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

## Crisis Comm & Media Relations E-Newsletter

February 1, 2013

**Now in our 11th Year of Publication**

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

[Bruce Hennes](#)   [Barbara Paynter APR](#)    
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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.



### Don't Watch the Super Bowl !!

[The Best Super Bowl Ads of 2013](#) *Mediaite*

Either you're like us - or you know someone like us. The best part of the Super Bowl is the ads. So the heck with Sunday's Big Game. Click on the link above and watch the ads now. Now that you are free to skip the game, here are some small screen alternatives, courtesy of the Houston Chronicle: a "Law & Order" marathon on TNT; an "NCIS" marathon on USA; a "Snooki & JWoww" marathon on MTV; a "Rachel vs. Guy: Celebrity Cook-Off" marathon on the Food Network; a "World's Strongest Man Competition" marathon on ESPN; and, of course, the "Puppy Bowl" on Animal Planet (oh, how we love the water bowl cam).



### NFL Fumbles

[NFL Can't Afford an End Run Around its Crises](#) *CrisisExpertsBlogspot*

A few years ago, it was a work stoppage. Last year, it was the bounty crisis in New Orleans, which cost Sean Payton a full season of coaching. And now, the family of Junior Seau is suing the NFL, claiming the former San Diego linebacker's suicide was the result of brain disease caused by violent hits he sustained while playing football. The wrongful death lawsuit recently filed blames the NFL for its "acts or omissions" that hid the dangers of repetitive blows to the head.

[Super Bowl Media Day: Stupid Questions](#) *DailyDownload*

[Want Singers to Do the National Anthem Live? Don't Ridicule Flubs](#) *The Atlantic*

[Beyoncé Shows the World How to Respond to a Controversy](#) *PRNewser*



## Message Headline

[Should What Happens at Applebee's Stay at Applebee's?](#) *The Atlantic*

A stiffed server, an uploaded receipt, a digital backlash -- it's all a case study in how the Web changes the power dynamic between servers and customers.



## The Most Naive Person on the Planet?

[Te'o-Couric Shows Value of Follow-Up Questions](#) *Poynter*

Did Manti Te'o make a good damage-control decision when he decided to give his first big post-non-dead-girlfriend interview to Katie Couric? Far from it.



## Inevitable Trend?

[Syracuse Newspaper Transforms This Week to Digital First](#) *Poynter*

"I used to teach at the Newhouse school, and I would say the very first day, 'What's the most important thing a newspaper can do?' I would hear these great answers: raise hell, protect the poor," said Stephen Rogers, publisher of the Post-Standard in Syracuse, New York. "The most important thing a newspaper can do is make money, because if you're not solvent you can't do a god-damn thing. You have to make money. You have to have a successful business before you can do all the things you want to do." It's with that goal in mind that The Post-Standard enters its newest incarnation, which converted to a 3-day a week publishing schedule on February 1. Here's what Syracuse can expect - maybe your home town newspaper soon, too?



## Lyin' Lance

[How Aggressive Narcissism Explains Lance Armstrong](#) *The Atlantic*

Given his persistent lying and bullying, his arrogance and apparent indifference to the feelings of others, and the pain he inflicted on so many people, it's difficult to feel much compassion for Armstrong -- to even care to understand why he behaves the way he does. But let's try.

[Armstrong Blew His Last Chance](#) *AdAge*

Other disgraced athletes have made comebacks, so how marketable is the former champion cyclist? Not at all.

[Expert: Armstrong Body Language "Unsettling"](#) *USA Today*

[Lance Armstrong Joins the Ranks of Famous TV Confessors](#) *Today.com*



## Teachable Moments and Outrage Management

[Using Sandy Hook to Promote Gun Control](#) *Peter Sandman*

Risk and crisis communications expert Peter Sandman believes those seeking laws to restrict certain type of weapons can and should frame the recent Sandy Hook shootings as evidence of the need for new gun laws, and capitalize on the outrage the shootings have aroused to mobilize support for those new laws. "That's what anti-gun activists are doing, and they're right to do it," said Sandman. But he also thinks anti-gun activists should also seek support - or at least try to diminish opposition - from people who like guns and cherish their gun rights, but might nonetheless be willing to see sensible laws passed to reduce the risk of more Sandy Hooks. "Those are the people I think the gun control movement is needlessly infuriating. Instead of writing them off, I would like to see the movement working to manage their outrage."

On the subject of school shootings, our colleague, Gerard Braud, offers **a list of crisis comm suggestions for schools**: 1. The media show aerial video and speculate because no official

spokesperson comes forward in a timely manner; 2. Social media becomes both helpful and harmful. On the one hand it can be a place for updated information, but in this case Facebook is a place for ugly discussions while Twitter is a repetition of both current and out of date tweets; 3. Without an official spokesperson, the media are interviewing as many students as possible. Some are more knowledgeable and forthcoming than school officials and some are fueling rumors in the absence of an official spokesperson; 4. The school's website fails to give accurate, timely information. For the rest of Gerard's list, click [here](#).

## News From Hennes Paynter



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

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



### From the Ain't Love Grand Department

[How a "Perfect Wedding Announcement" Came to Be](#) Poynter

Ada Laurie Bryant and Robert Mitchell Haire set a high bar for media coverage of future weddings this year: Not only was their union written about by *The New York Times*, but the *Times*' announcement charmed writers at *Cosmopolitan*, *The Washington Post* and even science blogger Mark Hoofnagle. It also made *Gawker*. One line in *The New York Times*' "Weddings & Celebrations" column in particular turned these presumably hard-bitten wedding announcement writers to mush: "The bride, 97, is keeping her name."



### The Boneyard

*The Best Years of Our Lives* is a 1946 American drama film about three United States servicemen trying to piece their lives back together after coming home from World War II, recounting the difficulties experienced by men returning to civilian life. The film won seven Academy Awards, including Best Picture, Best Director and Best Actor. For our money, the film still stands tall, even when compared to *Coming Home* and *The Deer Hunter*. In one pivotal scene during *The Best Years of Our Lives*, one of the veterans, played by Dana Andrews, wanders into a vast "aircraft boneyard." Inside the nose of a decommissioned B-17, he relives the intense memories of combat. We thought of that scene when we recently came across *Airmen*, "the Official Magazine of The American Air Force" featuring photos of the "boneyard" today, where

aircraft parts are stored for future use. The planes, the parts and the photography are worth a look. We hope you'll agree. You can see them all [here](#).



## Short Takes

[Tech Savvy Skills You Need to Acquire Before a Social Media Crisis](#)

*Melissa Agnes*

[I Don't Understand What Anyone is Saying Anymore](#)

*Harvard Business Review*

## [Point of View](#)

From Britain's The Guardian, a 30-second video about the true value of newspapers.

[10 Rules for Using the Apostrophe](#) *PRDaily*

[Train Everyone, Including the Band](#) *Continuity Insights*

[Movies About Journalism & Reporters](#) *Journalistics*



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.

2/12/13 Rotary Akron

2/13/13 Nonprofit Webinars

2/21/13 International Association of Business Communicators

3/8/13 Stark County Safety Council

3/14/13 Cleveland Engineering Society Design & Construction Conference

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

3/26/13 Painesville Rotary

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.

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### Know someone who might benefit from this newsletter?

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

### Recent seminar sponsors include:

Akron Bar Association  
American Bar Association  
American Great Lakes Ports Association  
Bowling Green State University  
BVU - The Center for Nonprofit Excellence  
Columbus Bar Association  
Cuyahoga Community College  
Cuyahoga Cty. Emergency Mgmt. Agency  
Cuyahoga County Fire Chiefs Association  
Cuyahoga County Police Chiefs Association  
Holmes County Board of Health

Lakeland Community College  
Licking County Safety Council  
Lorain Cty. Society for Human Resource Mgmt.  
Mansfield Economic Club  
Maritime Attorneys of The United States  
Ohio County Auditors Association  
Ohio County Prosecutors Association  
Ohio Mayors Association  
Ohio Municipal League  
Southern State Community College

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

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, has 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

In these days of 24/7 instant news, where Twitter and Facebook exponentially amplify crisis

situations, organizations simply cannot wait until a legal decision is rendered. They must be prepared to vigorously defend their position in a wide variety of venues, as well as media outlets.

Hennes Paynter Communications works with corporations, government agencies, non-profits, schools, hospitals and educational institutions to communicate their way through legal and reputational challenges ranging from criminal charges and claims of medical and professional malpractice to plant closings, food and product liability issues, ownership and transition disputes that threaten the very existence of an organization. We are practiced in the art of working with attorneys and, in fact, are frequently brought in by attorneys who recognize the value we bring to the table. We often work with legal teams by immediately preparing for the Court of Public Opinion so they and their client are not declared "guilty" before they can even be heard in the Court of Law -- and sometimes, we can help forestall a situation from even spawning a court case at all.

The American Bar Association, numerous law firms and local bar associations have brought us in to do one of our seminars, including some who've 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.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

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