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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

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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>

1. BP Oil Spill in the Gulf



The BP oil spill isn't an event. It's multiple events.

The environmental disaster in the Gulf of Mexico is not only an environmental disaster of unprecedented proportions; it's already a case study illuminating the management – and mismanagement – of a fluid situation with multiple actors, multiple locations, a wide range of possible outcomes (mostly between awful and cataclysmic) and no definite end in sight. For a quick overview of the communications landscape, Rich Becker has a good angle.

<http://bit.ly/bv7jff>

In complex situations like this, the Crisis Communications Mantra - tell the truth, tell it all and tell it first – still applies. But other rules in the normal Crisis Communications Playbook must be modified (e.g. “speak with one voice” is not achievable and may not even be desirable).

When it comes to “risk communications,” Peter Sandman has no peer. In this somewhat longish piece, he talks about the Gulf oil spill and makes communications recommendations all the players would do well to heed. If you want to take your crisis comm skill level up a few notches, we strongly recommend you take the time to read this piece.

Daily Kos <http://bit.ly/9B3DdS>

For a good discussion of digital tactics surrounding the BP oil spill, check out what Patrick Kerley, Senior Digital Strategist at Levick Strategic Communications, has to say. <http://bit.ly/cAmesO>

2. Suicide is Never Painless

When 15-year-old Phoebe Prince hanged herself after enduring months of abuse by a group of girls and boys at Massachusetts' South Hadley High School, her death shocked her small town school and community. When District Attorney Elizabeth D. Schiebel filed criminal charges ranging from civil rights violations to rape against nine of Phoebe's tormentors, and chastised school officials for not doing more to intervene, the resulting shockwave reverberated worldwide.

As the outrage mounted, a tiny school system with just four district administrators and 2,350 students found itself in the center of a media firestorm. Aided by the district attorney, who stopped just short of blaming school officials for Phoebe's death, the media blasted the district 24-7 for a litany of failings. The resulting picture was of callous and uncaring educators who tacitly endorsed cruel and criminal behavior by turning a blind eye to systematic bullying by popular students. Suddenly, South Hadley High School became the poster child for everything that's wrong with teens and public schools today. American School Board Journal <http://bit.ly/cHyQno>

3. The Thrill of the “High-Wire” Interview



James Lipton, creator and host of “Inside the Actors Studio,” sometimes seems to know more about his famous guests than they do. How does he prepare for each interview?

BigThink.com <http://bit.ly/drJBkc>

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>.

4. Drill Baby, Drill



Why drills matter.

Bulldog Reporter <http://bit.ly/98cUJu>

5. Skype for Business



When one of our clients in South Florida wanted us to fly down to talk to their staff on the subject of crisis communications, we saved them a bundle by beaming in on Skype. On our end: a laptop running the free Skype software and a high-quality videocamera with a built-in microphone (at less than \$100, we like the Logitech Pro 9000) perched on top of the monitor. On our client's end: a laptop running Skype, connected to a simple video projector placing our life-size image on a video screen with the Florida-based staff seated around a conference room table. We could see them, they could see us – and the video and sound quality was spectacular, if still somewhat

short of high- definition.

More and more, we're using Skype to talk to our clients – and even out-of-town family members (with Wi-Fi in the house and a laptop placed on the kitchen counter, your son in California can virtually help cook the meal in real time). Gone are the days of fuzzy, herky-jerky images and disconcerting 1-2 second lag times for the audio. And the cost for using Skype – in most cases, zero/zip/nada.

If you need help setting up and using the Skype technology from your home and office, the nearest 15 year old can probably be of help. But when using Skype for business purposes, don't be lulled into thinking technology trumps content and performance. In other words, using Skype for business is exactly like going on television, and the rules for television are deceptively simple: you must blend content with performance (i.e. how you say it is as much, if not more, important than what you say).

Whether it's a Skype-based job interview or you're teaching a class or seminar for a client, there are many do's and don'ts, most often learned during "media training." (For more information about media training, please contact us at 216-321-7774).

Though far short of full-scale media training, you'll find a number of helpful tips for using Skype here: <http://bit.ly/bSyp6p>

We asked our favorite makeup artist, Leslie Shayne Kohn, to comment using Skype. Here's what she had to say: <http://bit.ly/bx9khL>

Sharp, well-dressed and personable, Leslie knows the difference between getting you ready for giving a speech in a large auditorium, appearing in a movie, on a Broadway stage, on national TV or simply going out for an elegant dinner, with each requiring a different approach and a deft touch. Leslie can be reached at 440/720-0097 or by email at lsmakeupartist@aol.com

Speaking of makeup (or the lack thereof), the women of NBC's Today Show, just a few days ago, did something completely unheard of: With a few "before and afters" thrown in, they did an entire hour of their program without makeup. Check out this video clip of the show, with au natural appearances by Hoda Kotb, Kathie Lee Gifford, Meredith Vieira, Ann Curry, Natalie Morales, Bobbie Thomas, Sara Haines and Maria Menunos plus a cameo appearance by a makeup-less Rosie O'Donnell, who appears on the program via Skype while she's doing her Sirius satellite radio program: <http://bit.ly/9EK843>

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/dyeQ3V>

7. 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 returns with "Harnessing the Power of Words – Part III": <http://bit.ly/dvatvl>

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.

8. I'm Sorry. I'm Really, Really Sorry.



When 8-year-old Harry Winsor sent his crayon drawing of a plane to Boeing, the company responded with a stern, legal-form letter, complete with a "We regret to inform you that we have disposed of your message and retained no copies."

Their response is not what we would have recommended. Here are Best Practices for the how when and where to apologize. Advertising Age <http://bit.ly/bdKTKt>

9. Quick Takes

The world's top ten brands. Chicago Tribune <http://bit.ly/aL75Tc>

Back to basics. Preparing for a crisis. Public Relations Society of America <http://bit.ly/96iSjS>

The top ten works of journalism of the decade in the U.S. New York University Institute of Journalism <http://bit.ly/9FsEBk>

10. Check Out Bruce & Barb’s Schedule....

6/1/10 Ashtabula County Emergency Management Agency, Gabriel Performance Products & Kent State University Ashtabula

Managing the Media + Extreme Crisis Communications (4.5 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. This year, however, only crime victim-related courses are eligible for reimbursement.

<http://tinyurl.com/ashctycrisissem>

6/9/10 Licking County Safety Council (1 hour)

6/11/10 Canton Chamber of Commerce (1 hour)

6/25/10 Public Relations Society of America – Greater Cleveland Chapter

Straight from the Source: Seasoned Health Care Pros Share Their Keys to Success

Panelists: Barbara Paynter (Hennes Paynter Communications), Ed Byers (Medical Mutual of Ohio), Eileen Korey (MetroHealth Medical Center) and Antony Sloan (Steris)

<http://bit.ly/9ncXLm>

11/18/10 Senior Sales & Marketing Association (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.



TV Newsmen Michael O’Mara Joins Hennes Paynter Crisis Comm SWAT Team



Considered by many to be one of the premier television reporters in Cleveland – and certainly one of the most recognizable – Mike O’Mara joins the Hennes Paynter Crisis Comm SWAT Team as vice president, bringing more

than 30 years of experience in media and law, having worked as an Emmy award-winning television news reporter, anchor and attorney.

"O'Mara has a unique set of skills and experience to offer our clients," said Barbara Paynter, partner at Hennes Paynter Communications. "With today's 24-7 news cycle, where the media focuses unrelenting critical attention on businesses, nonprofits, government agencies and other institutions, simply doing good work doesn't cut it. When you end up on the wrong end of a reporter's microphone, pen or keyboard, maintaining your reputation depends on a communications strategy combining traditional media know-how with social media strategies and legal experience. Mike O'Mara has the skills to help our clients tell their side of the story."

"O'Mara's previous experience in broadcast media, including a decade at WKYC-TV3, Cleveland's highly-regarded NBC affiliate, will be especially valuable in delivering results-oriented crisis communications, first-class media relations, strategic awareness campaigns and media training to support Hennes Paynter clients on the local, state and national levels," added Paynter.

For complete details: <http://www.crisiscommunications.com/>

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

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 or call 800-NCS-CALL.

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

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.

[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.

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.

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.

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).

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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