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Crisis Comm & Media Relations E-Newsletter

April 1, 2011

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Our regular office number is 216-321-7774. However, if your situation is DEFCON 4 (critical and **extraordinarily** time-sensitive), call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771. If necessary, leave a voicemail and we'll get back to you within 30 minutes.



TheStreet

Japan Disaster Offers Five Small-Business Lessons

The devastating March 11 earthquake and tsunami in Japan should spur small-business owners here in the U.S. to review -- or perhaps create -- emergency plans. With all the planning, managing and overseeing a business owner is responsible for in smaller firms, emergency plans may take a back seat. But an "emergency" doesn't need to be an earthquake measuring 9.0 on the Richter scale.

It could be a weather-related event such as a heavy snowstorm, given this year's rough winter across many parts of the U.S., something like the massive power failure across the eastern seaboard in 2003, a fire or the death or injury of an owner or key employee. The basics are easy. [READ MORE](#)

Communications Meltdown at Tokyo Electric Power Company

Over the past weeks, we have all gotten to know Tokyo Electric Power Company (Tepco), which operates the reactors at Fukushima – an acquaintance most of us would have rather been spared. And if crisis communications rule #1 is not to clam up or to cover up, but to communicate swiftly, openly and comprehensively, then Tepco's communications response has been as deeply flawed as its disaster response. [READ MORE](#)



G.E. Launches Twitter Blitz to Combat NYTimes Article

Has a media outlet ever published something incorrect or unfair about your client or company? You probably called the reporter or editor, maybe wrote an op-ed. Well, what do you think of General Electric's approach to media relations? Last Friday, the New York Times published a story claiming that thanks to a series of loopholes GE pays nothing in taxes. The story said: "GE's American tax bill? None. [READ MORE](#)



Hennes Paynter Communications

Hennes Paynter Co-Sponsors Criminal Law & The Media Program

First-Ever Cleveland Metropolitan Bar Association & Press Club of Cleveland Program

Tuesday, May 17, 2011

Nighttown, 12387 Cedar Road, Cleveland Heights, Ohio

5:30 p.m. Cocktails (cash bar) 6:30 p.m. Dinner

7:30 - 9:00 p.m. CLE Presentation

Opening Remarks: **Steve Dettelbach**, U.S. Attorney

Closing Remarks: **Darrell Clay, Esq.**, Walter & Haverfield LLP

Moderator: **Michael O'Mara, Esq.**, Hennes Paynter Communications

Seminar Chair: **Bruce Hennes**, Hennes Paynter Communications

Panel

Carole Rendon, Esq., U.S. Attorney's Office

Sherri Bevan Walsh, Esq., Summit County Prosecutor

Debra Adams Simmons, Plain Dealer Editor

Niki Schwartz, Esq., Schwartz, Downey & Co., LPA

Ian Friedman, Esq., Ian N. Friedman & Associates

Dennis Terez, Esq., Public Defender's Office

Rufus Sims, Esq., Rufus Sims & Associates

Dan Salamone, WOIO-TV19 News Director

Timothy McMonagle, Retired Judge, Cuy. Cty. Court of Common Pleas

At the intersection of criminal law and the media, the idea for this program evolves from the belief that most law/media programs involve representatives of each profession arguing the issues that divide us, as though it were an exercise in attempting to persuade third parties to see it their way. Instead, we envision a dialogue between representatives of the two professions, as well as with the audience, in which each share pet peeves about the other, developing understanding about how each side can behave differently to avoid or ameliorate problems and work together to better each do their jobs.

This is the first time the Cleveland Metropolitan Bar Association and The Press Club of Cleveland have ever done a joint program. Lawyers, non-lawyers, those with an interest in the media, spouses and friends are invited to join us for this special dinner and program event to be held at [Nighttown](#), which is also the home of The Press Club of Cleveland's [Journalism Hall of Fame](#).

For full CLE and registration information, [click here](#). We are expecting a sell-out, so do consider early registration.

Speaking of Nighttown, thanks to Robin Swoboda and the WKYC-TV3 News Team for their "love letter" to the fabled restaurant and jazz club. [CLICK HERE](#) for the video.

[Hennes Paynter Communications](#) is the only agency in Ohio focused exclusively on crisis communications - and one of the few in the U.S. with that singular focus. Contact us at 216-321-7774.

Hennes Paynter is proud to support [WCPN-FM](#), Cleveland's National Public Radio affiliate. If you hear one of our underwriting spots, drop us a line, would you?



On the Media - WNYC

NPR Gets Stung - But Did We Hear the Truth?

A top-level executive at National Public Radio resigns when a hidden camera interview purportedly shows him engaging in inappropriate remarks about Republicans, Islamic beliefs and fundraising. This political sting operation was crafted and executed by James O'Keefe, the same person who entrapped representatives from ACORN in a similar sting.

Is O'Keefe staging guerrilla theater to expose hypocrisy and hate, a la Sasha Baron Cohen of Borat fame? Maybe that's no big deal. But O'Keefe claims to be acting in the tradition of undercover investigative muckrakers. Bob Garfield asks O'Keefe about misleading editing, distorted quotes, and how much untruth he is entitled to in his quest for veritas.

[READ MORE](#)



New York Times

Traditional News Outlets - Living Among the Guerrillas

Has anyone actually seen James O'Keefe and Julian Assange together? Are we quite sure that the right-wing prankster who brought down the leadership of National Public Radio and the anarchic leaker aren't split personalities of the same guy — sent by fate to mess with the heads of mainstream journalists?

Sure, one shoots from the left, the other from the right. One deals in genuine (albeit purloined) secrets; the other in "Candid Camera" stunts, most recently arranging for fake potential donors to entrap a foolish NPR executive into disclosing his scorn for Republicans and the Tea Party. Assange aims to enlist the media; O'Keefe aims to discredit us. But each, in his own guerrilla way, has sown his share of public doubt about whether the press can be trusted as an impartial bearer of news. [READ MORE](#)

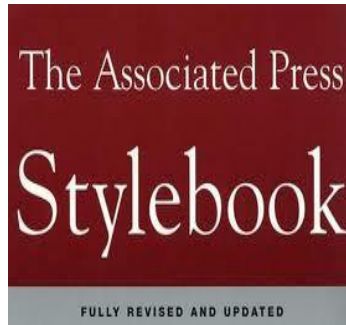


Forbes & Levick Strategic Communications

Payhikes for Directors Should Trigger Clear, Confident Communications

The rage over higher executive compensation is inevitable. Bitter public attacks continue to persist, spilling over from the C-Suite to the boardroom.

As much as any controversy, the compensation debate is a war of attrition. It may become less vehement as the economy and job picture improve, but it will not go away – and certainly not during the next year when more companies are likely to review their director pay programs and extend similar increases in board pay. The good news is that there are strategies providing needed measures of clarity. [READ MORE](#)



Columbia Journalism Review

Associated Press Makes Changes to Stylebook

Last Monday, you could have written an "e-mail" to your friend in "Calcutta," checked for a response on your "smart phone" or "hand-held," then answered a call from her on your "cell phone."

But by the end of the week, you would have had to write an "email" to your friend in "Kolkata," checked for a response on your "smartphone" or "handheld," then answered a call from her on your "cellphone." [READ MORE](#)



Curated by Hennes Paynter Communications

Short Takes

[Why Writers Need the Semicolon](#) Ragan's PR Daily
[10 Tips to be a Better Speaker](#) CBS Interactive Business Network
[The 13 Ugliest Phones of the Mobile Era](#) TheStreet
[9 Ways to do a Better Book Reading](#) MrMediaTraining

SPECIAL, SEASONAL SHORT TAKES

[The Today Show Meets The Onion](#)
[Rockwell's Turbo Encapulator](#)
[Sun Microsystem's Heisenberg Compensator](#)
[Did You Ever Land on a "Page Not Found" Page?](#)
[Gmail Autopilot - The Easiest Email Can Possibly Be](#)
[That Was a Bad Idea](#)
[Do Not Try This, Yourself](#)
[George Costanza, Recut](#)
[Seinfeld Horror Movie](#)



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

4/8/11 Cuyahoga County Emergency Management Agency (4.5 hours)

Co-Sponsors: Cuyahoga County Board of Health, Cuyahoga County Fire Chiefs' Association, Cuyahoga County Police Chiefs' Association, Cuyahoga County Mayors & Managers Association, Business Emergency Planning Institute, American Red Cross - Greater Cleveland Chapter

This seminar includes 1 hour of "Extreme Crisis Communications" (i.e. communicating during times of extraordinary threats to life and limb). This seminar has been approved for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

4/28/11 Eastern Stark County Safety Council (1 hour)

5/4/11 Senior Service Network of Stark County (1 hour)

5/11/11 American Marketing Association (1 hour)

5/12/11 Crossroads Hospice Conference (1 hour)

5/12/11 28th Annual Metro Life Flight Critical Care Symposium (1 hour)

[Communicating in a Challenging Media Environment](#)

6/1/11 Mahoning County Board of Health (4.5 hours)

[Managing the Media: Crisis Communications & Media Relations](#)

Co-Sponsor: Youngstown State University Police Department

This seminar includes 1 hour of "Extreme Crisis Communications" (i.e. communicating during times of extraordinary threats to life and limb). This seminar has been approved for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

10/19/11 Lorain County Safety Council (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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Need a Presenter for Your Next Meeting or Conference?

Are you looking for an eye-opening, inspiring presentation for your next event? If your organization, company or association is searching for something different—a content-packed, entertaining, how-to customized seminar on how to manage the media - then we should talk. Don't just take our word for it. [See what other people say about our seminars.](#)



Managing the Media: Lawyers & The Press CLE

In today's world of high-profile litigation, 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 requires a different skill set; 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 attorneys, as well as prospects for new business. Call us at 216-321-7774 to discuss particulars.



Media Training & Coaching

Your organization 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? Will your messages survive the editing booth? Do you know where to put your hands? What to wear? 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 – do you have the necessary skill set to “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 through media training, working with a media coach to learn how to handle adversarial situations with journalists and stakeholders. Perhaps it's time for you to learn this specialized set of survival skills?

We also offer spokesperson & presentation training and coaching, designed to improve your daily interactions with colleagues, employees, investors, journalists and other outside parties.

Call Bruce Hennes 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.



Our Permanent Collection of Links & Tips

If you're a new subscriber to this e-newsletter, our [carefully-selected list](#) of links and tips will help you prepare for, and respond to, crisis situations.



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



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

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Administrivia

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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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