

If you can't see any images below, please set your email program to "show all images" when receiving this e-newsletter. Click [here](#) to see this newsletter in your web browser.



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

## Crisis Comm & Media Relations E-Newsletter

February 15, 2011

**Bruce M. Hennes** [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com) [LinkedIn](#)  
**Barbara Paynter, APR** [paynter@crisiscommunications.com](mailto:paynter@crisiscommunications.com) [LinkedIn](#)

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.



Hennes Paynter Communications

### Super Bowl Ads - The Best, Worst & Lessons Learned

We love advertising. Just like a great column, essay or novella, they're short, concise and designed to educate, persuade and/or sell a service, product or idea with clarity and, often, brevity. From direct mail, billboard or brochure to radio or TV ad, when done well, they can be a work of art. And when done poorly, a waste of time, effort and dollars. At \$1 million dollars for 30 seconds of airtime (before figuring in production expenses), the Super Bowl is considered by many to be the Holy Grail of TV ads. We agree. Our choices for the best and worst:

First Quarter: [Pepsi](#) and [Audi](#)  
Second Quarter: [Snickers](#)  
Third Quarter: [Eminem Chrysler](#) and [NFL Memories](#)  
Fourth Quarter: [Verizon](#) and [Bridgestone](#)  
Our Candidate for Worst Ad: [Groupon](#)  
All of the [2011 Super Bowl Ads](#)  
All of the [2010 Super Bowl Ads](#)

[Super Bowl Ads - Lessons Learned](#) New York Times  
[Marketing Tips from Super Bowl Ads](#) Entrepreneur Magazine



Levick Strategic Communications' Bulletproof Blog

### Where's the Beef, Taco Bell?

In response to a lawsuit alleging that its "seasoned beef" filling fails to meet U.S. Department of Agriculture (USDA) standards, the restaurant chain has launched a communications offensive that has CEOs around the country standing and cheering. [Read more](#)

## Are We In Your Speed Dial?

[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?



Walter & Haverfield

## Should Judges "Friend" & "Tweet"?

From the desk of attorney [Darrell Clay](#): Earlier this month, the Ohio Supreme Court's Board of Commissioners on Grievances and Discipline issued Advisory Opinion 2010-07, which concluded that judges are not prohibited from using Internet social networking websites such as Facebook, Twitter, and the like. However, the Board strongly cautioned that, "As with any other action a judge takes, a judge's participation on a social networking site must be done carefully in order to comply with the ethical rules in the Code of Judicial Conduct."

In reaching this conclusion, the Board departed from the per se prohibition against social networking by members of the judiciary that had recently been adopted in Florida. Instead, the Board advised that judges' use of social networking sites must adhere to various provisions of the Ohio Code of Judicial Conduct. For example, a judge must maintain dignity in every comment posted on a social networking site; a judge should not comment on a social networking site regarding matters pending before the judge; a judge should not view a party's or witnesses' social networking pages, nor should a judge use social networking sites to obtain information regarding a matter pending before the judge. Perhaps most importantly, the Board cautioned that a judge should recuse himself or herself from a matter when the judge's social networking relationship may suggest bias or prejudice concerning a lawyer or party appearing before the judge.

Advisory Opinion 2010-07 represents a balanced and common-sense approach, one that permits judges to be as "plugged in" as other citizens, while at the same time maintaining the standard of impartiality that is so critical to our system of justice in this country.

To read the Court's news release and opinion, click [here](#).



Business Emergency Planning Institute

## Your Business Emergency Planning Resource

The BEP Institute helps businesses, nonprofits and government entities plan, prepare and practice for all types of disruption scenarios through seminars, custom training, conferences and networking opportunities with service providers. [Read more](#)

## Kenneth Cole Steps In It

The respected luxury brand tries to link its new line to social and political upheavals taking place in Egypt. When called on it, their apology makes it worse. [Read more](#)



The Atlantic

### The Unexpected Return of Duck & Cover

Sixty years ago, in 1951, Ray Maurer and Anthony Rizzo produced a film for the federal government's Civil Defense agency in response to Soviet nuclear tests. Featuring an animated turtle named Bert and real-life schoolchildren from New York, the film, [Duck and Cover](#), became an icon of the Cold War, seen by many as evidence of the absurdity of the government's response to the nuclear threat. Against the threat of a nuclear attack, how much good would diving under a desk really do?

Originally aimed at teaching children how to respond to a surprise nuclear strike, by the 1980s Duck and Cover was a piece of 1950s kitsch, mocked in such anti-nuclear films as *The Atomic Cafe*. But now "duck and cover" is back, not as kitsch but once again as serious advice from the federal government. [Read more](#)



Curated by Hennes Paynter Communications

### Short Takes

[Radio Host Crosses Line with Michael Vick](#) SportsNewser

[Diane Sawyer & Sue Sylvester Twitter Feud](#) Huffington Post

[How Do You Pronounce GIF?](#) The Atlantic

[Technology & Psychology: The Never-Before-Revealed Details of Why John Edwards Finally Confessed to His Affair](#) Huffington Post

[Are You Ready For a Social Media Crisis?](#) Bulldog Reporter

[How "Morning Joe" on MSNBC Pics Its Music & Uses It to Capture the Show's Vibe & Connect With Its Audience](#) The Poynter Institute



Hennes Paynter Communications

### Check Out Bruce & Barb's Schedule

2/24/11 Lakeland Nonprofit & Public Service Center & Lakeland

Community College (4 hours)

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

(NOTE: SNOW DATE February 24, 2011)

**Co-Sponsors: Lakeland Community College Police Department, Lake County General Health District, Lake County Sheriff Daniel A. Dunlap, Ashtabula County Emergency Management Agency, Lake County Educational Service Center, Lake Communicators, American Red Cross - Greater Cleveland Chapter, Business Emergency Planning Institute.**

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.

#### 3/10/11 Business Volunteers Unlimited

Marketing, Communications and Social Media for Catholic Schools

Sponsored by SDG Advisors

[Details & Registration](#)

**3/10/11 Cleveland Metropolitan Bar Association - Real Estate Planning Institute (1 hour)**

Managing the Message

**3/30/11 Ohio Provider Resource Association (1 hour)**

Crisis Communications: Planning for Situations Threatening Your Organization's Reputation and Ability to Fulfill Its Mission

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

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

Managing the Media: Crisis Communications & Media Relations

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)**

**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?**

Don't miss a single issue. To get your own subscription, simply send your name, email and a few words about who you are and what you do to [info@crisiscommunications.com](mailto:info@crisiscommunications.com).



**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.

**HENNES**  **PAYNTER**  
COMMUNICATIONS

CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

[www.crisiscommunications.com](http://www.crisiscommunications.com)  
216.321.7774





## Administrivia

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

**LINKS:** All of the links above include "icptrack." This is placed by iContact, the service we use to design and send out this e-newsletter. In this manner, we do receive "web analytic" information aggregating information about how our readers use this e-newsletter. We will not share this information with anyone. Promise.

**SUBSCRIBE/REMOVE:** A subscription to our Crisis Comm & Media Relations E-Newsletter is free. To subscribe, please follow the instructions below or simply send your name, email and a few words about yourself to [info@crisiscommunications.com](mailto:info@crisiscommunications.com)

**COPYRIGHT:** Unless otherwise noted, Hennes Paynter Communications LLC owns the material contained in this newsletter. However, we don't own the copyright for most of the articles we reprint or link to nor do we have permission to grant secondary reprint rights to you. Should you want to reprint any copyrighted material, we suggest you contact the author directly.

**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.

**LEGALESE:** This e-newsletter is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sent with the understanding that Hennes Paynter Communications LLC, our employees, contractors, the authors or individuals quoted above are not engaged in rendering legal service or advice. If legal advice is required, the services of a competent attorney should be sought.

**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.



© Hennes Paynter Communications 2011

This message was sent to [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com) from:

Bruce Hennes | 2841 Berkshire Road | Cleveland, Ohio 44118

[Manage Your Subscription](#) | [Send To a Friend](#)

