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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

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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.



Hennes Paynter Communications

The Tragedy in Japan

What happened in Japan last week defies description and imagination. Our hearts go out to the people of Japan and to those who lost loved ones.

In upcoming issues of this e-newsletter, we'll have links to articles about how mainstream and social media sites have been used to get information into and out of Japan, along with other lessons learned for today's communicators. In the meantime, we had a letter to the editor in The Plain Dealer this week on this subject. Regardless of where you live in the world, we hope you'll take these words to heart:

Northeastern Ohio doesn't have hurricanes or forest fires; tornadoes are relatively rare; our earthquakes are unmemorable; and tsunamis unlikely. But we're not totally immune from wide-spread disasters, like train wrecks and flooding. And let's not forget so fast the blackout five years ago (who among us really knew that when we lose power, we lose water?); the fact we're bracketed by two nuclear plants; and that terrorism can strike America's heartland, as happened in Oklahoma City when a terrorist destroyed an entire section of their downtown.

The largest companies and government agencies in town already have plans in place to cope with disaster. Most medium and smaller firms do not. Especially at risk are our nonprofit agencies, most of which also do not have emergency plans in place.

The tragedy in Japan must serve as a wake-up call for Clevelanders. Ready.gov is an excellent resource for business and personal preparedness. At the very least, individuals and families should have go-kits packed and ready to go at a moment's notice.

Bruce Hennes



NPR is a Symbol That Has Yet to be Defined

NPR understands it is being painted as lackey for the left. It had little choice but to act fast to prevent that perception from gaining wider acceptance. Now, the work begins. [READ MORE](#)

From The Columbia Journalism Review: The hidden-camera scandal that cost NPR CEO Vivian Schiller her job has reignited a longstanding discussion about the ethics of undercover journalism. Joel Meares looks at eight notable journalistic sting operations in recent history, from James O'Keefe to the Mirage Tavern, and assesses the relative merits of each. [READ MORE](#)

[Finding an Upside in the NPR Debacle](#) The Century Foundation

[NPR - Nightmare Public Relations](#) The Oregonian

[NPR Speaks for Itself](#) The NPR Ombudsman



Hennes Paynter Communications

CBC Mag Announces Best Speaker in Cleveland

Thanks to everyone who voted for me for Cleveland Business Connects Magazine's [Best Speaker in Cleveland Award](#). That title, however, went to [Katherine Miracle](#). Alas, I was one of two finalists for the award. While I don't know Katherine personally, colleagues tell me she's a terrific speaker and very much deserving of the title. Congratulations to Katherine -- and many thanks to Publisher Renee DeLuca Dolan and Editor Thomas Skernivitz from [CBC Magazine](#) for the terrific awards ceremony and especially for their fine magazine.

Bruce Hennes



Katherine Miracle
Best Speaker in Cleveland



Bruce Hennes
Second-Best Speaker in Cleveland

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?





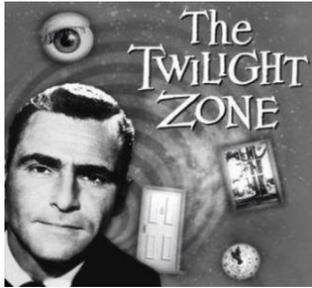
New York Times

When Marketing Reach of Social Media Backfires - Voice of AFLAC Duck Fired

Two large marketers, Aflac and the Chrysler Group, are struggling to answer that uncomfortable question in the wake of incidents that took place within days of each other. The incidents, involving remarks on Twitter that were

judged to be tasteless, inappropriate and insensitive, point out some inherent risks of social media.

[READ MORE](#)



YouTube

The Twilight Zone

"You unlock this door with the key of imagination. Beyond it is another dimension: a dimension of sound, a dimension of sight, a dimension of mind. You're moving into a land of both shadow and substance, of things and ideas; you've just crossed over into the Twilight Zone."

Rod Serling

There were 156 episodes of the original Twilight Zone, hosted by Rod Serling. Someone compressed all of them into a single 10 minute video. See them all [here](#). Our personal favorite: "To Serve Man." And did Twilight Zone have stars? From John Astin, Martin Balsam, Robert Duvall and Diana Hyland to Vera Miles, Billy Mummy, Leonard Nimoy, Robert Redford, William Shatner and Inger Stevens. Here's the [entire list of guest stars](#).



Sorry Works! Coalition

5 Things You Should Know About Disclosure

The actual title is 5 Things DOCTORS Should Know About Disclosure. But the concept behind a successful disclosure and apology policy is applicable to businesses, nonprofits and government agencies of all sizes and missions.

An enormous and growing body of data shows that disclosure coupled with apology (when appropriate) actually reduces lawsuits, litigation expenses and settlements/judgments. The key is anger; disclosure and apology keep a lid on anger, whereas traditional deny and defend risk management strategies increase anger felt by patients & families and increase the likelihood of costly litigation. Hennes Paynter belongs to the Sorry Works! Coalition. You should, too. [READ MORE](#)



Hennes Paynter Communications & Nighttown

Cleveland Int'l. Film Festival 3/24 - 4/3

Hennes Paynter Communications has arranged two great deals for our newsletter subscribers and customers with the [Cleveland International Film Festival](#). First, we are offering a special discount screening of the film "With

Love, From the Age of Reason" at the Cedar Lee Theatre on Wednesday, March 31, with free appetizers at [Nighttown](#) prior to the film and special dinner and drink prices and music back at Nighttown after the film.

Second, we have arranged for \$2 off every film at the Film Festival for you - subscribers to our Crisis Comm E-Newsletter. Read more below.

"With Love, From the Age of Reason" is about Margaret, who visits her childhood village and by reconnecting with people who see in her the girl they once knew, she starts finding her way to the woman she vowed to become. "With Love, From the Age of Reason" is an absolutely charming film

starring the ravishing Sophie Marceau. For more info about the film, click [here](#).

\$2.00 off every ticket for the showing of "With Love, From the Age of Reason" and ALL CIFF Films

Online: Use the code **NIGHT** when purchasing tickets at www.clevelandfilm.org

Phone: Use the code **NIGHT** when calling 877-304-FILM (3456).

Store: Use the code **NIGHT** at the Film Festival Store in the lobby of Tower City Cinemas.

Ticket prices (before discount)

\$10 Cleveland International Film Festival Members

\$12 Non-Members

\$10 Students & Seniors (day of show only)

Hennes Paynter Communications & Nighttown are proud sponsors of the 35th Cleveland Int'l. Film Festival.



Curated by Hennes Paynter Communications

Short Takes

[Strange Celebrity Advertisements Abroad](#) The Telegraph

[Ten Ways to Repurpose Your Media Coverage](#) PR In Your Pajamas

[Media Mashups](#) The New York Times

[A Primer on Risk Communications](#) Agency For Toxic Substances

[How to Manage Online Passwords](#) Westfield Insurance

[Top 10 Tips for Responding to Negative Comments](#) ASPCA.org

[Journalist Finishes "Steinbeck Project" & Exposes "literary myth/marketing fraud"](#) Poynter.org

[Forget Everything You Know About Downtown Cleveland](#) Downtown Cleveland Alliance



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

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](#)

Co-Sponsors: Cuyahoga County Board of Health, Cuyahoga County Fire Chiefs' Association, Cuyahoga County Police Chiefs' Association, Cuyahoga County Mayors & Managers Association, Business Emergency Planning Institute, American Red Cross - Greater Cleveland Chapter

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.

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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 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.



www.crisiscommunications.com
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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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