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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

September 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.



CNN

TV Walkouts by Celeb/Politicians - Not the Preferred Way to End an Interview

CNN's Piers Morgan had his first guest walk-out. Former Delaware Republican Senate candidate Christine O'Donnell walked out on Morgan after he asked her about her thoughts on gay marriage. She was appearing on the program to promote her new book. [SEE THE VIDEO CLIP](#)

In the wake of Christine O'Donnell's walk-out, CNN's Jeanne Moos put together a compendium of walk-outs, including Julian Assange, Paris Hilton, Sarah Ferguson and Donald Trump. [SEE THE VIDEO CLIP](#)



Curated by Hennes Paynter Communications

9/11 Ten Years Later

Since the sorrowful anniversary last week, we bring you the best of the web, with articles, essays and photos placing the media coverage in context, with lessons for crisis communicators and our readers.

[Media Strive to Cover 9/11 Without Seeming to Exploit a Tragedy](#) New York Times

[39 Photos of the Twin Towers, 1970 - 2011](#) Photo Editors of Time Magazine

[9/11 Magazine Covers - Evocative, Yet Not Exploitative](#) New York Times

[Crisis Communication: The First 48 hours of 9/11 From Inside American Airlines Headquarters](#) Marketing Sherpa

[Photo Editors Recall the Images That Moved Them on 9/11](#) Poynter Institute



Center for Disease Control & FEMA

September is National Preparedness Month

Eighth Annual National Preparedness Month in September: "A Time to Remember. A Time to Prepare," Encourages Americans to Take Simple Steps to Prepare for Emergencies

Ready.gov

Please join us in observing September as National Preparedness Month. The Federal Emergency Management Agency's (FEMA's) Ready Campaign is a nationwide effort encouraging individuals, families, businesses and communities to work together and take action to prepare for emergencies. Preparedness Month is supported by a coalition of public, private and non-profit organizations that help spread the preparedness message.

The Center for Disease Control (CDC) and FEMA are especially rich in activities and resources, even for non-disease-oriented disasters:

[CDC Emergency Social Media Tools](#) - This wide menu of social media tools can help you easily share communication about the latest public health information with your communities.

- Twitter: The CDC Emergency Twitter feed provides emergency preparedness and response information.
- eCards: Electronic greeting cards, or eCards, are in inexpensive and effective way to encourage healthy behavior and communicate health messages to individuals. Send a preparedness message today!

[Emergency Planning for First Responders and Their Families](#)

[Communicating in the First Hour](#)

[Preparedness Resources for Community Planners](#)



The Atlantic

Sex and the Married Politician

"Can Public Men Have Private Lives?" So asked the Princeton historian Eric F. Goldman in a 1963 New York Times Magazine article that used the furor over New York Governor Nelson Rockefeller's divorce and marriage to a younger woman-a very big deal in those days-to ruminate on the news media's interest in politicians' personal lives.

Although the details of the scandal now seem quaint - it's inconceivable that a presidential bid today would implode because of a divorce - the themes of Goldman's nearly 50-year-old essay are uncannily up to date. In it, he fretted over the failure to distinguish between relevant and irrelevant character flaws. He worried about the ease with which we scapegoat leaders for their human shortcomings. And he spotlighted the tension between preserving a measure of privacy even for political big shots and upholding the public's right to an honest appraisal of their behavior.

That tension has again been in evidence lately, during a season of titillating page-one stories.

[READ MORE](#)



Boardroom Communications

University of Miami Scandal is Wake-Up Call for Colleges/Companies/Organizations

The University of Miami football scandal has rocked the college sports community, players, and coaches for almost a month now. There are lessons galore for colleges and other organizations.

[READ MORE](#)

Hennes Paynter Communications

News From Hennes Paynter

Bruce M. Hennes was recently honored as **Communicator of the Year** by the International Association of Business Communicators (IABC). This award is presented annually by IABC's Cleveland Chapter to recognize a practitioner who demonstrates excellence in communications. For full details, click [here](#).



Bruce Hennes moderates a recent [Cleveland Leadership Center Civic Leadership Institute](#) discussion on the intersection of the media, philanthropy & politics at the City Club of Cleveland

(left to right) Debra Adams Simmons, Editor, The Plain Dealer; Richard Clark, Vice President, Kulas Foundation; Valarie McCall, Chief of Government Affairs, City of Cleveland; Bruce Hennes



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?



Peter Sandman

Contagion

The new Hollywood blockbuster, [Contagion](#), has an all-star cast that includes Matt Damon, Gwyneth Paltrow, Kate Winslet, Laurence Fishburne, Marion Cottillard and Jude Law. "The movie tracks the global spread of a lethal flulike virus, (resisting) the sheen of science fiction or fantasy and instead stresses the chilling plausibility of its nightmare situation," according to The New York Times.

We asked risk management and crisis comm guru (an honorific we do not use lightly) [Peter Sandman](#) to comment on the movie. Among numerous keen observations, a few nuggets:

- Dozens of complex pandemic issues are raised, almost as if Soderbergh were working from a checklist, but no issues are really explored. The sole exception - the only thing the camera lingers on - is fomites: the sinister threat of door knobs, whiskey glasses, and other objects that can transmit contagion from one person to another.
- But preparedness didn't seem to make Soderbergh's checklist.
- If Contagion really were a PSA, that would be my main complaint: It's scarily plausible, but not actionable. Research on fear appeals has shown that scaring people without offering them credible things to do can easily backfire; we're a lot likelier to go into denial when we feel powerless to protect ourselves, powerless even to try. The movie offers neither its non-scientist characters nor its non-scientist audience much that they can do.
- (But) on [another CDC webpage](#), crisis communication expert Barbara Reynolds (with whom I worked on the CDC's "[Crisis and Emergency Risk Communication](#)") talks about the importance of giving frightened people things to do, as well as about the crucial truth that people rarely panic in crises.

We urge you to [READ MORE](#) of Sandman's insightful response to our question.



Harvard Business School

Creating a Positive Professional Image

As Harvard Business School professor Laura Morgan Roberts sees it, if you aren't managing your own professional image, others are. "People are constantly observing your behavior and forming theories about your competence, character, and commitment, which are rapidly disseminated throughout your workplace," she says. "It is only wise to add your voice in framing others' theories about who you are and what you can accomplish."

There are plenty of books telling you how to "dress for success" and control your body language. But keeping on top of your personal traits is only part of the story of managing your professional image, says Roberts. You also belong to a social identity group-African American male, working mother-that brings its own stereotyping from the people you work with, especially in today's

diverse workplaces. You can put on a suit and cut your hair to improve your appearance, but how do you manage something like skin color?

[READ MORE](#)



Nieman Journalism Lab

A "Vast Wasteland" Revisited

Fifty years after Newt Minow's famous speech to America's young television industry, has the vast wasteland only gotten vaster?

Recently, an all-star group of speakers gathered at Harvard Law School to consider a phrase first spoken 50 years ago. It was on May 9, 1961 that Newt Minow, then the young head of the Federal Communications Commission, gave what would be called the Wasteland Speech:

When television is good, nothing - not the theater, not the magazines or newspapers - nothing is better. But when television is bad, nothing is worse. I invite each of you to sit down in front of your own television set when your station goes on the air and stay there, for a day, without a book, without a magazine, without a newspaper, without a profit and loss sheet or a rating book to distract you. Keep your eyes glued to that set until the station signs off. I can assure you that what you will observe is a vast wasteland.

[READ MORE](#)



Crain's Cleveland Business

Selling Your Organization's Story to the Media

We've talked about "selling your story to the media" many times in this e-newsletter. A simple press release is one way to attract the attention of a reporter. A better way is to identify a reporter who has written about your industry or a similar subject, situation, product or service, making it more likely that reporter will be interested in what you have to offer. Another tip: instead of a press release, try a short 2-3 paragraph email that starts off with "Would you be interested in...."

Reporters, too, sometimes cast the net seeking sources (hint: if you're reading this and you're not a reporter, than you're a *source*) and story ideas. Sometimes, they do that using services like [ProfNet](#) and [HARO](#) (which stands for Help A Reporter Out). And sometimes they use other measures. A good example of this is a recent email we received from an enterprising reporter at Crain's Cleveland Business, which we reprint below, with her permission.

Has anything you've seen or heard in the past month or two surprised you? Is your company undergoing some radical change that has not occurred before in its history? Are your people seeing a rising trend that is making ripples, or carries the potential of big impact? Is someone you know doing something remarkable, almost unheard of?

Michelle Park, Staff Reporter

[Crain's Cleveland Business](#)

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mpark@crain.com

Got something for Michelle? Send her your best pitch...and good luck.



Curated by Hennes Paynter Communications

Short Takes

[Color Photos of World War II](#) The Atlantic

[WikiPediaVision](#) Kozma (*amazing, do not miss*)

[Do Political Candidates Count on Local Reporters to Ask Softball Questions?](#) Poynter Institute

[At 83, Subject of "American Girl in Italy" Speaks Out](#) MSNBC

[Pitching Journalists? How to Avoid "Spraying & Praying"](#) The Publicity Hound

[Bulletins From the Future](#) (*the internet has turned the news industry upside down, making it more participatory, social, diverse and partisan-as it used to be before the arrival of the mass media*)

The Economist

[Misquotes That Refuse to Die](#) (*things that David Plouffe, Captain Kirk, and others didn't say*)

Columbia Journalism Review



Hennes Paynter Communications

Check Out Bruce & Barb's Schedule

9/20/11 Ohio Health Department Commissioners (1.5 hours)

Crisis Communications

10/6/11 Knox County Board of Developmental Disabilities (4.5 hours)

Managing the Media: Crisis Communications + Extreme Crisis Communications

Co-Sponsors: Knox County Health Department, Kenyon College, Knox Community Hospital, First Knox National Bank, Creative Foundations, Mount Vernon Nazarene University, Central Ohio Technical College

Supporters: Knox County Emergency Management Agency, American Red Cross of Knox County, The Knox County Chamber of Commerce

Government, business, safety, health, education, other officials and community leaders will receive practical instruction about how to "Manage the Media" in order to handle everything from good news to bad news in a crisis.

This seminar also includes "Extreme Crisis Communications" (i.e. how to communicate during extreme and extraordinary situations where there are threats to life & limb). This is the single best, most comprehensive "crisis" seminar we offer to the public.

This seminar has been approved for four (4) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General.

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

10/14/11 Ashtabula County Safety Conference (1 hour)

Crisis Communications

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

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)

Crisis Communications

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

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

Crisis Communications

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

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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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.

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.

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.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

www.crisiscommunications.com
216.321.7774



Administrivia

This email newsletter about Crisis Communications & Media Relations is generally published twice a month.

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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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