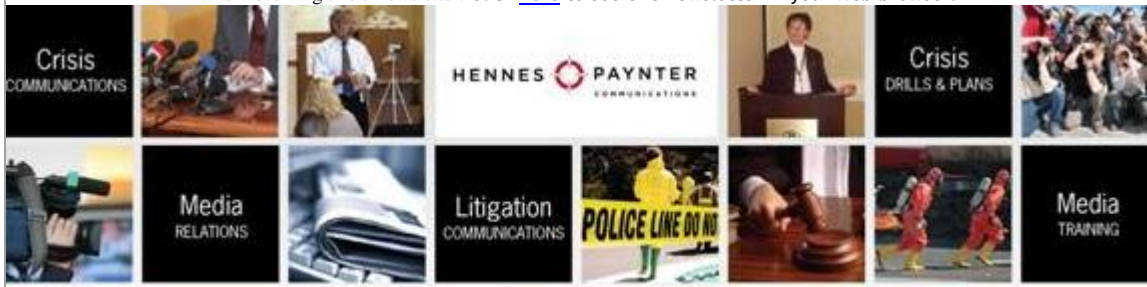


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## Hennes Paynter Communications Crisis Comm & Media Relations E- Newsletter

January 15, 2011

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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.



Columbia Journalism Review

### Violent Political Rhetoric

News and analysis continues to swell following the attempted assassination of Congresswoman Gabrielle Giffords in Tuscon, Arizona. With the Left pointing fingers at the Right and vice-versa, many in the middle say a pox on both their houses. While there is no apparent direct connection between the political rhetoric and the shooting, some argue that the lack of connection is no reason to shy away from a debate on the tenor of the national political discourse. "To treat the relationship between (the) bloodshed and the violent rhetoric... is an atmospheric one and not one of cause and effect. And to have the debate in some historical context—our current impassioned debate is nothing new; violent political rhetoric is as old as political violence. It is the tools...with which we communicate...and the reach of that rhetoric that has changed," said Joel Meares, writing for the prestigious Columbia Journalism Review. [Read more](#)

Joel Meares interviews Professor of Political Rhetoric Martin J. Medhurst [here](#).

FCC Commish: 'I Think the American Media Has a Bad Case of Substance Abuse Right Now.'" [Read more](#)



Public Affairs Council

### Lessons for Communicators From Unexpected Sources

Christine O'Donnell's come-from-nowhere Senate candidacy could hold lessons for business leaders. [Read more](#)

"Quiet Wisdom from Mister Rogers' Neighborhood" offers useful insights for organizations with public images to protect. [Read more](#)



## **Nora Jacobs New V.P. at Hennes Paynter**

We are very pleased to announce that Nora Jacobs, APR has joined our firm as vice president. Nora brings more than three decades of experience in the public relations field. She will be responsible for helping clients manage their response to reputational crises.

"Effective crisis management takes a special skill set that is best learned through real-world experience," said Barbara Paynter, partner at Hennes Paynter Communications. "Nora has that experience - successfully handling everything from product failures and worker exposure, to management transitions, activist attacks and labor issues. She is highly regarded for her ability to think strategically and bring successful solutions to all types of situations where communication management is critical to restoring an organization to normal operations. Her intelligent and calm approach to crisis management will serve our clients extremely well."

Nora previously served as executive vice president of Edward Howard Public Relations, where she was a member of its board of directors and executive committee, with management responsibility for its largest office as well as staffing and training firm-wide. Her client work has encompassed consumer and industrial products, healthcare, biotechnology, education and economic development, with assignments in both the non-profit and for-profit sectors. She has particular expertise in the healthcare field and with the chemical and plastics industry. Nora began her career at BFGoodrich Chemical Group.

Nora holds a bachelor's degree from Kent State University and a master's degree from John Carroll University. She is a member of the Kent State University Foundation Board, president of the Kent State Honors College Advisory Board, a director on the board of the Conservancy for Cuyahoga Valley National Park, an accredited member of the Public Relations Society of America and a member of PRSA's Counselors Academy.

A three-time Silver Anvil winner, the highest award given by the public relations profession, Jacobs is the recipient of numerous other communications awards, including a Gold World Award from the International Public Relations Association. She has received the Distinguished Honors Alumni Award from Kent State's Honors College, and the Distinguished Alumni Award from Kent's College of Arts and Sciences.

In 2009, she was presented with the Davis Young Award for Exceptional Mentors by the Cleveland Chapter of the Public Relations Society of America in recognition of the work she has done to help young professionals and others advance in the field.

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[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.

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?



ideastream®



New York Times

## **The Handwritten Letter, an Art All but Lost, Thrives in Prison**

In prisons across the country, with their artificial pre-Internet worlds where magazines are one of the few connections to the outside and handwritten correspondence is the primary form of communication, the art of the pen-to-paper letter to the editor is

thriving. Magazine editors see so much of it that they have even coined a term for these letters: jail mail.

[Read more](#)



Forbes

## **WikiLeaks' Julian Assange Wants To Spill Your Corporate Secrets**

In a rare interview, Assange tells Forbes that the release of Pentagon and State Department documents are just the beginning. His next target: big business.

[Read more](#)

[Facing Threat From WikiLeaks, Bank Plays Defense](#) New York Times

[Bank of America Sets Up WikiLeaks SWAT Team](#) Business Insider

The most common press error: how many of the leaked diplomatic cables in WikiLeaks's possession has the organization released publicly? [Read more](#)  
Columbia Journalism Review & Regret the Error



Phil Stella's Audience-Centricity Presentation Tips

## **Smart Practicing**

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about

"Smart Practicing." Read it all [here](#).

Congrats to Phil for winning his fifth consecutive APEX Gold Award for Writing, presented by the Lake Communicators, a Lake County-based organization for marketing and communication professionals in Northeast Ohio. 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 Communications

## Short Takes

The Business Emergency Planning Institute's [e-newsletter](#) and [website](#)  
[Onion Parody of 'SportsCenter'](#) New York Times  
[How to Pitch Associated Press](#) YouTube & AP  
[Sports Figures Mired in Muck](#) Business Insider  
[Take the Magazine Typeface Quiz](#) Mental Floss

[The Best-Ever Advertising Taglines](#) Forbes



Hennes Paynter Communications

## Check Out Bruce & Barb's Schedule

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

**2/3/11 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

**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)

**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.



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.

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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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