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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 March 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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[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>

1. Tiger Woods Comeback – Former White House Press Secretary Ari Fleischer to Help

At this moment, rumors abound that Tiger Woods will return to championship play at the Arnold Palmer Invitational starting March 25 at Bay Hill in Orlando, Florida. But instead of relying on swing coach Hank Haney, Tiger's bringing Ari Fleischer, the former White House Press Secretary to George W. Bush. Fleischer formed Ari Fleischer Sports Communications in 2008 as a joint venture with IMG Sports & Entertainment, specializing in sports-oriented crisis communications and serving clients that include Mark McGwire, the NFL, Major League Baseball, the Packers during the Brett Favre breakup and college football's BCS. New York Post <http://bit.ly/aWPJI6>

Without a doubt, Tiger's return to golf is going to be a media circus. It should be reassuring to his fans that an experienced public relations person will be by his side when that happens. But not everyone agrees with Tiger's choice of consultant or the likely tactics to be employed. Sports writer Gene Wojciechowski, author of 8 books and winner of numerous writing awards, had some very harsh words for Tiger and Ari – and we agree. Check it out below. ESPN.com <http://bit.ly/bqWrrk>

For a dispassionate look at how the mainstream media too-often dropped sourcing standards and blindly followed the lead of the tabloids and entertainment Web sites during the Tiger Woods extravaganza, this piece by Paul Farhi, a reporter for the Washington Post, is the best we've read so far on the subject. Columbia Journalism Review <http://bit.ly/cjYVmk>



Photo credit: Gerald Baron

“Crisis managers will be taking a look at this as another example of crisis vulnerability. The truth is there is a lot of collateral damage when you have an implosion of the size and scope of Tiger's. A lot of people get hurt besides his family. It's an important lesson for executives and crisis managers.”

Gerald Baron

2. President Obama & Toyota

Keep your eye on the “narrative.” Once it changes, it can be near-impossible to change back. President Obama and the Toyota recalls are excellent case studies.
Forbes.com <http://cptl.st/bWGhNg>

Are Computer Problems Creating a Communications Crisis?

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 (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.

Thanks for allowing us to plug Ben in this space. It’s often difficult to find someone who will come to your home or office to work on a single computer.

3. The Worst Deal of the Century

Recently, Jerry Levin, the former CEO of Time Warner, did an extraordinary thing. In discussing Time Warner’s failed merger with AOL during an appearance on CNBC, he took full responsibility for presiding over what he called “the worst deal of the century.” In so doing, he provided a template of effective crisis leadership that is worthy of study. Let’s see what Michael Robinson, Sr. Veep at Levick Strategic Communications, has to say on this subject.

Bulletproof Blog <http://bit.ly/8YmC4X>

4. The Princess Bride Guide to Copywriting

“My name is Inigo Montoya. You killed my father. Prepare to die.”

Can The Princess Bride really teach us how to write better? You decide.

Men With Pens <http://bit.ly/dzvE37>

5. Cleveland International Film Festival



Hennes Paynter is a proud sponsor of the 34th Cleveland International Film Festival, running March 18-28 at Tower City in downtown Cleveland. As a sponsor, we are able to offer readers of our Crisis

Comm E-Newsletter the same discount on film tickets we offer our employees and associates: \$2.00 off every Film Festival ticket you purchase.

Online: Use the code "CRISIS" (without the quotes) when purchasing tickets at www.clevelandfilm.org (available 24 hours a day). **Phone:** Use the code "CRISIS" when calling the Cleveland International Festival Store at 877-304-FILM (3456). **Store:** Use the code "CRISIS" at the Cleveland International Film Festival Store in the lobby of Tower City Cinemas.

Ticket prices (before your Hennes Paynter Comm's discount): \$10 Cleveland International Film Festival Members; \$12 Non-members; \$10 Students and Seniors (day of show only)

Advance tickets are available at the Cleveland International Film Festival Store in the lobby of Tower City Cinemas (230 W Huron Rd. in Cleveland). Store hours between March 5 and 18 are as follows: Monday - Saturday, 11 a.m. - 7 p.m., and Sunday, 12 p.m. - 5 p.m. Store hours between March 19 and March 27 are as follows: 8:30 a.m. – 9:30 p.m. daily. Store hours on March 28 are as follows: 8:30 a.m. – 7 p.m. "Day of Show" tickets are available at the Tower City Cinemas Box Office.

Visit www.clevelandfilm.org for Film Festival program updates and comprehensive information about the 34th Cleveland International Film Festival. And don't forget – there is no charge for parking (when available) in the Tower City Center Self-Parking Garage and Tower City Amphitheater Parking at Riverview (off Canal Road), but you must have your parking ticket validated in the Tower City Cinemas lobby.



As part of the Film Festival, we are co-sponsoring a special screening of **HIPSTERS** at the Cedar-Lee Theater on March 24. We'll start off the afternoon with a ticket holders-only party and complimentary appetizers at [Nighttown](#) at 5:00; we'll run over to the Cedar-Lee for the 7:15 screening; then it's back to Nighttown for jazz and special drink and menu prices. You will find complete information about the before and after parties at Nighttown here: <http://bit.ly/aDyOei>

HIPSTERS is an award-winning candy-colored musical set in the drab Soviet Union of the 1950's. More political than "Hairspray" and way cooler than "High School Musical," it inspired a wave of Hipster parties

across Russia. For full information about the film, click here: <http://bit.ly/hpciff>

6. Warren Buffet's Simple Crisis Comm Advice

Courtesy of Joe Ciarallo: Berkshire Hathaway chairman and CEO Warren Buffett was on CNBC...when the topic of discussion turned to Toyota and crisis communications. Buffet gave his four step crisis communications strategy:

- Get it right.
- Get it fast.
- Get it out.
- Get it over.

Mr. Buffet will receive no argument from the Hennes Paynter Crisis Comm SWAT Team.

7. C-SPAN Video Archives

The single best place on the internet to see things you want to see and things you don't is now located at <http://www.C-SpanVideo.org>. Covering 23 years of history and five presidential administrations, the C-Span Video Library now offers free online access to more than 160,000 hours of C-Span footage. Book TV interviews, speeches by the presidents, congressional hearings – all are now online. And should you get the urge in the middle of the night to review the career of former U.S. Congressman Jim “Beam Me Up, Scotty” Traficant (recently released from serving a 7-year prison term after being convicted of bribery while in office), there are currently 1211 video clips from which to choose. New York Times (free registration required) <http://nyti.ms/dkqKbY>

8. Short Takes

Toyota taps Twitter in quest for positive spin. Los Angeles Times <http://bit.ly/abbtGs>

The Winter Olympics. Was Team Canada's women's hockey celebration after their gold medal win scandalous? Two Minutes for Hooking <http://bit.ly/ayo2k8>

Here for you – the entire known universe. You can view this video in full-screen, hi-def. If you don't know how to do that – find a 13 year old to help adjust your computer screen. And prepare to be blown away. The American Museum of Natural History <http://bit.ly/aVXInV>

Ten privacy settings everyone using Facebook should know. All Facebook <http://bit.ly/d5ibNx>

9. The Raging Septuagenarian

Do you love The New York Times and “All the News That's Fit to Print”? Or is “Fair and Balanced” over at Fox News more to your liking? You can be one or the other – but you can't be both. A profile of Rupert Murdoch that ran in last week's New York Mag has received an enormous amount of attention for both its colorful portrayal of a larger-than-life billionaire as well as the influence wielded by Murdoch's News Corp. New York Magazine <http://bit.ly/cjdeCH>



Is [Hennes Paynter Communications](#) in your speed dial ?

You can reach us at 216-321-7774.

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

3/17/10 Tallmadge Chamber of Commerce
How the Media Manipulate the News (1 hour)

3/25/10 Cleveland Rotary Club
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)

4/16/10 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.



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 xxxxxxxxxxxx@txt.att.net

Nextel xxxxxxxxxxxx@messaging.nextel.com

Sprint xxxxxxxxxxxx@messaging.sprintpcs.com

T-Mobile xxxxxxxxxxxx@tmomail.net

Verizon Wireless xxxxxxxxxxxx@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

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 or call 800-NCS-CALL.

L. Business Emergency Planning Institute. We’re active with BEPI. You should be, too. www.bepinstitute.com/

M. 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,

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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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