



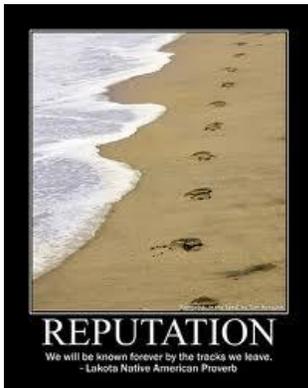
[www.crisiscommunications.com](http://www.crisiscommunications.com)

## Crisis Comm & Media Relations E-Newsletter

May 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.



The Economist

### What's in a Name? Why Companies Should Worry Less About Their Reputation

People have been debating reputation since the beginning of history. The Bible says that a "good name is rather to be chosen than great riches, and loving favour rather than silver and gold." Others have dismissed reputation as insubstantial - a "shadow" in Abraham Lincoln's phrase, or an "uncertain flame" in James Lowell's. Shakespeare provided material for both sides: Cassio described reputation as "the immortal part of myself", while Iago dismissed it as "an idle and most false imposition: oft got without merit, and lost without deserving."

Today's management-theory industry has no time for such equivocation. For its acolytes, reputation-or at least the corporate kind-is a "strategic asset" that can be "leveraged" to gain "competitive advantage, a "safety buffer" that can be called upon to protect you against "negative news," and a stock of "organisational equity" that can be increased by "engaging with the stakeholder community." [READ MORE](#)



MeatPoultry.com

### Manage the Recall - Not the Crisis

"Companies should respond quickly and effectively to consumers and the media. Companies should know who are the prominent bloggers and cultivate them like a traditional media journalist...Bloggers are the assignment editors for mainstream media...and they consider themselves to be journalists and should be treated as such. Additionally, companies should engage consumers through social media channels such as Facebook. Learn how to produce videos and other images, and make them in advance of a recall; don't allow outsiders to control images associated with the company or brand," says Gene Grabowski of Levick Strategic Communications. [READ MORE](#)



# Hennes Paynter Crisis Communications & Media Relations E-Newsletter Now Has 6000 Subscribers

Thank you for helping us reach this milestone.

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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.



The Atlantic

## Is Facebook Making Us Lonely?

Social media - from Facebook to Twitter - have made us more densely networked than ever. Yet for all this connectivity, new research suggests that we have never been lonelier (or more narcissistic) - and that this loneliness is making us mentally and physically ill. A report on what the epidemic of loneliness is doing to our souls and our society."

[READ MORE](#)



JimRomenesko.com

## What is Off the Record? Not for Attribution?

There are generally accepted definitions, but not universally accepted definitions. Know the differences, know the rules - and use with extraordinary caution. [READ MORE](#)



JimRomenesko.com

## How to Become a Rock Critic in 7 Easy Lessons

Isolate the primary facts. Create a vivid scenario. The function of voice. Variety through colloquialism. Emphasis through repetition. Style with punch. Build a vocabulary. Whether you harbor the

"Almost Famous" fantasy - or you just want to become a better writer - good writing is good writing. [READ MORE](#)



Curated by Hennes Paynter Communications

## Short Takes

[Top 10 Star Wars Ads of All Times](#) Social Times

[Lost Art of Writing an Op-Ed Piece](#) Ragan's PRDaily

[Newspaper Prom Dresses](#) 10,000 Words

[A Quick Lesson in Branding](#) Media Jobs Daily

[The World's Most Downloaded Man](#) The Atlantic

[And That's the Way It Was - The Fight Over Walter Cronkite's Original Sign-Off](#) Poynter



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

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

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

6/7/12 Ohio County Auditors Association (1.5 hours)

6/13/12 Southern State Community College (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

6/14/12 Business Volunteers Unlimited - Center for Nonprofit Excellence (3 hours)

Crisis Communications for Nonprofits

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

7/11/12 American Great Lakes Ports Association (1.5 hours)

9/6/12 NonProfit Direct: The NonProfit National Resource Director (1 hour)

Teleseminar: Crisis Communications for Nonprofits

9/11/12 Sales & Marketing Executives International (1 hour)

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

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

1/11/13 Ohio Prosecuting Attorneys Association (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).

**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 [where we've talked before](#)

and [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.



## 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.**



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.



