

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

Crisis Comm & Media Relations E-Newsletter

February 15, 2012

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

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.



Politico & Forbes

Can Susan G. Komen Recover from Planned Parenthood Funding Fiasco?

What does it take to bounce back from one of the worst public relations disasters in foundation politics?

Crisis management experts say Susan G. Komen for the Cure has already taken the right first step to move on from the P.R. disaster that resulted from its decision to cut off grant funding to Planned Parenthood. It reversed its decision - and quickly, before the damage got even worse. But it's going to take a lot more, they say, to win back the almost universal goodwill the organization had before it became embroiled in abortion politics. [Read more from Politico.](#)

Forbes Magazine, too, has an excellent how-to take on the situation: [READ MORE](#)



AdvertisingAge

Consumers Rally Around JC Penney, Ellen in Face of Anti-Gay Group's Hate Campaign

The hate campaign launched last week by One Million Moms against JC Penney for its pick of Ellen DeGeneres as the brand's new spokeswoman seems to have backfired. The retailer is winning support from consumers who are taking to the social web to pledge that they'll shop at JC Penney stores more than they ever have before.

[READ MORE](#)



National Law Review

Anonymous Bloggers And The First Amendment: When And How Your Company Can Identify Its John Doe Defendants

The exponential growth of the internet is also seeing an increase in the number of legal actions against "John Doe" defendants. John Doe is really synonymous with an anonymous speaker (blogger), who may be liable for claims such as copyright infringement, trademark infringement, or defamation. Fortunately, there is guidance from the courts so your company can increase its chances of identifying these anonymous bloggers, if necessary. [READ MORE](#)



Nieman Journalism Lab

The Newsonomics of the Long Goodbye: Kodak's, Sears' and Newspapers'

Just in recent weeks, both Kodak and Sears have percolated back into the news, offering headline writers a dilemma borrowed from the classic Saturday Night Live Weekend Update line, "Generalissimo

Francisco Franco is still dead."

How *long* have these companies been dying? Yes, it was a surprise sometime a long time ago, that digital media was challenging Kodak and that Wal-Mart, Target, Kohl's, and later Amazon were making life difficult for one of America's retailing pioneers. Ask an American *in 1990* if they could imagine a world without Kodak. Or a shopper of a world without Sears. Now, in 2012, it's a lot easier to imagine. These are companies ebbing away, drip by agonizing drip. Which reminds us, of course, of the newspaper industry, and the question still on some lips: Can you imagine a world without newspapers? Now two years into the tablet, it's much more easily imaginable.

[READ MORE](#)



National Public Radio

On-Air Warnings: Sex, Violence, Children and Common Sense

Before we begin, a note of warning: *the topic we are about to explore may not be suitable for our young listeners.*

Heard this before?

These warnings regularly make an appearance on NPR programming as a cue to parents or listeners wary of graphic content that they might want to turn down the dial for a few minutes. [READ MORE](#)



Hennes Paynter Communications, along with [Nighttown](#), is proud sponsor of a film at the upcoming Cleveland International Film Festival. Our film is *Under African Skies*, about Paul Simon's return to South Africa 25 years after releasing *Graceland*. We hope you'll join us for this special evening.

For information about the 36th Annual Cleveland International Film Festival, click [here](#). .



2163 Lee Road
Cleveland Heights, OH 44118

Please join us on Thursday, March 29 for a special screening of UNDER AFRICAN SKIES at the Cedar Lee Theatre in Cleveland Heights.

You must have a Film Festival pass or UNDER AFRICAN SKIES ticket for admission to the pre-party and the film.

Sponsored
by:



HENNES PAYNTER
COMMUNICATIONS
www.crisiscommunications.com

Under African Skies

Directed by Joe Berlinger
USA, SOUTH AFRICA 2012
101 minutes
(see page 127 for film description)

Thursday, March 29

5:00 PM

Pre-Film Reception at Nighttown
(12383 Cedar Road, Cleveland Hts.,
OH 44106)

7:15 PM

(please find your seats by 7:00 PM)
Film Screening at the Cedar Lee Theatre
Code CLEE29

9:30 PM

Dinner specials until 12 Midnight
at Nighttown

News From Hennes Paynter



Hennes Comments on JFK

A new book offers salacious details of an 18-month affair John F. Kennedy had with a 19-year old intern. Last week, our local NBC affiliate asked Bruce Hennes to come to their studio where they posed this question to me: Does JFK need a reputation rehab?

You can see the video answer [here](#).

Speaking of JFK, a hat tip to Vic Gideon over at University Hospitals for correctly catching the Secret Word: "vigah."

We Won

For the third year in a row, Hennes Paynter Communications won the top award for crisis communications work from the Greater Cleveland Chapter of the Public Relations Society of America. On December 2, the firm won the 2011 gold "Rocks" award for its work on behalf of Saint Joseph Academy, the only Catholic all-girls' school in the city of Cleveland.

In 2010, Hennes Paynter won a gold "Rocks" award for its work on behalf of The MetroHealth System, which faced public scrutiny when the organization's vice president of construction and his assistant were implicated in a bribery and kick-back scheme.

In 2009, Hennes Paynter won the coveted "Best of Show" award from the Cleveland Chapter of the Public Relations Society of America for its work with another agency on the national peanut butter recall.

For more information on all of the above, please check out our website at www.crisiscommunications.com

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.

To all, a happy and healthy 2012.

But if things don't go as planned - call us.

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.

Hennes Paynter is proud to support [WCPN-FM](#) ,

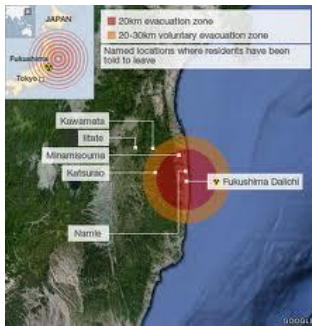
Cleveland's National Public Radio affiliate.



CommPro.biz, Latergy & VideoVoyeur

Braille Burgers for the Blind

Wimpy, a Famous Brands company, is a fast food restaurant chain in South Africa that launched a meaty campaign last month that has whet our appetite. We share the centerpiece of the campaign because it is another example of powerful video marketing with the emphasis on visual storytelling. The subject of the video? How about a "braille burger" for the blind? [READ MORE](#)



Emergency Management

Fukushima Fallout--Loss of Trust and Why Credibility Rules Supreme

The Fukushima nuclear disaster was one of 2011's and the decade's most significant events. With over 19,000 lives lost it ranks up in natural disasters, but the changes this event has brought in global attitudes toward nuclear power will reverberate for decades. Another likely victim of this disaster was the trust that the Japanese citizen seemed to inherently have in their government and institutions -- like Tepco, the Tokyo energy company responsible for Fukushima. [READ MORE](#)



Connect Institute

Social Media Training

Cleveland's Connect Institute provides engaging education courses focusing on business, marketing, and professional development. Instructed by industry professionals, you will learn relevant practices adopted by the most innovative businesses today. Take a class to get ahead and discover your full career potential. Class sizes are limited to 30, so be sure to sign up today.

The Winter 2012 Series includes:

- 2/22 Social Media Case Studies
- 2/29 Content Marketing & SEO for Business
- 3/7 Blogging for Your Brand
- 3/14 LinkedIn: A Guided Tour of Features & Strategies
- 3/21 Intro to Online Advertising: Paid & Organic Search Strategies

Faculty Director for the Winter 2012 Series is Geof Pelaia, well-known Cleveland social media specialist. Classes will be taught by a network of professionals associated with each topic who'll share their insights and expertise. All classes run from 4:00 p.m. - 6:00 p.m. and take place at the offices of Hennes Paynter Communications, on the 32nd floor of Terminal Tower in Cleveland.

The cost for each seminar is \$29. However, readers of this e-newsletter will receive a 50% tuition reduction

by using the discount code **HennesPaynter** when you register.

To register, or for more information, go to www.connectinstitute.com.



Curated by Hennes Paynter Communications

Short Takes

[The Best City Time-Lapse Videos](#) The Atlantic

[How to Survive a Media Interrogation](#) PRDaily

[Find & Translate 10,000 Newspapers](#) Google

[Why Radio Still Matters in the New Media Era](#) CommPR.biz

[Creating Online Ads We Want to Watch](#) Harvard Business School

El Caminito del Rey (English: The King's little pathway) is a walkway now fallen into disrepair, along the steep walls of a narrow gorge in Málaga, Spain. If you have even the slightest fear of heights, [this short video](#) will scare the pants off you.



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

2/15/12 Portage County Human Resource Association (1 hour)
Communicating Effectively During a Crisis

**2/16/12 Cuyahoga County Law Directors Association & Cleveland Metropolitan Bar Association
Government Section (1 hour)**
Crisis Communications

2/16/12 Lorain County Society for Human Resource Management (1 hour)
Crisis Communications

3/16/12 American Bar Association Bar Leaders Conference, Chicago (1 hour)
Crisis Communications

3/21/12 Contingency Planners of Ohio (1 hour)
Crisis Communications & Social Media Co-Presenter: Scott Juba

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

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

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

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.

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 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.**

HENNES  **PAYNTER**
COMMUNICATIONS

CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

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 a tracking code. This is placed by Constant Contact, 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 any information specific to you 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. If you want your name removed, please send an email with the word "remove" in the subject link or use the link below to unsubscribe.

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.

