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CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

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

## Crisis Comm & Media Relations E-Newsletter

November 15, 2010

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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.



The Holmes Report Blog

### Reputations Are Only Fragile If They're Built on Illusion

Reputations can have tremendous endurance if they are built on authentic action rather than exaggeration or downright deception. The problem with BP's "beyond petroleum" campaign was that it was driven by marketing thinking rather than public relations thinking. [Read more.](#)



Harvard Business School

### Power Posing: Fake It Until You Make It

We can't be the alpha dog all of the time. Whatever our personality, most of us experience varying degrees of feeling in charge. Some situations take us down a notch while others build us up. New research shows that it's possible to control those feelings a bit more, to be able to summon an extra surge of power and sense of well-being when it's needed: for example, during a job interview or for a key presentation to a group of skeptical customers. [Read more.](#)



Hennes Paynter Communications

**Focused Exclusively on Crisis Communications**

Hennes Paynter Communications, based in Cleveland, is the only agency in Ohio focused exclusively on crisis communications - and one of the few in the U.S. with that singular focus.

Serving corporations, government agencies and nonprofits that are "on trial" in the court of public opinion, Hennes Paynter Communications also offers media training, litigation communication support, pre-crisis preparation, crisis drills, presentation training and public relations services to clients. The firm is a coalition member of ProtectingAmerica.org and National Preparedness Month (US. Dept. of Homeland Security).

Hennes Paynter Communications won the Gold Award for Crisis Communications and the "Best In Show

Award" at the 2009 Public Relations Society of America Cleveland Rocks Award Program. Click [here](#) for full details.

We can be reached by calling 216/321-7774 or [info@crisiscommunications.com](mailto:info@crisiscommunications.com)



Gawker

### **Arts Writer Sends 1,400-Word Email on How to Communicate Efficiently**

Douglas Britt is the "Society/ visual arts writer" at the Houston Chronicle. And he's extremely busy. So he sent out a 15-point email to "every gallerist/cultural group in Houston." Great advice. Print out a copy and memorize. [Read more.](#)

*Photo Credit: Floating Lemons*



Presentation Zen

### **A Few Minutes with John Cleese on Creativity**

Here is an excellent 10-min video clip from a presentation by John Cleese expressing a few of his ideas on creativity. One of the main problems for many of use today is that we are always in a hurry and our minds are a bit scattered juggling many balls in the air. But if we are racing around all day with a busy mind, Cleese says, we are not going to have many creative ideas. We must slow down our minds to see the connections. There is some evidence that insights, for example, are best captured when we slow down, clear the noise and do not think about the problem at hand. [Read and watch more.](#)



Worth Magazine

### **10 Questions for Your Crisis PR Consultant**

Between BP's gushing oil, J&J's recalls, Toyota's spotty brakes, HP's not-quite-sex scandal and Apple's iPhone dead zone, 2010 has been a boom year for corporate crises. In this short how-to, Barb Paynter (Hennes Paynter Communications) and Gene Grabowski (Levick Strategic Communications) tell you what to ask a crisis PR consultant to help your company prepare for the worst. [Read more.](#)

*Photo Credit: Renjith Krishnan*



Little Things Matter

### **49 Ways to Improve Your Email Brand**

Have you ever considered that every email you send makes an impression on someone? Each impression plays a small, but important role in defining your personal brand. Just as every product has a brand, so do each of us. We're all branding ourselves every day, in every way—by how we sound on the phone; by our appearance; by our level of physical fitness; by how we acknowledge people, and through our email communications. [Read more.](#)



New York Times

### **Superheroes in Court! Lawyers, Law and Comic Books**

The case of “The People vs. Superman” is not found in the hornbooks that are scoured by the nation’s law students. But if they had been youngsters in 1967, when Action Comics No. 359 first came out, they might have been amazed to see the Man of Steel in an unusual situation. Instead of zooming through the sky or confronting talkative arch-villains, he is in a courtroom, sitting in the witness chair. A new show at Yale University provides images of superheroes in the dock, comic books about lawyers and examples of legal disputes and Congressional inquiries involving caped crusaders.

[Read more.](#)



Radar Public Relations

### **Facebook Places - Controlling Your Information**

Facebook Places is a new mobile feature that allows people to “check in” to locations. This holds a great deal of marketing possibilities for business owners. Among other things, it will allow businesses to keep a record of who their most loyal customers are – at least the Facebook savvy ones. Because information from Facebook Places is published in peoples’ news feeds, it will also make it easier for new customers to discover a business. Check out what our resident social media guy, Scott Juba, has to say [here](#).



Phil Stella's Audience-Centricity Presentation Tips

### **Harness the Power of Words - Part VI**

Our resident presentation trainer, Phil Stella, is back with another installment of his “Audience-Centricity” presentation techniques. This issue, Phil writes about using prepositions and contractions. Read it all [here](#).

To read “The Best of Phil Stella” and all of his presentation tips, click [here](#).

Would you like to speak, argue, cajole, motivate, encourage, articulate and present with power and authority? Phil is available for one-on-one executive coaching and/or group presentations. Just give us a call at 216-321-7774 to tell Phil what your needs are and he’ll put together a custom quote for you or your organization.

*Photo Credit Michelle Meiklejohn*



Curated by Hennes Paynter for Your Reading Pleasure

### **Short Takes**

[Befouling the English Language: Linguistic Pet Peeves](#)  
Pulitzer Prize-winning columnist Gene Weingarten *The Washington Post*

[YouTube Uploads Entire JFK vs Nixon Debates](#) *SocialTimes*

[15 Ways to Handle ‘Pick Your Brand’ Requests](#) *Outspoken*

*Media*

[100 Best First Lines from Novels](#) *American Book Review*

[21 Accents in 2.5 Minutes](#) *National Public Radio*

[Woodward, Bradlee Star in Slick Washington Post Promotion](#) *NY Observer*

[Ridiculous Celebrity Food Endorsements](#) *Huffington Post*

[Are You Sure You're Prepared for a Data Breach?](#) *SC Magazine*

[Wikipedia 101 for Brands](#) *Ogilvy PR Fresh Influence*



Hennes Paynter Communications

### **Check Out Bruce & Barb's Schedule**

**11/16/10 Society for Human Resources Management**

(1 hour)

**11/18/10 Senior Sales & Marketing Association** (1 hour)

**12/7/10 PSI - Partners for Success and Innovation** (2.5 hours)

[Social Media & Professionalism for School Teachers and Administrators](#)

**12/9/10 Community Engagement Partnership Program - Ohio Governor's Office on Faith-Based Programs** (1 hour)

**12/16/10 Toledo Bar Association** (3.50 hours)

Managing the Media: Lawyers & The Press

Also presenting: Thomas Pletz, Esq.

**12/20/10 Cleveland Metropolitan Bar Association** (4 hours)

Managing the Media: Lawyers & The Press

Also presenting: Deborah Coleman, Esq. and Virginia Davidson, Esq.

**1/19/11 Euclid Chamber of Commerce** (1 hour)

**3/31/11 Ohio Safety Congress** (1 hour)

**4/28/11 Eastern Stark County Safety Council** (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.

If you'd rather attend our CLE than have us do it in-house for you, we'll be doing our 3+ hour CLE for the Toledo Bar Association on 12/16 and for the Cleveland Metropolitan Bar

Association on 12/20.



## 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.



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