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

## Crisis Comm & Media Relations E-Newsletter

December 1, 2012

**Now in Our 10th Year of Publication**

Winner of the 2012 Gold "Rocks Award" for best newsletter from the Public Relations Society of America - Cleveland Chapter

**Bruce M. Hennes**

[hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com)



**Barbara Paynter, APR**

[paynter@crisiscommunications.com](mailto:paynter@crisiscommunications.com)

Our regular office number is 216-321-7774. However, if your situation is [DEFCON 2](#) (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.



### Advice for General Petraeus

[Petraeus Scandal a "Blip" on His Record](#) CBS News

[What's the Punishment for Adultery These Days?](#) NPR.org

[Second Act of a Scandal: Cue the Superlawyers and the Spinmasters](#) New York Times



### Silence is Not Golden

[Silence is the Virtue of Fools](#) TheBuzzBin

Democracy thrives on dialogue - on engaging with your supporters and your opposition - on seeking to understand the positions of others as much as seeking to articulate your own. And it's not just true in politics - it's true of for-profit and nonprofit organizations desirous of protecting their reputation and strengthen their brand. While many organizations prefer to take the ostrich approach - if we just ignore the bad stuff, it will go away - strong brands, like Coca-Cola, address issues that impact their reputation head on.



### What's to Become of The Plain Dealer?

["Resetting" The Plain Dealer](#) Columbia Journalism Review

Managers of The Plain Dealer of Cleveland - the 19th largest newspaper in the nation - are primed to make a major announcement at the beginning of next year. Many believe the pronouncement will make Cleveland the largest city in the country without a daily print

newspaper. The PD's owner, Advance Publications, has already replaced daily delivery with digital platforms in several US cities, including the renowned Times-Picayune in New Orleans, where newsroom staff was reduced earlier this year from 173 people to 89. Recently, Advance announced a new focus on digital for daily newspapers in Syracuse, NY and Harrisburg, PA. The company, owned by the descendants of the Newhouse publishing empire, has already made changes at publications in Michigan and Alabama.

Last week, WCPN-FM, Cleveland's NPR station, did their 9:00 a.m. Sound of Ideas program about this issue. Hosted by executive editor David Molpus, that program featured Rachel Dissell, Newspaper Guild Local One, The Plain Dealer; David Abbott, Executive Director, The George Gund Foundation; Joe Cimperman, Cleveland City Council, Ward 3; and Andrew Beaujon, Senior Online Reporter, Poynter Institute.

[Listen to the on-demand podcast here](#)

[The Transformation of American Journalism is Unavoidable](#) *Columbia Journalism Review*

This essay is part survey and part manifesto, one that concerns itself with the practice of journalism and the practices of journalists in the United States. It is not, however, about 'the future of the news industry,' both because much of that future is already here and because there is no such thing as the news industry anymore.

[Point of View](#) The Guardian

In this 30-second video, you'll see exactly why journalism still matters.



## Arsenic & Rice

[A Family Farm's Crisis: Its Rice Contains Arsenic](#) *NY Times*

Case Study: Lundberg Family Farms grows rice in Richvale, California. It has 225 employees and 5,000 acres of farmland, and it contracts with about 40 other family farms to grow rice on 12,000 acres throughout the Sacramento Valley. It sells 17 varieties of rice and more than 150 products made from rice, and it produces more than \$50 million in annual revenue. In mid-September, Consumer Reports published the results of independent lab tests that found inorganic arsenic, a carcinogen, in rice and many rice products. This came on the heels of a study by Dartmouth, released in February that showed inorganic arsenic in brown rice syrup. Tim Schultz, part of the third generation of Lundberg Farms's family owners, said the company's response was evolving. Because there is no federal safe standard for inorganic arsenic in food, Lundberg has struggled to make sense of the information for its customers, who greeted the news with panic.



## Local TV News - When Looks Deceive

[A Local TV Trend: Identical News](#) *The Washington Post*

As the election loomed earlier this month, TV stations around the country were broadcasting the news. The same news. That is, the **identical** news: "Well, the final days of the campaign can get a little salty," anchor John Pastorek informed viewers of WBRZ-TV in Baton Rouge. "The final days of the campaign can get a little salty," related anchor Cami Mountain of WAOW-TV in Wausau, Wisconsin. "The final days of the campaign can get a little salty," said anchor Kim Stephens of KMPH-TV in Fresno, California. The striking thing about this news wasn't so much that at least a dozen stations in cities large and small all carried the same lightweight story about restaurants cooking up candidate-inspired drinks and dishes (hence, "salty"). It was that at least a dozen stations carried the identical script, with a dozen anchormen and women rendering the same words.

## Continuing Legal Education

# Managing the Media: Lawyers & The Press

## CLE Season is Here

Loss of a senior or named partner...financial problems...legal malpractice lawsuits...  
partner disputes...high profile litigation...natural disasters...defective products...  
workplace violence...compromised client information & confidentiality violations...  
criminal accusations...

### **If you think you, your firm or your client doesn't need a crisis plan, think again.**

As almost any general counsel of a large, publicly traded, consumer-oriented company will tell you, legal controversies today are tried in the Court of Public Opinion -- at least as much as in any Court of Law. Every organization, especially large, publicly-traded corporations have much to gain (or lose) by the way a legal controversy is positioned in the media. Because the value of a company's reputation is immeasurable -- and perhaps its largest uninsured asset -- a corporation loses when the brand image is tarnished, even if the corporation technically wins at trial. Furthermore, since most legal controversies are settled prior to trial, the Court of Public Opinion has arguably become the most important battleground affecting not only good will and market share, but legal bargaining power and settlement negotiations. Managing this battleground, therefore, has become integral to many corporations' legal strategies.

*Georgetown Journal of Legal Ethics, Vol. 22, 2009*

Friday, December 7, 2012

Managing the Media: Lawyers & The Press

**Columbus Bar Association**

Scott Campbell, Thompson Hine

Bruce Hennes, Hennes Paynter Communications

Registration: 1:00 p.m. Program: 1:30 p.m. - 4:45 p.m.

[Register Now](#)

Tuesday, December 18, 2012

Managing the Media: Lawyers & The Press

**Akron Bar Association**

Orville Reed, Stark & Knoll

Jim Burdon, Burdon & Merlitti

Bruce Hennes, Hennes Paynter Communications

Registration: 8:00 a.m. Program: 8:25 a.m. - 1:30 p.m.

[Register Now](#)

Thursday, December 20, 2012

Managing the Media: Lawyers & The Press

**Cleveland Metropolitan Bar Association**

Deborah Coleman, Hahn Loeser

Virginia Davidson, Calfee

Bruce Hennes, Hennes Paynter Communications

Registration: 7:45 a.m. Program: 8:15 a.m. - 1:30 p.m.

[Register Now](#)

Friday, March 15, 2013  
Managing the Media: Lawyers & The Press  
**American Bar Association Leadership Conference**  
Bruce Hennes, Hennes Paynter Communications

In these days of 24/7 instant news, attorneys and their clients simply cannot wait until a legal decision is rendered. They must be prepared to vigorously defend their situation in a wide variety of venues, as well as media outlets.

In the first portion of this seminar, attorneys will hear about the canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media, often a critical component of case strategy in litigation practice.

The remainder of the seminar includes: establishing & maintaining "control of the message"; when a reporter calls - making your points and not just answering questions; what reporters expect; what newsmakers 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.



Also discussed are the ethical and practical perils of talking with the press in the midst of a client crisis or pending case, causing many lawyers to insist on a strict "no comment" to the press, which the public almost always interprets "no comment" as an admission of whatever charge is made, which may not serve the client's best interests. This seminar will offer attorneys a wide variety of strategic and tactical alternatives to "no comment."

For information about these CLEs, please call Bruce Hennes at 216-321-7774.



## Attack on Guy Fieri

[Guy's American Kitchen & Bar](#) *New York Times*

This may be the toughest, harsh, scathing and most devastating restaurant review we've ever read. Period. (Our second favorite of the week is this juicy review of a recent movie from the San Francisco Chronicle: "You know there is something seriously wrong with "Anna Karenina" when you start rooting for the train.")

[Review with "All Guns Blazing"](#) *New York Times*

Just because you can - does that mean you should? The New York Times Public Editor weighs in on the devastating Guy Fieri restaurant review.

[Fieri Responds on the "Today Show" to Scathing Restaurant Review](#) *TVNewser*

**News From Hennes Paynter**

## The Hennes Paynter Crisis Communications & Media Relations E-Newsletter.

Now in our 10th year of publication.

Subscribers: 6481

We are very pleased to announce that you are reading an "award-winning newsletter" because we won top prize, the Gold Rocks Award, at a recent Public Relations Society of America (Cleveland Chapter) award ceremony. The timing was perfect - nearly 10 years to the day since we first started publishing this newsletter on the web. We're especially grateful to the PRSA for this award because due to the confidential nature of much of our work, we don't often submit our work for awards. So, to our readers and the PRSA: thanks. And stay out of trouble.

[Follow us on Twitter](#)  
[Friend us on Facebook](#)



Congratulations to Gina Davidson at Calfee, who was sworn in recently as president of the Federal Bar Association - Northern District of Ohio Chapter. Gina was sworn in by Solomon Oliver, Jr., Chief Judge of the U.S. District Court.

Hennes Paynter supports [WCPN-FM](#) and [WKSU-FM](#), respectively Cleveland and Akron's National Public Radio affiliates.



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

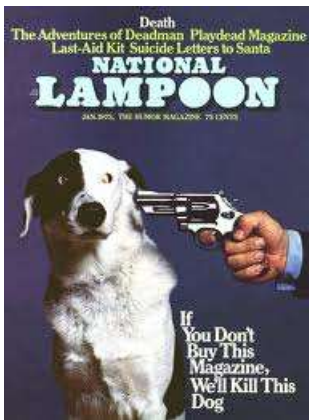


## North Korea's Dictator Kim Jong-un is "Sexiest Man Alive"

[Kim Jong-Un Named The Onion's Sexiest Man Alive For 2012](#) *The Onion*

The Onion is proud to announce that North Korean supreme leader Kim Jong-un, 29, has officially been named the newspaper's Sexiest Man Alive for the year 2012. With his devastatingly handsome, round face, his boyish charm, and his strong, sturdy frame, this Pyongyang-bred heartthrob is every woman's dream come true. Blessed with an air of power that masks an unmistakable cute, cuddly side, Kim made this newspaper's editorial board swoon with his impeccable fashion sense, chic short hairstyle, and, of course, that famous smile.

[People's Daily Takes Down Kim Jong-Un "Sexiest Man Alive" Slideshow](#) *Poynter.org*



## National Lampoon

[Talking to National Lampoon Co-Founder Henry Beard About Humor Writing, the Lampoon and More](#) *SplitSider*

From Wikipedia: National Lampoon was a ground-breaking American humor magazine. Its success led to a wide range of media productions associated with the magazine's brand name. The magazine ran from 1970 to 1998, and was originally a spinoff of the Harvard Lampoon. The magazine reached its height of popularity and critical acclaim during the 1970s, when it had a far-reaching effect on American humor. It spawned films, radio, live theatre, various kinds of recordings, and print products including books. Many members of the creative staff from the magazine subsequently went on to contribute creatively to successful media of all types. During the magazine's most successful years, parody of every kind was a mainstay; surrealist content was also central to its appeal. Almost all the issues included long text pieces, shorter written pieces, a section of actual news items (dubbed "True Facts"), cartoons and comic strips. Most issues also included "Foto Funnies" or fumetti, which often featured nudity. The result was an unusual mix of intelligent, cutting-edge wit, and crass, bawdy frat house jesting. In both cases, National Lampoon humor often pushed far beyond the boundaries of what was generally considered appropriate and acceptable. As co-founder Henry Beard described the experience years later: "There was this big door that said, 'Thou shalt not.' We touched it, and it fell off its hinges."



Curated by Hennes Paynter Communications

## Short Takes

[Dick Clark Special to Air on New Year's Eve](#) *New York Times*

ABC will show a two-hour retrospective of Dick Clark's life on Dec. 31, hours before the ball drop broadcast that bears his name.

[5 Ways Your Company Can Avoid a Crisis Like Ikea's](#) *Forbes*

On Thursday it was business as usual at Ikea. On Friday the results of an independent investigation by Ernst & Young revealed that in the 1980s political prisoners in the former East Germany provided some of the labor that helped Ikea keep its prices so low.

[Deprived of Media, College Students Describe Ordeal](#) *Poynter*

A research team at the University of Oregon's School of Journalism and Communication put 48 college students on a "complete and extended media fast for 48 hours." More cruelly, it required them to write "multiple-page essays" about their experiences.

[Just Make Sure You Don't Call It the "Persian Gulf"](#) *American Journalism Review*

There are quite a few things that are simply not mentioned in the pages of The National, a government-owned English-language daily in the United Arab Emirates. Tom O'Hara, former managing editor of The Plain Dealer, reflects on his adventures on the paper's foreign desk.

[Clyde Haberman on His Sulzberger Obit: 'It is never simple to write about the boss'](#) *Poynter*

As publisher of The New York Times, Arthur Ochs Sulzberger had a privilege afforded rarely even to those who share his gilded background: He was interviewed repeatedly by his obituarist.

[Videoclip of Bruce Lee Playing Ping-Pong With Nunchakus](#) *Snopes.com*

Except it's really not Bruce Lee. And we'll show you how this amazing videoclip was created. (Thanks to [Subodh Chandra](#) for the tip to the clip.)



Hennes Paynter Communications

## Upcoming Events and Seminars

Join us for one of the crisis communications presentations below or contact us to customize one for your organization.

**12/7/12 Columbus Bar Association (3 hours)**

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

Co-Presenter: Scott Campbell, Thompson Hine

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

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

Co-Presenters: Orville Reed, Stark & Knoll; 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

**1/11/13 Ohio Prosecuting Attorneys Association**

**1/15/13 Construction Safety Council**

**2/12/13 Rotary Akron**

**2/13/13 Nonprofit Webinars**

**3/5/13 Stark County Safety Council**

**3/15/13 American Bar Association Leadership Conference (2 hour plenary)**

**3/27/13 Cuyahoga Valley Chamber of Commerce**

4/10/13 Buckeye Association of School Administrators

4/15/13 Burton D. Morgan Center for Entrepreneurship Research

4/16/13 Greater Cleveland Safety Council

6/25/13 Medina County Society for Human Resource Management

NOTE: Some 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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Know someone who might benefit from this newsletter? If you just forward using your own email program's "Forward" function and your recipient thinks they're being spammed, they can click on the Opt Out link and opt YOU off the list. So use this "[Forward This E-Newsletter](#)" link, please.



## 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 [where we've talked before](#) and [what other people say](#) about our seminars.

### Recent seminar sponsors include:

Maritime Attorneys of The United States  
American Great Lakes Ports Association  
Ohio County Prosecutors Association  
Licking County Safety Council  
The American Bar Association  
Cuyahoga Community College  
Bowling Green State University  
Mansfield Economic Club  
Lorain County Society for Human Resource Management  
Lakeland Community College  
Holmes County Board of Health  
Cuyahoga County Emergency Management Agency  
Cuyahoga County Police Chiefs Association  
Cuyahoga County Fire Chiefs Association  
Southern State Community College  
BVU - The Center for Nonprofit Excellence  
Ohio County Auditors Association  
Ohio Mayors Association  
Ohio Municipal League





## 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.



## Crisis/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](http://www.hennespaynter.com) 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.**



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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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