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## Crisis Comm & Media Relations E-Newsletter

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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.



Fast Company

### Four Ways Plaintiffs' Lawyers Leverage Google To Stir Food-Safety Fears

From our friend and colleague, Richard Levick: Despite the fact that America's food safety infrastructure is the most efficient and effective in the world, the International Food Information Council Foundation's 2012 Food and Health Survey found that only 20 percent of Americans are "very confident" in food supply safety. At the same time, one in six U.S. consumers has stopped buying a particular food or beverage brand because of safety concerns in the last twelve months.

Given the rash of high-profile food recalls we've seen since 2007, the figure is understandable, even if it isn't backed up by hard facts. Spinach, tomatoes, peanuts, lettuce, ground beef, and a host of other kitchen table staples all experienced significant incidence of contamination in the last five years. The resulting consumer anxiety got so bad in 2009 that Americans actually put their food safety fears on par with worries about the War on Terror.

That's a compelling statistic--and it ought to make farmers and food manufacturers wonder if there's something else that is contributing to Americans' fear of food. Even at the 2010 height of salmonella, listeria, and E. coli outbreaks, the U.S. Centers for Disease Control and Prevention released data showing that only one in every 125 million meals served in the U.S. had the potential to make a consumer fatally ill. Science supports a conclusion that the food we eat every day is, indeed, safe. **So why don't Americans feel that way?**

The answer lies in the fact that statistics can't compete with emotion when it comes to assuaging anxiety. Numbers don't move people the way that human drama does--and there are no more dramatic events in the food industry than when a person dies after eating something she believed was safe.

This facet of human nature explains a large part of the equation; but not all of it. There is another factor at play, and it manifests itself in the efforts of those with skin in the food-fear game. Food

industry adversaries--the plaintiffs' bar chief among them--understand how emotion impacts the marketplace. Even more troubling for the food industry, they understand how to manipulate digital and social media strategies to ensure their emotional appeals ring out in the marketplace.

By way of example, when we look at the circumstances surrounding the recent salmonella outbreak that killed two people, sickened 150, and originated at an Indiana cantaloupe farm, we see just how effective their efforts are at controlling the flow of information on food safety issues. In other words, we see just how good they've gotten at controlling search results on Google, the venue more people turn to for information than any other (digital or otherwise).

(In my opinion) plaintiffs control the keywords; plaintiffs dominate the blogosphere; plaintiffs use online video; plaintiffs geo-target. [READ MORE](#)



Hennes Paynter Communications, Romenesko.com, MinnPost & NYT

## The Future of Your Local Newspaper

The fact of the matter is this: newspapers are in trouble - and it has little to do with the state of the overall economy. A few facts:

The biggest advertisers have fled newspapers, moving their ad dollars to the internet.

More and more readers get their news on the web and no longer rely on a daily newspaper (today's 30 year old doesn't read a newspaper - and will likely **never** acquire the habit).

In the face of competition from the Internet, newspapers gave the news away on the web for free. And now readers balk - and outright refuse - to pay for news.

Printing presses and delivering newspapers are expensive. So is maintaining a stable of experienced reporters who understand, revere and practice traditional journalism. Said one pundit: journalism is expensive; opinion is cheap.

If your local newspaper hasn't already gone to a three-day a week print run (instead of seven), it's probably less than half the size it was just a few years ago - and getting thinner all the time. It's also true that an extraordinary number of seasoned reporters have already left the profession and many others are looking to bail soon.

As bleak as the above may sound, especially to those who cannot imagine a day without a daily newspaper, newspapers (or, at least, local newsgathering organizations) will continue to exist, though in a still-evolving form. Mojos (Mobile Journalists) and other forms of digitally-oriented reporters will tweet, Facebook, tease and update stories throughout the news cycle, producing news made for the moment, rather than for tomorrow's dead-tree edition.

From the Minnesota Post:

In a recent address to the Canadian Journalism Foundation, John Paton, CEO of Digital First, made his case. (Text of his address [here](#).) Among his observations:

"There is no general model for newspapers to replace the one the Internet just broke."

"What we know and what we traditionally do has finally found its value in the marketplace and that value is about zero."

"'You're gonna miss us when we're gone' is not much of a business model."

"Investors don't buy into myth. They buy into math. If you want investors to take a long-term view on our industry or our companies, then you better give them a long-term plan that works."

Paton's solution is to focus on digital media above all else. Digital and print can work together, but digital has to be in charge. That's a tough sell in an industry that still relies on print advertising for 80 to 90 percent of its revenue, but Paton hasn't backed away from his position.

He also believes in getting regular people more involved in creating and delivering the news, breaking down the distinction between professional journalist and citizen journalist.

Regular people are already delivering news through Facebook, Twitter and other social media, he reasons. So why not give them a greater role - and hence a greater stake in - the traditional media that are fighting to maintain relevance in the digital age?

One newspaper that has not yet reduced its print run is the Daily Oregonian, which is likely to eventually reduce its print publishing schedule and focus on digital. "Portrait of a Digital Day - Beat Reporter" was recently given to Oregonian staffers as they met with managers to discuss boosting the Newhouse newspaper's digital efforts. You can read what is likely to be a blueprint for the future of journalism in your community by clicking [here](#).

Residents of New Orleans recently witnessed the digital evolution of news gathering and dissemination during Hurricane Isaac's recent visit to the Gulf Coast during the Republican National Convention. The local newspaper, The Times-Picayune, currently in the midst of the transition to a three-day a week print schedule, provided a quick case study for the new digitally-oriented journalist. FYI, the Times-Picayune is also a Newhouse newspaper (as is The Plain Dealer in Cleveland). You can read a piece from The New York Times about the above, featuring an interview with Steve Newhouse, [here](#).

**Bruce Hennes**



Editor & Publisher

### **USA Today Is Turning 30. Will It See 33?**

Writes John K. Hartman: In a desperate attempt to resuscitate the now iconic brand, Gannett earlier this year hired Larry Kramer, founder of the business website MarketWatch, as president and publisher of USA Today. Kramer hired David Callaway, then editor of MarketWatch, as the new USA Today editor-in-chief.

In the spirit of Neuharth's "journalism of hope," I give the Kramer/Callaway duo a chance of remaking USA Today as a digital force, but I cannot imagine it becoming a revolutionary factor online as it was in print during its first decade, and I cannot imagine Gannett devoting even a fraction of the former \$1 billion subsidy to make it so.

More likely, USA Today will be shuttered in the next three years, a product of the collective turning away from print and from the concept of being fully informed about national issues (even sports and entertainment) that has swept the country.

Despite the grim symbolism of the paper verging on marking 30, I offer 30 points to ponder and some hope for its future. [READ MORE](#)



Annie Searle & Associates

**Managing Personal Risk**

- o Digital photos are an easy way to document your assets. Create a household inventory in case your home is damaged. Store it online and outside your home.
- o Create an emergency plan for your family, so that you know in advance how you will contact one another and where you will meet if you cannot get home.
- o Build or purchase an emergency kit that will allow you to live off the grid - without power, refrigeration or access to cash - for at least five days.
- o Maintain regular backups of the data on your computer - subscriptions to online backup services are priced very reasonably when you consider the cost of lost data.
- o Set up security passwords on all your devices-including smartphones-so your data is safe if the device is stolen.
- o Set your computer to automatically receive and install security patches for your operating system, your browser, or your antivirus program.
- o If you use social networks like Facebook and Twitter, be sure to customize your privacy settings so that your personal information cannot be data mined.
- o Don't make yourself a target. Practice situational awareness at home and on the road - stay alert, walk confidently and stay in well-trafficked areas.

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National Public Radio

## **Pulling The Curtain Back On NPR's Election Coverage**

Writes Lori Grisham: As the countdown to Election Day continues, we're hearing from more of you with complaints about campaign coverage and bias. Emails and phone calls express concern that one party or another is under-represented and that NPR reporters are "cheerleading" for candidates.

"It seems to me that the great majority of people you interview are Romney supporters," Pemala Mejia from Castro Valley, CA wrote. "I get the uneasy impression that this is a program doing subtle campaigning."

But listener Kevin Baker from Arlington, VA had the exact opposite experience. "Every Democrat interviewee recorded is universally positive about Obama with no challenges offered from the interviewer. Everything is taken at face value," Baker wrote.

I took these complaints and others to Managing Editor David Sweeney. I asked what guidelines or procedures were being followed in the campaign coverage to assure accuracy, fairness and impartiality in the coverage of the two parties and their many November candidates, beginning with President Barack Obama and Gov. Mitt Romney.

The good news is that I came away with answers; the bad news is that they probably won't leave many satisfied. [READ MORE](#)



## The Word the Media Won't Use

Ben Yagoda writes: People and institutions are frequently criticized for the words they use. Lately, the mainstream news media has been getting heat for a word it habitually does not use. The word is lie—both the root noun and the verb that derives from it. Throw in the epithet liar while you're at it.

The complaint is an outgrowth of a more general, longstanding, and well-founded grumbling that the press too often acts more like a stenographer than a watchdog—merely summarizing or quoting politicians, candidates and business leaders' statements, rather than independently determining their veracity. This came to a head in what might be termed WMD-gate: the failure of journalists, in the run-up to the second Gulf War, to scrutinize George W. Bush administration officials' claims that the Iraqis had and were ready to use weapons of mass destruction.

[READ MORE](#)

## News From Hennes Paynter



## Hennes Paynter Crisis Communications & Media Relations E-Newsletter

**Now Has More Than 6378 Subscribers**

Thank you for helping us reach this milestone.

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[Kai Ryssdal](#), host and senior editor of **Marketplace**, public radio's program on business and the economy, will be in Cleveland on October 1st for a live appearance at WCPN-FM.

Hennes Paynter Communications is a proud co-sponsor of that event and appearance.

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Hennes Paynter supports [WCPN-FM](#) and [WKSU-FM](#), respectively 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.



Romenesko.com

### **Do All Astronauts Look Alike?**

From Scott Lebar: Picked up my People mag, looked at the Neil Armstrong picture and was a bit surprised to see a lunar rover. Pretty sure Apollo 11 was a land, walk, get-the-hell-out-of-there kind of mission. The lunar rover didn't show up on the moon until Apollo 15, if memory serves. One small misstep in photo editing, one giant deceit in imagery.

And the astronaut (in the People Magazine photo) is...John Young from Apollo 16. There aren't many still pictures of Armstrong on the moon - only one famous one that I know of - mostly because he did most of the picture taking. What you have here is the wrong photograph of one of the most iconic figures of the 20th century. [READ MORE](#)



Poynter

### **Narrative Nonsense**



From Katherine Boo: As a reporter, you know the tropes of how stories on poverty work in any country. A reporter will go to an NGO and say, "Tell me about the good work that you're doing and introduce me to the poor people who represent the kind of help you give." It serves to streamline the storytelling, but it gives you a lopsided cosmos in which almost every poor person you read about is involved with a NGO helping him. Our understanding of poverty and how people escape from poverty, in any country, is quite distorted.

But one of the things that I, as a writer, feel strongly about is that nobody is representative. That's just narrative nonsense. People may be part of a larger story or structure or institution, but they're still people. Making them representative loses sight of that. Which is why a lot of writing about low-income people makes them into saints, perfect in their suffering. [READ MORE](#)



Curated by Hennes Paynter Communications

## Short Takes

[Empty-Chair Interviews Officially a Trend After Clint Eastwood RNC Speech](#) Poynter

[Clint Eastwood's Only Interview About His RNC Speech: "Mission Accomplished"](#) The Carmel (California) Pine Cone

[60 Years of Presidential Attack Ads - All in One Video](#) The Atlantic

[The Story of the Only American Not on Earth on 9-11](#) The Atlantic

[How AP Photojournalist Captured Photo of Joe Biden and Biker](#) 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

10/2/12 The Center for Emergency Management & Homeland Security Policy Research, University of Akron (1.5 hours)

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

11/1/12 Business Volunteers Unlimited - Center for Nonprofit Excellence

11/8/12 Legal Marketing Association (1 hour)

12/7/12 Columbus Bar Association (3 hours)  
Managing the Media: Lawyers & The Press CLE

12/18/12 Akron Bar Association (4.5 hours)  
Managing the Media: Lawyers & The Press CLE

Co-Presenters: Orville Reed, Stark & Knoll; 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)**

**4/15/13 Burton D. Morgan Center for Entrepreneurship Research (1.5 hours)**

**4/16/13 Greater Cleveland 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.

## **Did Someone Forward This E-Newsletter To You?**

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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 [where we've talked before](#) and [what other people say](#) about our seminars.

### **Recent seminar sponsors include:**

Maritime Attorneys of The United States  
American Great Lakes Ports Association  
Ohio County Prosecutors Association  
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The American Bar Association  
Cuyahoga Community College  
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Mansfield Economic Club  
Lorain County Society for Human Resource Management  
Lakeland Community College  
Holmes County Board of Health  
Cuyahoga County Emergency Management Agency  
Cuyahoga County Police Chiefs Association  
Cuyahoga County Fire Chiefs Association  
BVU - The Center for Nonprofit Excellence  
Ohio County Auditors Association  
Ohio Mayors Association



## 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](http://www.hennespaynter.com) 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.**



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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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