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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 May 10, 2010

**EDITOR'S NOTE:** We did not publish the April 15 and May 1 Crisis Comm E-Newsletters.  
We will resume our normal schedule on June 1.

Bruce M. Hennes	<a href="mailto:hennes@crisiscommunications.com">hennes@crisiscommunications.com</a>	<a href="#">LinkedIn</a>
Barbara Paynter, APR	<a href="mailto:paynter@crisiscommunications.com">paynter@crisiscommunications.com</a>	<a href="#">LinkedIn</a>

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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**Special Note for Attorneys**  
**Is Hennes Paynter Communications in Your Speed Dial?**

**Hennes Paynter Communications**

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

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

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**1. TV Newsman 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/>

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**2. BP Struggles in Response to Oil Spill**

As BP feverishly works to corral the thousands of gallons of crude oil its damaged well has pumped into the Gulf of Mexico since April 20, it is also fighting a major image crisis. But much like trying to clear up the oil oozing in every direction in the Gulf, its PR crisis may also soon turn into an impossible battle -- and that is partly due to a successful marketing campaign that pitches the company as environmentally friendly. AdvertisingAge  
<http://bit.ly/anEEFk>

Nobody really knows whether the London-based oil giant is being too conservative about the cost for the April 20 accident, which some experts say could end up as the biggest oil spill in history. The 1989 grounding of the Exxon Valdez off Alaska, for example, cost Exxon Mobil more than \$4.3 billion, including compensatory

payments, cleanup costs, settlements and fines. But regardless of the out-of-pocket costs, the long-term damage to BP's reputation — and possibly, its future prospects for drilling in the Gulf of Mexico — is likely to be far higher, according to industry analysts. New York Times (free registration required) <http://nyti.ms/cD5Wgb>

We'll give Gene Grabowski, from Levick Strategic Communications, the last word on the oil spill. As always, Gene's right on target with advice for BP.

Bulletproof Blog <http://bit.ly/9V1Em3>

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**3. Toyota, Team Tiger and Johnson & Johnson**



By understanding how online crises can be transformed into trust-building opportunities, companies and high-profile individuals can avoid repeating the grave mistakes of 2009. It's time to seize on their lessons. SEO Design Blog <http://bit.ly/d5Z0bV>

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



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

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

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**4. Goldman Sachs Mashup**



Did you miss watching the U.S. Senate hearings about Goldman Sachs? The Huffington Post put together a five-minute mashup of all the oversimplified metaphors, stonewalling, curse words, and comb-overs. PR Junkie <http://bit.ly/aNTyIP>

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## 5. The Art of Looking Good

In order to make the best impression possible, modern communicators (i.e. business people, celebrities, pundits, sports figures, spokespersons and government officials) enlist the assistance of professionals who specialize in making a person's appearance suitable for speeches, presentations, TV appearances and Skype interviews. Whether it's make-up, your hair or the style, color, cut, fabrics and labels of the clothes you wear, a good stylist, fashion or make-up consultant will boost your game from good to great.

Using the services of a professional make-up artist is essential, especially since commercial television stations – and even small, handheld consumer-grade cameras - shoot in high-definition (HDTV), exaggerating minor flaws, lines, creases and bags, making you look haggard, older and worst of all, unprofessional.

For the moment, let's set aside how you're coiffed and dressed and talk make-up (male readers – keep reading !!). A few truisms:

1. Pros who go on television always use the services of a make-up artist with television experience (no disrespect to the salespeople on department store floors or at the local beauty parlor, those probably aren't the make-up artists you want to use in this particular situation).
2. A real make-up pro will never make you look like a clown or someone you're not. Make-up applied for television can and should be subtle.
3. Men – this means you, too ! Especially (but not limited) to those of you who are balding.

One of our favorite make-up artists in Cleveland is Leslie Shayne Kohn. 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 NBC, CBS and CNN or simply going out for an elegant dinner, with each requiring a different approach and a deft touch. We asked Leslie to write about this subject for the Hennes Paynter Crisis Comm E-Newsletter. We hope you agree it's worth a read: <http://bit.ly/bbCwQh>

Leslie can be reached at 440/720-0097 or by email at [lsmakeupartist@aol.com](mailto:lsmakeupartist@aol.com)

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## 6. For School Administrators Only



Hennes Paynter Communications now offers a new seminar: Social Media & Professionalism for School Teaching Professionals & Administrators is a 2.5 hour seminar offering practical instruction about the use and misuse of social media (e.g. Facebook, emails, texting, blogging & Twitter). Other topics in this program include off-campus and after-hour behavior by school personnel, FERPA, Licensure Code of Professional Conduct for Ohio Educators, professional dress codes and teachers and administrators as "brand ambassadors." For more information: <http://bit.ly/dyeQ3V>

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## 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" that can be read here: <http://bit.ly/co2Wue>

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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## 8. W. Virginia Mine Disaster – Making It Worse



The recent mine disaster in W. Virginia was indeed tragic. And the communications skills of mine owner Don Blankenship, CEO of Massey Energy, are simply appalling.

Linhart PR Blog <http://bit.ly/b6CNgU>

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## 9. Quick Takes

**British Prime Minister Gordon Brown forgets he's wearing a wireless lavalier microphone and makes a disastrous political gaffe.** In the words of one BBC reporter, "...this was no car crash. This was a multilane, multivehicle pile-up of enormous proportion." <http://nyti.ms/aYT9DH>

**The current Top 10 list of "viral" ads, including the very creepy Tiger Woods ad with his deceased father's voiceover.** <http://bit.ly/aEpfGL>

**How to write SUBJECT lines in emails to increase the odds the recipient will open your email.**  
<http://bit.ly/ddYNfX>

**Compelling video: Red Bull, two planes and a stuntman who climbs from one plane to another.**  
<http://bit.ly/8YhXRv>

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

**5/11/10 Summit County Local Emergency Planning Committee**  
All-Hazards Conference (2.5 hours)

**5/11/10 Akron Sales & Marketing Executives (1 hour)**

**5/13/10 Cuyahoga County Law Directors Association (1 hour)**

**5/20/10 Heights-Hillcrest Chamber of Commerce**  
Media Relations: Tools, Tips & Tactics (1 hour)

**5/21/10 Ohio Contractors Association (1 hour)**

**6/1/10 Ashtabula County Emergency Management Agency  
& Gabriel Performance Products**  
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)**

**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.



## 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 xxxxxxxxxx@txt.att.net Nextel xxxxxxxxxx@messaging.nextel.com Sprint xxxxxxxxxx@messaging.sprintpcs.com

T-Mobile xxxxxxxxxx@tmomail.net Verizon Wireless xxxxxxxxxx@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/dloCxl>

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

**F. Emergency & Crisis Info: Do you live in Greater Cleveland? If so, you may be in range of these new, low-power, community and emergency information stations:** Mayfield Heights 1700-AM; Mayfield Village 1640-AM; Mentor 1620-AM; Beachwood 1630-AM.; Pepper Pike 1670-AM; Lakewood 1660-AM; Strongsville 1640-AM; Brunswick 1700-AM; and Westlake 1680-AM. In the

event of an emergency, you will find these stations to be an important source of information. If you live in or near one of these communities, you should set your car radio button for one of these stations.

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

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

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

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

Your firm is in trouble...your CFO has been arrested...the company truck was in an accident...hackers hijacked your database...the pressure is on...the camera crew is at the door....

Do you know how to handle a high-pressure TV interview? Do you know where to look? What to wear? Where to put your hands? Do you look at the camera – or at the interviewer?

It takes a lifetime to build a reputation and only a few seconds to destroy one. In a split second you could find yourself in a position where you need to know how to handle the media or be a public spokesperson. Would you know what to do or how to respond?

More important – will you “manage the message” and advance the cause of your business, agency or nonprofit?

You can be certain the senior executives at virtually all of the Fortune 500 companies have been thru media training, working with a media coach, where they’ve learned to deal with adversarial situations with journalists. Perhaps it’s time for you to learn this specialized set of media survival skills?

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

Call Bruce Hennes, Barbara Paynter and the staff at Hennes Paynter Communications today at 216/321-7774 and talk to us about media, spokesperson and presentation training and coaching for you, your top execs -- or anyone who might have to hold the fort down with a reporter until the appropriate spokesperson can be located.

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

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**SPECIAL NOTE FOR ATTORNEYS**

**[Managing the Media: Lawyers & The Press CLE](#)**

In today's world of high-profile litigation, it is beyond dispute that law firms frequently retain PR consultants to help with media relations.

Our CLE, depending upon length, can include canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media; establishing & maintaining "control of the message"; when a reporter calls - making point and not just answering questions; what reporters expect; what news makers should expect; defining and creating Key Messages; reporter's agenda vs. the attorney's agenda; the fundamental differences between print, television and radio interviews and how each require different skill sets; dealing with the press proactively and reactively; "off the record, not for attribution" and other advanced techniques; and creating relationships with reporters



and editors.

Numerous law firms have brought us in to do one of our seminars; some have used our seminar for a marketing opportunity, inviting a large number of corporate counsel, as well as prospects for new business.

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

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**About Hennes Paynter Communications LLC**

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

We can be reached by calling 216/321-7774 or by email at [hennes@crisiscommunications.com](mailto: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).

**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.**



2841 Berkshire Road  
Cleveland, Ohio 44118  
216-321-7774

<http://www.crisiscommunications.com>