you old b\*\*\*\*\*d," they tended to start. "I gotta tell you. The Catcher in the Rye is one he\*\*uva goddamn book." Some of these letter writers wanted something specific from Salinger—his permission to make a film version of one story or another, often—but most simply wanted a letter back from him.”

Joanna Smith Rakoff wrote the above about the work she did at one of Manhattan’s oldest literary agencies, Harold

Ober Associates, where she served as one of Jerome David Salinger's gatekeepers, decades after his last published novel. Slate.com <http://bit.ly/9zcVg1>

(NOTE: Sorry for the asterisks above...anytime this e-newsletter includes anything close to an expletive, 400 of these newsletters bounce-back to us, unable to get past spam filters).

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**Are Computer Problems Creating a Communications Crisis?**

If you're reading this e-newsletter, you're probably like us in that you do much of your communicating online.

But when you 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?

Like many of you, we're busy running our business and serving clients. We don't have time to figure out computer problems or wait on the phone for tech support, so we rely on Ben's Computer Repair. Ben Hennes (Bruce's son) is 30 years old, a full-time student at Cuyahoga Community College about to graduate with a 4.0 GPA and working to pay his own way to a 4-year undergrad degree. 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 here: <http://bit.ly/9esYh3>

We share this "plug" because it's often difficult to find someone who will come to your home or office to work on a single problem or small job. If you have need of these services, we hope you'll give Ben a call.

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**5. Thirty Hilarious Print Ads**

In today's world of interactive web-based marketing, viral campaigns and high production television commercials, the print ad remains one very powerful and effective means for advertisers to reach their audience.

The printed format, whether it is for magazines, newspapers or billboards, sets specific challenges for ad designers. An idea or message must be communicated simply and swiftly, it must be eye-catching enough to grab the viewer's attention and convey the important information in an instant. When a print designer employs humour to carry this information, the result can be become a visual 'one-liner', a joke that speaks the message the ad intends. Here are 30 hilarious print ads that combine great imagery with cracking comedy.

We laughed. We think you will, too.



Spyrestudios <http://bit.ly/9naXN1>

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**6. Audience-Centricity Presentation Tips by Phil Stella**

Our resident presentation trainer, Phil Stella, is back with another installment of his “Audience-Centricity” presentation techniques. This issue, Phil writes about “Harnessing the Power of Words,” that can be read here: <http://bit.ly/bCJZnb>

To read “The Best of Phil Stella” and all of his presentation tips, click here: <http://bit.ly/2DFzSI>

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.

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**7. 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://www.lauriemitchellcompany.com>

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## 8. Merry Christmas - We Threw All Your Stuff Away

Companies sometimes do dumb things. The smart ones realize that they have made a mistake and then try to make amends. SignalBridge <http://bit.ly/bdEJ6E>

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## 9. Communicating During Layoffs

Watching George Clooney's new movie, Up in the Air, is a start. But it's not a plan. Let's see what Michael Konczal at Levick Strategic Communications in Washington, DC has to say on this subject. Bulletproof Blog <http://bit.ly/9t6jvp>

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

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

Extreme Crisis Communications (3.5 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. However, for 2010, only crime victim-related courses are eligible for reimbursement.*

### 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)

### 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. However, for 2010, only crime victim-related courses are eligible for reimbursement.*

### 5/5/10 American Public Transit Association

Crisis Communications (1.5 hours)

### 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. 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://bit.ly/aJpZqR>

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

**F. Dan Hanson at GreatLakesGeek.com, interviews Bruce Hennes.** <http://bit.ly/dw4veX>

**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: [www.ready.gov](http://www.ready.gov)

**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; 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.

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

**J. Apologizing – Vanity Fair’s All-Purpose Public Mea Culpa Kit:** <http://bit.ly/dfQnIW> 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. [www.bepinstitute.com/](http://www.bepinstitute.com/)

**M. 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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**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.

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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).

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

**A crisis communications specialist.**



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