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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

January 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](#)  

Hennes Paynter Communications

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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.



Happy New Year !

Our annual list...

[JibJab Year in Review](#)

[Best Films of 2012](#) *Criterion Corner*

[Filmography 2012](#)

[Best Magazine Covers of the Year](#) *AdAge*

[Best Viral Ad Campaigns of the Year](#) *AdAge*

[Best Magazine Articles of the Year](#) *New York Times*

[Most Unforgettable Ad Campaigns of 2012](#) *Forbes*

[Best Viral Videos of the Year](#) *Forbes*

[Best and Worst Media Errors & Corrections of the Year](#) *Poynter*

[YouTube's Most Watched Ads of 2012](#)

[Best Video About Cleveland of the Year](#) *Downtown Cleveland Alliance*



Snow Fall

[Snow Fall - The Avalanche at Tunnel Creek](#) *New York Times*

"The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!" The very thing the 16 skiers and snowboarders had sought - fresh, soft snow - instantly became the enemy. Somewhere above, a pristine meadow cracked in the shape of a lightning bolt, slicing a slab nearly 200 feet across and 3 feet deep. Gravity did the rest."

The NY Times "Snow Fall" story pushes multimedia storytelling in an exciting direction, receiving [extraordinary praise](#). Is this the future of the web? [Here's](#) what the editor of the NYT told her troops.



Tragedy at Sandy Hook Elementary School

[The Stories Some Reporters Won't Write](#) Poynter

[The CT Governor Breaks the News to the Families](#) *New York Times*

[Praise for CT State Police Spokesperson](#) *Ragan's PRDaily*

[The Incorrect "Facts" in the First Few Hours](#) Poynter

[Marketers - How & When to Respond](#) *Ragan's PRDaily*

[Early Reports Always Messy-Raw UPI Teletype Reports from the Kennedy Assassination](#)

[Newspaper Publishes Names/Addresses of Local Gun Owners](#) Poynter

[School Shootings - What Should You Ask Your Child's School Now](#) *Emergency Mgmt.*



The Business Model for Your Newspaper is Likely Toast

[The Coming Death of the 7-Day Newspaper](#) *Nieman Journalism Lab*

Here, perhaps the single best explanation we've read about why The Plain Dealer will likely go to 3 days a week, and why many (perhaps most) daily newspapers in the U.S. will soon do the same.

[Writers/Editors - Think Like the Audience](#) *Nieman Journalism Lab*



Did U.S. Media Ignore Murdoch Attempt to Hijack the Presidency?

[Did Washington Post Underplay Story Due to Fear of the News Corporation Chairman?](#) *The Guardian*

From Carl Bernstein: "Murdoch's goal seems to have been nothing less than using his media empire - notably Fox News - to stealthily recruit, bankroll and support the presidential candidacy of General David Petraeus in the 2012 election."



Facebook Best Practice

[Brimfield Police Chief Uses Facebook](#) *The Plain Dealer*

Police Chief Oliver posts on Facebook to create a conversation with residents, but he's heard from people in 19 countries and 31 states. He recently wrote, "We had 1,544,000 visits this weekend. Facebook thought we were giving away LCD televisions." He posts pictures of missing children, missing puppies and quotes for the day. He won't post names or mug shots of those arrested. He doesn't want children to see their parents there. [Link to Police Chief's Facebook Page](#)



Uh-Oh

[Managing Negative PR](#) *Entrepreneur*

You're being criticized in public. It's hard to predict, and even harder to handle appropriately. It may come in the form of a Google Alert, a phone call inviting comment, or an email from a customer or colleague.

News From Hennes Paynter



Hennes Paynter Crisis Communications & Media Relations E-Newsletter.

Now in our 11th year of publication. Subscribers: 6501

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[The American Bar Association Comments on a Recent Presentation by Bruce Hennes](#)

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



My First Big Break

[Ken Burns](#) *TVNewser*

When you hear a letter written by Thomas Jefferson being read by actor Sam Waterston or see a photograph showing the intensity in the eyes of a Civil War soldier, you know you're watching a Ken Burns documentary.



Simpson Crazy

[Making the Headlines](#)

Founded in 1883 by Johnny Newspaperseed, The Springfield Shopper is Springfield's number one newspaper - in fact, after merging with The Springfield Times, Springfield Post, Springfield Globe, Springfield Herald, Springfield Jewish News and Hot S_x Weekly, it is now the only major newspaper in Springfield. At one time it was free, but the price has risen over a period of time and is currently sold at 50¢. Here is every headline from the Springfield Shopper and other newspapers/magazines (named where applicable) complete with screenshots and subheadings.



Short Takes

[Holiday Wishes from the Streets of New York](#) *The Atlantic*

[12 of Wikipedia's Greatest Sentences](#) *Mental Floss*

[The Greatest TV Sitcom of All Time](#) *Vanity Fair*

[A Never-Before-Seen Satellite View of Earth's Cities at Night](#) *The Atlantic*

[Ask an Economist: Which James Bond Villain Plan Would Have Worked \(and Which Not\)?](#) *New York Magazine*



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.

1/15/13 Construction Safety Council

1/31/13 Ohio College Personnel Association

2/12/13 Rotary Akron

2/13/13 Nonprofit Webinars

2/21/13 International Association of Business Communicators

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.

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



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](#) 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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**www.crisiscommunications.com
216.321.7774**



Administrivia

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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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