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Crisis Comm & Media Relations E-Newsletter

May 1, 2013

(If you're keeping track, we didn't publish an April 15 edition)

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.



Bombing in Boston - Lessons Learned

It's been about three weeks since the terrorist attack took place at the end of the Boston Marathon. Rather than recap who did what, we've gathered a series of articles illustrating crisis communications lessons learned along with behind-the-scenes stories behind the story from inside and outside the media. Our thoughts and prayers go out to those injured and killed by the bombings, our appreciation to the citizens of Boston and our thanks to the police, fire, EMS, FBI and other intelligence professionals who protect us.

[Investigating Terror in the Age of Twitter](#) *The Wall Street Journal*

After an arrest was reported in error, Boston police quickly knocked it down online.

[FBI Boston: Media Should 'exercise caution...before reporting'](#) *Poynter.org*

[How the AP Verified Photo of Boston Bombing Suspect Leaving Scene](#) *Poynter.org*

[News Media Weigh Use of Photos of Carnage](#) *The New York Times*

[Crisis Comms: When the Boston Bombing Suspects are Patients at Your Hospital](#) *Ragan.com*

[CNN: The Pressure to Be the TV News Leader Tarnishes a Big Brand](#) *The New York Times*

[Thou Shalt Not Stoop to Political Point-Scoring: A Journalist's Guide to Tweeting During a Crisis](#)

Slate.com

[How Social Media Managers Should React When Tragedy Strikes](#) *Ragan's PRDaily*

[Chicago Tribune Sends Pizza to Boston Globe](#) *Romenesko.com*

[The History of Mister Rogers' Powerful Message](#) *Slate.com*

In the wake of yesterday's Boston Marathon bombings, many took to social media to comment on the tragedy. One of the sentiments repeated again and again came from Mister Rogers.

[Resources To Help Families Deal with Traumatic News](#) *GalleyCat*

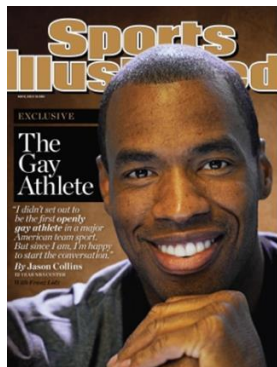
[Behind the May Boston Magazine Cover](#) *Boston Magazine*



Watching You. All the Time.

[The Internet is a Surveillance State](#) *CNN.com*

The Internet is a surveillance state. Whether we admit it to ourselves or not, and whether we like it or not, we're being tracked all the time. Google tracks us, both on its pages and on other pages it has access to. Facebook does the same; it even tracks non-Facebook users. Apple tracks us on our iPhones and iPads. One reporter used a tool called Collusion to track who was tracking him; 105 companies tracked his Internet use during one 36-hour period.



How Sports Illustrated Broke the Jason Collins Story

[How Sports Illustrated Broke the Story](#) *The New York Times*

The anticipation that a male in a major team sport would announce he was gay had been building for weeks, along with the frenzy among sportswriters trying to break the story. Sports Illustrated knew it had the story; it just did not know the identity of the athlete.

[Sports Illustrated Explains Story Behind Jason Collins Scoop, Shows Need for Qualifiers](#) *Sports Illustrated*



Dove Ad Goes Viral

[Dove's 'Real Beauty Sketches' Ad Deserves Some Praise](#) *The Guardian*

If you haven't seen it already, it's worth the three minutes of your life to watch Dove's new ad, if only because it has sparked such a wide range of reactions. Some women wept at the end of it, immediately sending it to friends with "you must watch this" notes; others have gotten downright angry about it.



The Basics of Crisis Communications

[Reflections on Recent Crises](#) *CommPro.biz*

The "never happen here" attitude creates huge problems, leaving schools, businesses, communities, and companies unprepared - whether it is a tragic shooting, a terrorist's dirty bomb, a deadly chemical-laced envelope, a crippled cruise line, plane crash, a rogue country threatening war, or financial collapse - these events are nightmare scenarios. At some point in your career, you may

need to handle a crisis situation on behalf of a client, organization or community. All things being relative - whether it's a disaster like the BP oil spill, a trolling commenter on your brand's Facebook page or an executive giving out embargoed information too early - the way you initially respond will set the tone for everything that follows. It's all about being prepared to the best degree, and then maintaining as much control as possible.



St. Louis Hospital Apologizes for Wrong-Side Surgery...But Not Quick Enough

[Click here for full story](#) Sorryworks.net

Does your organization have a detailed plan to deal with a natural disaster like a tornado? What about a fire? What about a plan to communicate with patients, families, customers or clients after an adverse event? Now, when was the last time you actually had a fire or were hit with a natural disaster? Adverse events happen almost every day to businesses, nonprofits and other organizations. But too few organizations have post-event crisis communications or disclosure programs, nor have enough employees and caregivers trained on how to empathize and stay connected post-event. Here's how one hospital blew it.



Public Officials Training Program

You got elected. But do you know how to govern? If you're an elected official (or friends with one), you'll want to know that the Cuyahoga County Council and the Levin College of Urban Affairs at Cleveland State University have teamed up to create The Public Officials Training Program, designed to equip leaders with the tools and resources needed to meet the evolving needs of their communities. In just one day, on May 18, these short leadership sessions are designed to provide relevant and practical knowledge on a variety of topics as well as networking opportunities for local officials. Topics include Economic & Workforce Development, Ethics, Public Finance and Communications. You can see the schedule and curriculum [here](#) and you can register [here](#). Please, won't you pass this along to your elected official friends?

Faculty: Ned Hill, Dave Reines, Kevin O'Brien, Bruce Hennes, Vera Vogelsang-Coombs

News From Hennes Paynter



Hennes Paynter Communications

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Congratulations to Howard Fencl, VP at Hennes Paynter, for winning a regional

Edward R. Murrow Award for breaking news coverage of the Chardon school shootings in 2012. Howard won this award for the work he did when he helped lead the news team at WKYC-TV, Cleveland's NBC affiliate, as Assistant News Director, just before he came to work at Hennes Paynter.

Hennes Paynter supports [WCPN-FM](#) and [WKSU-FM](#), Cleveland and Akron's National Public Radio affiliates.



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



Memories of Roger Ebert

[Farewell to Colleague & Friend](#) *Chicago Tribune*

He saw, and felt, and described the movies more effectively, more cinematically, and more warmly than just about anyone writing about anything. Even his pans had a warmth to them. Even when you disagreed with Roger you found yourself imagining the movie he saw, and loved (or hated) more than you did.

[Ebert Was a Critic Whose Sting Was Salved by Caring](#) *The New York Times*



Man of Steel

[Official Trailer for the Movie -- Coming Out June 14](#)

Born on Krypton, but birthed in Cleveland, Ohio by Jerry Siegel and Joe Shuster, the legend of Kal-El begins return to the screen.

[Cleveland - The Truth Birthplace of Superman](#) *Smithsonian.com*

[More Photos from the Birthplace of Superman](#) *IFanboy.com*

On April 18, 2013, Cleveland declared it to be the 75th anniversary of the creation of Superman. [NPR covered the story](#) and even interviewed the current owner of Siegel's childhood home. In June, the city is planning on bathing the Terminal Tower, a landmark of downtown Cleveland (also home of Hennes Paynter Communications), in lights of red, blue, and gold.

[Like the Siegel & Shuster Society on Facebook](#)



Short Takes

[Reese Witherspoon Arrest & Mea Culpa](#) *Ragan's PRDaily*

[CNN Quits Breaking News](#) *The New Yorker*

[Women Candidates Pay Political Price for Any Mention of Their Looks](#)
Poyter.org

[Social Media, Pushing Reebok To Drop a Rapper](#) *The New York Times*

[Workin' in the Salt Mine, Going Down Down](#) *Port of Cleveland*

Located 1,800 feet below Lake Erie, with the mine entrance just yards from Public Square in downtown Cleveland, this salt mine is comprised of giant excavated tunnels 20-feet high, 45-feet wide and extending four miles out from the shoreline under Lake Erie.

[The Best Magazine Cover of 2012 Required Only a Helicopter and a Hurricane](#)

ComplexArt&Design 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.

5/6/13 International Joint Commission Conference

5/14/13 Cleveland Metropolitan Bar Association

Effectively Addressing Offensive Online Speech in the 21st Century
Co-Presenters: Thomas Haren, Esq.; Marc Randazza, Esq.; Scott Juba

5/18/13 Cleveland State University - Newly-Elected Officials Workshop

Schedule & Curriculum click [here](#) Registration click [here](#)

5/20/13 Cuyahoga County Emergency Management Agency (6.5 hours)

Extreme Crisis Communications + Using Social Media in Crisis Situations
Co-Presenter: Scott Juba

FOR REGISTRATION INFORMATION: <http://tinyurl.com/crisiscommsolonflyer2013>

5/29/13 Mechanical & Plumbing Industry Council

6/6/13 American Association of Corporate Counsel - Central Ohio Chapter

6/7/13 Mayors Association of Ohio

6/15 Medina County Emergency Services Conference (3.5 hours)

6/21 American Society of Industrial Security

6/25/13 Medina County Society for Human Resource Management

7/24/13 Emergency Management Association of Ohio

8/10/13 Ohio State Fire Fighters Association

9/25/13 Ohio Planning Conference

10/2/13 The Council for Advancement & Support of Education -
The Conference for Community College Advancement

12/3/13 Toledo Bar Association (3.25 hours)
Managing the Media: Lawyers & The Press

12/16/13 Cleveland Metropolitan Bar Association (4.75 hours)
Managing the Media: Lawyers & The Press
Co-Presenters: Deborah Coleman, Esq.; Virginia Davidson, Esq.

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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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 to a Friend](#) link (or the one at the bottom of this newsletter), 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 before and [what other people say](#) about our seminars.

Recent seminar sponsors include:

Akron Bar Association
American Bar Association
American Great Lakes Ports Association
Bowling Green State University
BVU - The Center for Nonprofit Excellence
Columbus Bar Association
Cuyahoga Community College
Cuyahoga Cty. Emergency Mgmt. Agency
Cuyahoga County Fire Chiefs Association
Cuyahoga County Police Chiefs Association
Holmes County Board of Health

Lakeland Community College
Licking County Safety Council
Lorain Cty. Society for Human Resource Mgmt.
Mansfield Economic Club
Maritime Attorneys of The United States
Ohio County Auditors Association
Ohio County Prosecutors Association
Ohio Mayors Association
Ohio Municipal League
Southern State Community College

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.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

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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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