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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

October 15, 2011

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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.



Harvard Business Review & Mercury News

Netflix Reverses Decision to Split its Video Streaming and DVD Services

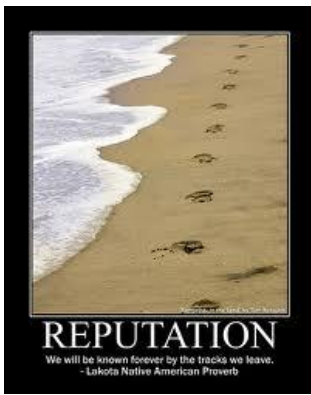
Yielding to uproar from customers and shareholders alike, Netflix reversed its decision to split off its DVD service and rename it Qwikster. Instead of launching an all-new website for DVD customers, as it promised just three weeks ago, it will maintain one site for both its streaming and DVD services.

But it was far from clear Monday whether Netflix's moves would undo the damage wrought by the company's recent moves, which have shrunk its customer base and caused its stock to tank. Investors' views on the reversal seemed to sour the longer they dwelled on it. Subscribers had a mixed reaction. In posted responses to the situation, some thanked the company for listening to them. Others called on it to fire their CEO. Still others said the latest move was too little, too late. [READ MORE FROM MERCURY NEWS](#)

From The Harvard Business Review: Last month when Netflix CEO Reed Hastings hit "send" on his now infamous "I messed up" blog post and summarily announced the formation of the "Qwikster" business to run Netflix's DVD network, a new chapter in botched crisis communications was written.

After more than 27,000 comments, significant customer backlash, and a startling drop in the company's stock price, we can finally step back and discern several lessons from Hastings' communications faux pas.

Chief among them is how business leaders can use strategic communications techniques to stop adding fuel to the digital-age fires. Throwing half-hearted at an issue will just exacerbate a festering problem - and people will view it as an obvious and empty attempt to quiet the masses. [READ MORE FROM THE HARVARD BUSINESS REVIEW](#)



Deloitte & Touche LLP

A Risk Intelligent View of Reputation

From Deloitte: Reputation risk management is an even greater challenge today than a decade ago due to the increasingly global, interconnected, and interdependent nature of today's marketplace, including exposure to a wide range of stakeholder opinions through social media. It can take a long time to build a solid reputation, but not long at all to impair or lose it. Since a reputation can make or break a company, we now regard reputational risk as a "meta risk," a potential threat to survival, standing at the forefront of a short list of key strategic and operations concerns.

Our new whitepaper, "A Risk Intelligent view of reputation: An outside-in perspective," explores the importance of staying on top of the latest reputational risk management approaches. Our Risk Intelligent approach, for example, takes an "outside-in" perspective, which relates enterprise reputation matters to strategic outcomes, value protection, and importantly, value creation. In fact, Risk Intelligence can be instrumental in supporting an outside-in perspective by helping to identify sources of opportunities and threats on a continuous basis.

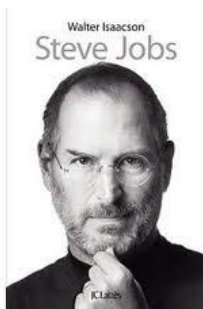
[READ MORE & DOWNLOAD WHITE PAPER](#)



Case Western Reserve University School of Law

Cleveland Video Wows Viewers

If terrifically-produced videos turn you on...if you like quick cuts, tracking shots, aerial views, sunsets and nightlife...if you like the unexpected...if you've never been to Cleveland...if you live in Cleveland, but haven't been out of your comfort zone in years...then you're going to love this promotional video starring Cleveland, Ohio. Produced for the Case Western Reserve University School of Law, it's a whole lot less about law school and a whole lot more about the best second-tier city in the U.S., Cleveland. Give the video just 30 seconds and if it doesn't grab you, feel free to hit stop. Trust us on this one, would you? See the video [here](#).



Poynter.org

Steve Jobs Was a 'Nightmare' Photo Subject

The Apple co-founder had a reputation among photographers for being "not just run-of-the mill difficult, but the archetype of difficult," writes David Walker. Photographer Ed Kashi tells him that Steve Jobs "was one of the most difficult subjects I ever dealt with during my Silicon Valley years but I appreciated his awareness of identity, setting and message of the images." [READ MORE](#)

Check out Time Magazine's photos of Steve Jobs [here](#). And already, [Walter Isaacson's bio of Jobs](#) is #1 on Amazon.



As Food Risks Rise, So Must Companies' Levels of Preparedness

As of this writing, the recent listeria outbreak connected to cantaloupes from Jensen Farms in Granada, Colorado has claimed 15 lives and sickened countless others, according to the Centers for Disease Control and Prevention (CDC). Experts are calling it the deadliest food-borne illness outbreak in a decade - even among the numerous instances in recent years that have led to high-profile recalls of tomatoes, spinach, peanut butter, and other American dinner table staples. Growers, packers, and distributors need to realize that even a small town in Colorado might as well be Times Square when it comes to scrutiny from an outbreak. [READ MORE](#)

Hennes Paynter Communications

News From Hennes Paynter



Barbara Paynter & Bruce Hennes

[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications. 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?



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Corporate Counsel - Law.com

Help, My Lawyer is a Dominatrix!

Imagine this: you come into work on a Monday morning to find out one of the most accomplished lawyers in your legal department is actually moonlighting as a dominatrix. What do you do?

Far-fetched, you say. It could never happen, right? Think again. It happened just last week in New York City, to a little organization called the New York State Attorney General's Office. [READ MORE](#)



FEMA, FCC & NOAA

Nationwide Emergency Alert System Test Will Take Place on November 9

The U.S. Department of Homeland Security's Federal Emergency Management Agency (FEMA), the Federal Communications Commission (FCC) and the National Oceanic and Atmospheric Administration (NOAA) will conduct the first nationwide test of the Emergency Alert System (EAS).

The nationwide test will occur on Wednesday, November 9 at 2 p.m. (Eastern) time and may last up to three and a half minutes. The public will hear a message indicating that "This is a test." The audio message will be the same for both radio, television, and cable.

The National-level EAS is a public alert and warning system that enables the President of the United States to address the American public during extreme emergencies. Similar to local EAS tests that are conducted frequently, the Nationwide Test will involve broadcast radio and television stations, cable television, satellite radio and television services and wireline providers across all states and territories.

Over the past two years and as part of ongoing national preparedness planning efforts, FEMA, the FCC and other Federal partners, State, local, tribal and territorial governments, EAS Participants, and others in the EAS Community have been working toward making this test a reality.

As the Federal, State, tribal, territorial and local governments prepare for and test their capabilities, this event serves as a reminder that everyone should establish an emergency preparedness kit and emergency plan for themselves, their families, communities, and businesses. Anyone can visit www.Ready.gov for more information about how to prepare for and stay informed about what to do in the event of an actual emergency. [READ MORE](#)



The Holmes Report

Customer Service in the Age of Social Media

A member of the US military serving in Afghanistan booked a flight home via Lastminute.com. When his leave was changed, the company refused to change his booking or refund the money. His mother posted to the company's Facebook page and the company responded more slowly than some users would have liked, triggering a series of angry posts attacking the company-and some defending it. [READ MORE](#)



Advertising Age

Teaching Employees How to Talk Turkey

Empowering employees to speak up in the midst of a media firestorm is the opposite of most large companies' knee-jerk reaction -- telling staff to zip their lips is a more likely standard response -- more firms are coming around to this approach. "What's new is that more manufacturing companies, whether in food processing or auto and steel, are having their foremen and other people media trained," observed Gene Grabowski, senior VP and crisis expert at Levick Strategic Communications.

Two key reasons to offer non-marketing employees media training? To make sure they are prepared in the event reporters circumvent established media-relations channels, and to put a human face on the brand in the midst of a crisis. [READ MORE](#)

Interested in crisis/media training for your employees? Give Bruce Hennes at Hennes Paynter Communications a call at 216-321-7774.



Phil Stella's Audience-Centricity Presentation Tips

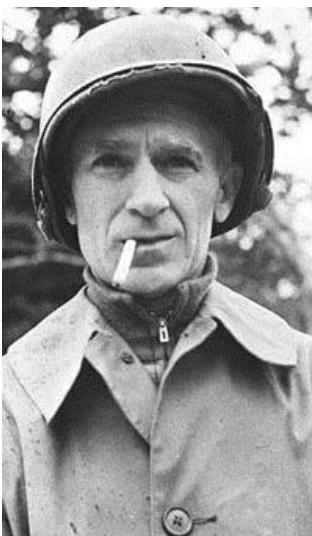
Speaking Too Fast & Stuck Behind a Podium

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about using speaking too fast and being stuck behind a podium [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



The Wall Street Journal

The Best Newspaper Columns of All Times

The National Society of Newspaper Columnists has weighed in on the question of what it considers the finest example of its craft. And the short answer? No, Virginia.

In an online poll, the society's members voted Ernie Pyle's "The Death of Captain Waskow" the best column ever published in an American newspaper, placing the 1944 story ahead of Francis Pharcellus Church's classic 1897 editorial-page proclamation, "Yes, Virginia, There Is a Santa Claus."

The poll was organized by John Avlon and Jesse Angelo, two of the editors of the forthcoming "Deadline Artists: America's Greatest Newspaper Columns." Avlon and Angelo narrowed the poll selection down to 15 columns spanning a wide range of writers, subjects and eras, from Walter Lippmann's 1937 ode to Amelia Earhart ("The world is a better place to live in because it contains human beings who will give up ease and security and stake their own lives in order to do what they themselves think worth doing") to Leonard Pitts Jr.'s same-day response to 9/11 ("When provoked by this level of barbarism, we will bear any suffering, pay any cost, go to

any length, in the pursuit of justice"). [READ MORE](#)



Curated by Hennes Paynter Communications

Short Takes

[World's Best Subway Maps](#) The Atlantic
[The Wrong Body Language](#) Inc. Magazine
[7 Easy Rules About Capitalization](#) Ragan's PR Daily
[Top PowerPoint Annoyances](#) Ragan's PR Daily
[Unnecessary Journalism Phrases](#) Poynter.org

[12 Ways to Thanks a Blogger or Journalist](#) The Publicity Hound

[Battling Online Rumors](#) Trinetizen

[The 20 Greatest Campaign Ads of All Time](#) Nerve.com

[Reporters Want to Interview Customers](#) BadPitchBlog



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

10/19/11 Lorain County Safety Council (1 hour)

How the Media Manipulate the News

10/25/11 American Association of Airport Executives Social Media Conference

Using Social Media During a Crisis

10/25/11 N.E. Ohio Entrepreneur Expo & JumpStart Community Meeting (1 hour)

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For registration information, click [here](#).

11/6/11 Bowling Green City Schools (2.5 hours)

Social Media & Professionalism for Teaching Professionals and Administrators Co-Presenter:
Scott Juba

11/9/11 Independent Practitioners Group (1.5 hours)

Five Things You Should Always Do in a Crisis Situation and Five Things You Should NEVER Do in a Crisis Situation

11/15/11 Public Relations Society of America - Cleveland Chapter (3 hours)

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11/17/11 Country Treasurers Association of Ohio (2.5 hours)

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12/7/11 Senior Service Network of Stark County (1 hour)

How the Media Manipulate the News

12/19/11 Cleveland Metropolitan Bar Association (4.5 hours)

Managing the Media: Lawyers & The Press CLE

Co-Presenters: Deborah Coleman, Esq. (Hahn Loeser) & Virginia Davidson, Esq. (Calfee)

12/20/11 Akron Bar Association (4.5 hours)

Managing the Media: Lawyers & The Press CLE

Co-Presenters: Orville Reed, Esq. (Buckingham Doolittle) & Jim Burdon, Esq.

(Burdon & Merlitti)

For registration information, click [here](#).

2/6/12 Ohio Parks & Recreation Association (1.25 hours)

Crisis Communications

2/15/12 Portage County Human Resource Association (1 hour)

Communicating Effectively During a Crisis

4/11/12 Lorain County Safety Council (1 hour)

How Media Manipulate the News

4/23/12 Mansfield Economic Club (1 hour)

Crisis Communications

12/18/12 Akron Bar Association (4.5 hours)

Managing the Media: Lawyers & The Press CLE

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, 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.**

HENNES  **PAYNTER**
COMMUNICATIONS

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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