



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

## Crisis Comm & Media Relations E-Newsletter

March 15, 2012

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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.

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Corporate Counsel/Law.com



### Rush Limbaugh's Sorry Approach to Corporate Communications

Rush Limbaugh clearly chose the wrong words. . . even when he was apologizing.

Limbaugh's comments about a Georgetown University law student who had the gall to speak out in favor of Catholic university health plans being required to cover birth control had the country in an uproar. Shortly thereafter, Limbaugh offered an apology. But was it really an apology? Was it heartfelt? Did the apology have integrity? Most observers said no.

As is often the case in these high-profile crisis situations, there's a lesson in all this for corporate America. If you're in a position where you have to apologize for your behavior. . . do it right.

[READ MORE](#)

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Ragan's PRDaily & Forbes



### 5 Crisis PR Lessons From the Goldman Sachs Resignation

In an Op-Ed in last week's New York Times, Goldman Sachs executive Greg Smith issued a damning resignation letter, in which he says the firm's culture has deteriorated in his 12 years with the company. The problem, he writes, is that the firm cares more about making money and less about taking care of the customer.

The letter became an immediate trending topic on Twitter and has already spawned a clever parody, "Why I'm Leaving the Empire, by Darth Vader." And it's a major PR headache for the much-maligned firm. In London's Telegraph paper, Iain Thomas writes, "This is what is known as a public relations disaster."

Although this story is still developing, it does offer some important reminders for people working in PR departments or at PR firms. [READ MORE](#)

For a more in-depth perspective, here's [Forbes' take on the situation](#).

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Ragan's PRDaily

## Gap's Social Media Policy a Guide for Other Companies

Gap Inc., struggling to make its brands stand out in today's crowded marketplace, is turning its workforce loose on social media in an attempt to recreate some of the buzz for which it was known in the '80s and '90s.

The clothier-which operates the Gap, Banana Republic, Old Navy, and Athleta chains-gives each of its 134,000 employees a no-nonsense social media policy, and nowhere does it recommend to "just cinch it." The policy is broken down into three categories, "Keep in mind," "How to be the best," and "Don't even think about it." [READ MORE](#)



New York Times

## Six Tips for Better Portraits

Why do people look so blank, so vacant, so unnatural in portraits?

Peter Hurley, a leading head-shot artist for actors, celebrities and executives, said people look like badly embalmed cadavers because they try to pose, but lack the skill to look natural doing it. Even professional models, experts at a certain haughty look, seldom know how to look natural. "I have to deprogram them into something that is more real," said Mr. Hurley.

How does Mr. Hurley get the personality to shine through in a flattering way? Here are some of his top tips. [READ MORE](#)



Hennes Paynter Communications, along with [Nighdtown](#), is proud sponsor of a film at the upcoming Cleveland International Film Festival (CIFF). 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](#).

**See below for reduced prices for Friends of Hennes Paynter Communications.**





Noted [Tim Dimoff](#), chapter president, as he presented the award, "Bruce absolutely loves what he does for a living, and he does it with passion and perfection."

Last year, Hennes received the Communicator of the Year award from the International Association of Business Communicators. He is also the recipient of the Cleveland Metropolitan Bar Association's first-ever President's Award and serves on that group's executive committee. He also has received the President's Special Award for Extraordinary Service from the Cuyahoga County Bar Association and two Vega awards from The American Red Cross.

Hennes Paynter Communications is one of the few U.S. firms focused exclusively on crisis communications. Hennes Paynter serves corporations, government agencies, law firms, education and healthcare institutions and non-profits.

### **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](http://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.

**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.

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Gigaom



## Encyclopedias are Like Journalism: It's Better When They are Open

Anyone who grew up with the Encyclopaedia Britannica could be forgiven for getting a little misty-eyed about the legendary publication doing away with its printed version after more than two centuries, even if the move seems unsurprising (and more than a little late).

But memories of those old, dusty volumes aside, there is no question that the creation of a storehouse of knowledge about the world is far better done via a networked and distributed model like Wikipedia's than with a centralized and proprietary approach like Britannica's.

As we are finding with journalism and the news business, knowledge building gets better when there are more people involved. The process may be chaotic, but the result is superior.

[READ MORE](#)

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Slate



## The Greatest Paper Map of the United States You'll Ever See

American mapmaking's most prestigious honor is the "Best of Show" award at the annual competition of the Cartography and Geographic Information Society. The five most recent winners were all maps designed by large, well-known institutions: National Geographic (three times), the Central Intelligence Agency Cartography Center, and the U.S. Census Bureau.

But earlier this year, the 38th annual Best of Show award went to a map created by Imus Geographics - which is basically one dude named David Imus working in a farmhouse outside Eugene, Oregon.

So what makes this map different from the Rand McNally version you can buy at a bookstore? Or from the dusty National Geographic pull-down mounted in your child's elementary school classroom? Can one paper wall map really outshine all others-so definitely that it becomes award-worthy? We're here to tell you it can. This is a masterful map. And the secret is in its careful attention to design. [READ MORE](#)

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Forbes

## Citizens United in the Age of Transparency: Donate at Your Own Risk

It should hardly surprise anyone if Citizens United v. Federal Election Commission - the landmark Supreme Court decision that prohibits government from placing limits on independent political spending by corporations and unions - is a bit more on people's minds these days. The second anniversary of the decision is just behind us ([January 21](#)) and, of course, the presidential campaign has intensified attention on who gave how much to whom and why.

Richard Levick writes, "I am particularly curious to see the further discussion of Citizens United that should occur this term after the Supreme Court decides *Kiobel v. Royal Dutch Petroleum* which includes a defense, upheld in a federal court, that corporations cannot be held liable for human rights violations because they are not "natural persons." The substantive argument in Citizens United is, of course, the opposite, that a corporation has personhood and therefore First Amendment rights. It will be interesting to see how ideologues left and right, as well as SCOTUS itself, navigate this potentially immense contradiction. If you're "person enough" to write a check to a politician, you're person enough to pay a huge fine for crimes you're found to have committed."

[READ MORE](#)

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Curated by Hennes Paynter Communications

## Short Takes

[The Internet Remembers Monkees Singer Davy Jones](#) Social Times

[The Man Who Broke Atlantic City](#) The Atlantic

[10 Funniest Commercials of All Times](#) AdWeek

[21st Century Definition of Public Relations](#) The Holmes Report

[Cultural Differences Key in Food Crisis Communications](#) Food Product Design



Hennes Paynter Communications

## Check Out Bruce & Barb's Schedule

**3/21/12 Contingency Planners of Ohio (1 hour)**

**Using Social Media During Crisis Situations** Co-Presenter: Scott Juba

**3/22/12 Cuyahoga County Fire Chiefs' Association (2 hours)**

**Using Social Media During Crisis Situations**

Co-Presenter: Scott Juba

**4/2/12 Cuyahoga County Office of Emergency Management (4 hours)**

**Crisis Communications & Media Relations for Government Officials, Community Leaders, Nonprofits, Education, Business, Boards of Health, Medical Providers, Fire, Law Enforcement and Other First Responders**

Co-Sponsors: Cuyahoga County Police Chiefs' Association; Cuyahoga County Fire Chiefs' Association; Business Emergency Planning Institute; Cuyahoga County Mayors & Managers Association; American Red Cross - Cleveland Chapter

**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**

**4/27/12 Ohio Hotel & Lodging Association**

**Cleveland/Akron Lodging Council**

**Crisis Communications**

**5/5/12 Lakeland Community College (6 hours)**

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

**How Media Manipulate the News**

**5/15/12 Stark County Human Resource Association (1 hour)**

**How Media Manipulate the News**

**5/22/12 Licking County Safety Council (1 hour)**

**How Media Manipulate the News**

**6/28/12 Ohio Mayors Association (1 hour)**

**Crisis Communications**

**10/16/12 Medina County Safety Council (1 hour)**

**How Media Manipulate the News**

**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

**12/20/12 Cleveland Metropolitan Bar Association (4.5 hours)**

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

Co-Presenters: Deborah Coleman, Hahn Loeser; Virginia Davidson, Calfee

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).

**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.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

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

