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CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

[www.crisiscommunications.com](http://www.crisiscommunications.com)

## Crisis Comm & Media Relations E-Newsletter

December 1, 2010

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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.



ABC News/ESPN Sports

### Tiger Woods PR Campaign Off to Shaky Start

The early reviews are in, and they're not terribly kind. But what do you expect when Tiger Woods finally bares his soul and we find out he doesn't seem to have one? The campaign to deliver the world a new, improved Tiger began this week just as all those nasty reminders of what happened a year ago in Florida were about to appear. His public rehabilitation is now officially under way, surely to be followed at some point by some cutesy Nike ads that will enlighten us even further. [Read more.](#)



Occam's RazR

### How Not To Use YouTube

Video is increasingly important for a variety of reasons. First, we're just now getting a handle on how persuasive you can be when better engaging the visual cortex. There are some stories that play better with visual and emotional information. And lastly, YouTube is now the second-largest search engine, right behind its parent company, Google. Here's an example of how to use YouTube in all the wrong ways. [Read more.](#)

Hennes Paynter Communications



**Focused Exclusively on Crisis Communications**

Hennes Paynter Communications, based in Cleveland, is the only agency in Ohio focused exclusively on crisis communications - and one of the few in the U.S. with that singular focus.

Serving corporations, government agencies and nonprofits that are "on trial" in the court of public opinion, Hennes Paynter Communications also offers media training, litigation communication support, pre-crisis preparation, crisis drills, presentation training and public relations services to clients. The firm is a coalition member of ProtectingAmerica.org and National Preparedness Month (US. Dept. of Homeland Security).

Hennes Paynter Communications won the Gold Award for Crisis Communications and the "Best In Show Award" at the 2009 Public Relations Society of America Cleveland Rocks Award Program. Click [here](#) for full details.



Focus.com

## 20 Business Lessons Learned from Monty Python

People who think that all relevant business lessons can only be learned from business books or blogs are sadly mistaken. One can look to the arts for an abundant amount of inspiration and insight into today's corporate climate. For example, of all the treatises and analyses written about the current economic crisis, no statement places the situation more bluntly than Polonius' quote from Shakespeare's Hamlet: "Neither a borrower nor a lender be ...". Had more consumers thought about the ramifications of borrowing, the economy might not be in such a troubled state. Similarly, while audiences laugh at the brilliant comedy of Monty Python, a closer examination of the show reveals its incredible insight into many aspects of the human existence, especially business and commerce. Skeptical that there are indeed lessons to be learned from Monty Python? Here are 20 pearls of Pythonic wisdom will show you the light. [Read more.](#)



Bill Doll & Co.

## The Vanity Distortion in Law Firm Marketing

Stoking vanity is to some degree a necessary and economically useful function at firms. So the question isn't, "Can you get rid of the vanity distractions at your firm?" Of course not. Lawyers are people; people are people. And the vanity quest does offer some institutional benefits. The goal is to manage these insistent urges so that your energy, creativity and budget can be focused on sustained, eye-on-the-prize campaigns to develop new business and markets. [Read more.](#)



Cleveland, Ohio

## LeBron James Returns to Cleveland

LeBron James return home to N.E. Ohio for the Cavaliers-Miami Heat game is certain to focus national attention on [Cleveland](#), the 14th largest MSA in the U.S. Your Crisis Comm & Media Relations E-Newsletter has just one request for our out-of-town friends and clients: forget everything you think you know about Cleveland. Check out these short videos:

[The Unexpected Side of Cleveland](#)

[Forget Everything You Know About Downtown Cleveland](#)

[Cleveland Rocks](#)

[The Best Band in the Land - The World-Famous Cleveland Orchestra](#)

["A Christmas Story" House & Museum](#)

[Cleveland - The Real Birthplace of Superman](#)

[The Cleveland Air Show & Blue Angels](#)

[Press Club of Cleveland Journalism Hall of Fame](#)

[Love Glee? Here's The Real Thing: Baldwin Wallace's Musical Theater Dept. Senior Showcase](#)

[Forget What You Thought You Knew About Cleveland](#)

[LeBron James "Rise" Video & Cleveland Response](#)



TheStreet

## Silence Is Arrogance With Volume Turned Down

Anybody who boards commercial airplanes knows that sinking feeling inside a crowded jetliner when something unusual happens and the pilot says...nothing. If the plane starts bouncing around in turbulence...or the engines make funny sounds...or you descend to the runway only to zoom back up into the sky, you feel the tension rise as uninformed passengers speculate on what the problem might be. But whatever the situation is,

everyone instinctively imagines something far worse. Up in the sealed-off cockpit, of course, the flight crew knows what's happening. They're using all their skills to guide the plane safely through the flight. Unfortunately, by the time the problem is solved and the plane lands, there are 120 angry, confused ambassadors of bad will just itching to relay their awful experience to anyone who will listen, including The Associated Press. When the financial crisis broke on Wall Street in late 2008 and early 2009, most (not all, but most) leaders of major financial firms behaved exactly like pilots sealed off in steel and glass cockpits. [Read more.](#)



**American  
Red Cross**

American Red Cross

### **Give the Gift of Safety**

First-aid kits, hand-crank radios, rechargeable flashlights, glow sticks. This holiday season, give your family, friends, customers and clients the gift of safety. [Here](#), you'll find a wide array of safety products, all attractively packaged and discount priced, from the storerooms at The American Red Cross. Even better - 100% of the profits stay with The

American Red Cross.



Cleveland Metropolitan Bar Association

### **Examining Legal Implications**

The Cleveland Metropolitan Bar Association will hold a program on Wednesday, December 1, 2010 entitled "[Examining the Legal Implications of the Kent State Shootings 40 Years Later.](#)"

This particular program includes as presenters some of the preeminent authorities on the Kent State Shootings, including the two KSU professors who now regularly teach incoming KSU students about this event, the director of the Kent May 4th Center, lawyers from both sides of the various cases to grow out of the shootings, and a number of individuals who were witnesses to the shootings. In addition, a portion of this program will examine new enhanced-audio forensic material that came to light earlier this year and that possibly provides new information of historical value

about the events that unfolded at Kent on May 4th.

### **Managing the Media: Lawyers & The Press**

On a peripherally-related subject, the Cleveland Metropolitan Bar Association will hold another program on Monday, December 20 entitled "Managing the Media: Lawyers & The Press." Presenters include Bruce Hennes (Seminar Chair), Deborah Coleman (Hahn Loeser) and Gina Davidson (Calfee). If this is your year for CLE, we hope you'll consider registering [here](#) to attend.



Phil Stella's Audience-Centricity Presentation Tips

### **Harness the Power of Words - Part VII**

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about using inaccurate and insensitive words. Read it all [here](#).

To read "The Best of Phil Stella" and all of his presentation tips, click [here](#).

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.

*Photo Credit Michelle Meiklejohn*



Curated by Hennes Paynter for Your Reading Pleasure

### Short Takes

- [Crisis Comm 101 - The Basics for Newbies](#) *Business Insider War Room*
- [15 Movies That Are Better Than the Book](#) *Huffington Post*
- [The Worst Tech Ads of All Time](#) *GearLog*
- [Staying Professional in Virtual Meetings](#) *The New York Times*
- [What IS the Truth?](#) *Mark Anderson*
- [Why J&J's Headache Won't Go Away](#) *CNN.com & Fortune*
- [Crisis Comm's for Assisted Living Facilities](#) *ALFA.org*
- [A Guy in Levis Jeans Walks Across America - in Two Minutes](#)
- [Developing an Effective Online Newsroom](#) *Site Booster*



Hennes Paynter Communications

### Check Out Bruce & Barb's Schedule

**12/7/10 PSI - Partners for Success and Innovation** (2.5 hours)  
[Social Media & Professionalism for School Teachers and Administrators](#)

**12/9/10 Community Engagement Partnership Program - Ohio Governor's Office on Faith-Based Programs** (1 hour)

**12/16/10 Toledo Bar Association** (3.50 hours)  
[Managing the Media: Lawyers & The Press](#)  
Also presenting: Thomas Pletz, Esq.

**12/20/10 Cleveland Metropolitan Bar Association** (4 hours)  
Managing the Media: Lawyers & The Press  
Also presenting: Deborah Coleman, Esq. and Virginia Davidson, Esq.

**1/19/11 Euclid Chamber of Commerce** (1 hour)

**3/10/11 Business Volunteers Unlimited**  
Marketing, Communications and Social Media for Catholic Schools  
Sponsored by SDG Advisors

**3/31/11 Ohio Safety Congress** (1 hour)

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

**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.

### Did Someone Forward This E-Newsletter To You?

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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.

If you'd rather attend our CLE than have us do it in-house for you, we'll be doing our 3+ hour CLE for the Toledo Bar Association on 12/16 and for the Cleveland Metropolitan Bar

Association on 12/20.



## 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.



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[www.crisiscommunications.com](http://www.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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**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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