



www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

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Our regular office number is 216-321-7774.

However, if your situation is DEFCON 4 (critical and **extraordinarily** time-sensitive), please 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.

National Public Radio & Romenesko.com



An Impossible Standard: When NPR Covers Its Sponsors

When host Audie Cornish drank a bottle of 5-Hour Energy on *All Things Considered*, several listeners were not entertained. Cornish's act and the interview that followed were a conflict of interest and violated NPR's new ethics code, they said. The company that makes the drink, Living Essentials, is an NPR corporate sponsor.

According to the NPR Ombudsman: "There is no way to totally eliminate the appearance of all conflicts of interest, and sometimes the conflict itself. Any system comes down at some point to trust. You either trust NPR's reporters and editors to be impartial, or you don't." [READ MORE](#)

Their first time on C-Span: Jill Abramson, Mike Allen, Malcolm Gladwell, Ana Marie Cox, Matt Drudge, Roland Martin, Andrew Sullivan, Howard Kurtz, Michelle Malkin, Dana Priest, Jake Tapper, Gwen Ifill Check out the videos [here](#).



College Sports Information Directors of America &
New York Times

College Athletics, Crisis Communications & Social Media

Crises in college athletics are becoming commonplace. Their ability to wreak havoc on a university's reputation and hamper an institution's ability to raise funds is becoming widely accepted. The speed and reach of social media accelerates the impact of events that were once delegated to a more predictable and professional traditional media corps. In an age where everyone has a Twitter account or blog, and factual reporting is often neglected, digital assassination is a reality that all athletic departments must live with. This article addresses the gaping holes in crisis communications practices in college athletics today. Government agencies, nonprofits and for-profits will also find valuable best practices in this article.

[READ MORE](#)

The business plan of Varsity Monitor is simple. Major universities like North Carolina, Nebraska and Oklahoma pay \$7,000 to \$10,000 a year and Varsity Monitor keeps an online eye on their athletes. A message on Twitter from former North Carolina football player Marvin Austin in 2010 revealed that he was receiving impermissible benefits and was a factor in his being

suspended for the season.

Among the services the company and others like it provide is a computer application that searches social media sites that athletes frequent, looking for obscenities, offensive commentary or words like "free," which could indicate that a player has accepted a gift in violation of N.C.A.A. rules. [READ MORE](#)



Poynter.org & Hollywood Reporter.com

The Iconic Photos of Trayvon Martin & George Zimmerman & Why You May Not See the Others

From Poynter.org: Since the shooting of Trayvon Martin became national news, two photos have come to define the emotionally and racially charged narrative.

News organizations initially had just a few photos of Martin to choose from, and just one of George Zimmerman, the neighborhood watchman who shot and killed him. More recent photos have emerged lately, but a month after the shooting, the narrative already has been established.

"The challenge we have is a lot of folks are getting a very surface view from the photos," said Orlando Sentinel photo editor Tom Burton. "Photos can be used to get people emotionally involved and we need to be careful. It's a concern if we had more of a choice, but we are limited by availability."

The dominant photo of Martin shows him 13 or 14 years old, wearing a red Hollister T-shirt. Other photos, none of them recent, depict a young Martin in a youth football uniform, holding a baby and posing with a snowboard. He is the picture of innocence.



The most common photo of Zimmerman is a 2005 police mugshot. He is 22 in the photo, which was taken after he was arrested for assaulting an officer. (The charges were dropped.) He looks unhappy, if not angry. [READ MORE](#)

[Fox Removes 'Neighborhood Watch' Marketing in Wake of Trayvon Martin Shooting](#)



GET THE FACTS
Visit www.beefisbeef.com for more information.

Ragan's PRDaily

Maker of 'Pink Slime' Launches PR Counter-Offensive

A large producer of lean, finely textured beef isn't going down without a fight in the viral social media campaign against "pink slime."

A Lubbock, Texas-based Beef Products Inc. created a response website called beefisbeef.com to offer "truth and reality" to its product, which is unappetizingly being called "pink slime."

The company also took out a full-page ad in The Wall Street Journal defending its product and is relying on third-party experts to fight the campaign.

The beef product has been around for years, but this month social media became the host for parents outraged over the use of the ammonia-treated filler. Hundreds of thousands of people signed an online petition seeking its ban from schools. The U.S. Department of Agriculture relented and decided school districts may stop using it and supermarkets have pulled products with the filler. [READ MORE](#)

News From Hennes Paynter



Howard FencI Joins Hennes Paynter



We bid a warm welcome to Howard FencI, APR, who joined the firm as vice president. FencI brings more than 25 years of experience in public relations and in television news production and management. He will be responsible for the development, management and implementation of communication strategies for clients of the firm, focusing on crisis communications, media strategy, media training, and cross-platform media monitoring in on-air, on-line, social and mobile media.

"Howard has extensive experience coaching executives in every business sector to effectively tell their stories to the media in crisis situations," said Barbara Paynter, partner at Hennes Paynter Communications. "From his front-line experience working in television news, he knows how to anticipate tough questions from the media, and that's essential in developing the powerful responses clients need to get in front of crisis issues and emerge with their reputations intact."

Prior to joining Hennes Paynter Communications, FencI served as assistant news director at WKYC-TV. He also worked at Edward Howard & Co. (now Fahlgren Mortine) and served a diverse client base including Nokia, Sony Ericsson, Rubbermaid, Ben Venue Laboratories, Lifebanc and the Greater Cleveland Growth Association (now the Greater Cleveland Partnership). He also served as television news producer and executive producer for a dozen years, working at WKYC-TV and WEWS-TV in Cleveland and WBNS-TV in Columbus.

As assistant news director at WKYC, Howard was responsible for crafting the news department's pioneering cross-platform strategic content delivery plan, successfully launching one of the first social media sites for a Gannett-owned television station in 2007. The plan was subsequently adopted by all 22 Gannett television properties.

Hennes Honored

Bruce Hennes, managing partner of Hennes Paynter Communications, has been honored as one of this year's winners of the Distinguished Sales and Marketing Award, presented by the Akron affiliate of Sales and Marketing Executives International. Hennes received his award February 28 at a gala hosted by SMEI and attended by more than 450 regional business executives

and guests. You can see all the award winners [here](#).



Last year, Hennes received the Communicator of the Year award from the International Association of Business Communicators. He is also the recipient of the Cleveland Metropolitan Bar Association's first-ever President's Award and serves on that group's executive committee. He also has received the President's Special Award for Extraordinary Service from the Cuyahoga County Bar Association and two Vega awards from The American Red Cross.

We Moved

Hennes Paynter Communications is proud to announce we have a new home on the 32nd floor of Cleveland's iconic [Terminal Tower](#). We have panoramic views on three sides of the building, so we hope you'll stop by to visit our crisis management center and crisis/media training facility.

Please change your records to reflect our new contact information:

3200 Terminal Tower, 50 Public Square, Cleveland, Ohio 44113

office: 216-321-7774 fax: 216-916-4405



photo above taken with a cell phone camera from BP/Huntington Building

[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications. Contact us at 216-321-7774.



8 Classic Newspaper April Fools' Hoaxes

The Great Wall of China hoax of 1899 was so excellent that it engendered a separate hoax: Some have claimed since that it helped kick off the Boxer Rebellion. Even better, the hoax was perpetrated in June, well after everyone had let their guard down. Well, even when everyone knows it's April Fools' Day, sometimes reporters still get burned. In honor of The New York Times' decision to lower the number of stories available to non-subscribers to eight per year* here are eight exemplary instances of reader-vexation. [READ MORE](#)



AdWeek

'New Yorker' Digs Up Its Own Ads From 'Mad Men' Era

The mid-'60s was an anxious and uncertain period. Like Don Draper's tumbling silhouette, those years were suspended between Eisenhower's monochrome Americana and the kaleidoscopic revolution of the Woodstock generation. At its best, Mad Men, which returned to AMC after a long hiatus, distills the schizophrenic post-Kennedy angst in human terms. The characters wrestle with their dreams, desires, faults and frailties while navigating increasingly uncharted societal territory. Vintage New Yorker ads from the period, which the magazine is presenting online to salute the show's return, vividly detail that time of change. [READ MORE](#)



Hennes Paynter Communications & Roanoke Times

Virginia Tech Wrongful Death Suit

The wrongful death lawsuit that recently went to trial in Virginia provides extraordinary lessons for every member of a crisis communications team on college campuses and beyond.

This was one of the first high-profile cases I can remember in which a university's communications efforts were on trial. The lawsuit was filed by two students who were killed by a gunman on Virginia Tech's campus in 2007. Essentially, the trial came down to a question of whether the university had a duty to warn those on campus of a possible threat as soon as they knew students had been shot.

According to media reports, the jury determined that Virginia Tech was negligent for failing to promptly warn students about the gunman after two students were shot in a residence hall just after 7 a.m. University officials did not issue an alert until 9:26 a.m., and that alert (in the form of an email) said simply that a "shooting incident" had occurred and that police believed the campus to be safe. Minutes later, the shooter chained the doors of a classroom building and opened fire. In the end, 33 students and faculty were killed and dozens more were wounded in the worst school shooting in U.S. history. The jury awarded \$4 million to the parents of two students who were killed that fateful day.

The jury heard testimony that some members of the crisis response team withheld details from the alert because they were concerned about causing panic. Nor did they address the fact that the shooter was still at large because police officers assumed it was a domestic incident and did not believe other students were at risk. And they wanted to notify the victims' families before announcing that a student had been fatally shot.

Full coverage of the trial is available on the website of The Roanoke Times. A few stories in particular are eye-opening for communicators:

- <http://www.roanoke.com/news/roanoke/wb/305869>
- <http://www.roanoke.com/news/roanoke/wb/306003>
- <http://www.roanoke.com/news/breaking/wb/306188>

If there's a lesson to be learned it's the importance of placing public safety first. Tell what you know when you know it!

Barbara Paynter



Curated by Hennes Paynter Communications

Short Takes

[Quaker Oats Man Gets a Makeover](#) AdWeek

[Journalists Use Social Media for Research](#) Holmes Report

[Classic TV Ads](#) Great Ads

[Christopher Walken Reads \(and Riffs on\) "Where The Wild Things Are"](#) Buzz Feed

[5 Helpful Speechwriting Reminders](#) Ragan's PRDaily

[Crisis Comm Basics](#) Golf Course Industry Magazine



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

4/2/12 Cuyahoga County Office of Emergency Management (4 hours)

Crisis Communications & Media Relations for Government Officials, Community Leaders, Nonprofits, Education, Business, Boards of Health, Medical Providers, Fire, Law Enforcement and Other First Responders

Co-Sponsors: Cuyahoga County Police Chiefs' Association; Cuyahoga County Fire Chiefs' Association; Business Emergency Planning Institute; Cuyahoga County Mayors & Managers Association; American Red Cross - Cleveland Chapter

4/11/12 Lorain County Safety Council (1 hour)

How Media Manipulate the News

4/20/12 Ohio Prosecuting Attorneys Association (3 hours)

Managing the Media: Lawyers & The Press CLE

4/23/12 Mansfield Economic Club (1 hour)

Crisis Communications

4/27/12 Ohio Hotel & Lodging Association

Cleveland/Akron Lodging Council

Crisis Communications

5/5/12 Lakeland Community College (6 hours)

5/10/12 Portage County Safety Council (1 hour)

How Media Manipulate the News

5/15/12 Stark County Human Resource Association (1 hour)

How Media Manipulate the News

5/22/12 Licking County Safety Council (1 hour)

How Media Manipulate the News

6/28/12 Ohio Mayors Association (1 hour)

Crisis Communications

9/6/12 NonProfit Direct: The NonProfit National Resource Director (1 hour)

Teleseminar: Crisis Communications for Nonprofits

10/16/12 Medina County Safety Council (1 hour)

How Media Manipulate the News

12/18/12 Akron Bar Association (4.5 hours)

Managing the Media: Lawyers & The Press CLE

Co-Presenters: Orville Reed, Buckingham Doolittle; Jim Burdon, Burdon & Merlitti

12/20/12 Cleveland Metropolitan Bar Association (4.5 hours)

Managing the Media: Lawyers & The Press CLE

Co-Presenters: Deborah Coleman, Hahn Loeser; Virginia Davidson, Calfee

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.

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, Barb 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.



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 organization or reputation is threatened, you need a specialist.
A crisis communications specialist.**



Administrivia

This email newsletter about Crisis Communications & Media Relations is generally published twice a month.

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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.

