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

## Crisis Comm & Media Relations E-Newsletter

September 1, 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.



Hennes Paynter Communications

### Hurricane Irene - News or Hype?

Hurricane Irene brought 44 deaths, flooding in some areas not usually prone to flooding and millions without power on the east coast.

Thankfully, this Category 1 hurricane turned out to be less destructive than could have been.

Sitting in Cleveland and far from harm, after watching hours of cable TV coverage over the two day ramp-up to the hurricane's strike on the east coast, our initial impressions: FEMA, the governors and mayors of the major cities caught up in Hurricane Irene did a fine job of communicating risk and most residents seem to have heeded government instructions. We're even prepared to give the media decent marks for the substance of much we heard said and saw on our screen. For the most part, the words they used were appropriate, though the wall-to-wall coverage and screaming on-screen graphics are likely to lead many to the conclusion that Hurricane Irene was over-hyped by the media.

As risk communications expert [Peter Sandman](#) often talks about, when the dangers are severe and reasonably-likely to occur, it's better to risk over-alerting the public than under-alerting. "Get out in front of worst-case-scenario speculation by sharing the worst case scenarios that officials consider possible and worth planning for," says Sandman. Here, other well-respected voices chime in:

[Media Hurricane Hype](#) Columbia Journalism Review

[Hurricane Provides Window Into W'ther Channel Info-Tainment](#) Poynter Institute

[Pub. Service or W'ther P--N, How Much Coverage Valuable/Hype](#) Poynter Institute



The Press Club of Cleveland

## Press Club Presents September 11 - Ten Years Later

### Behind the Scenes of a Crisis

#### Where were you on 9-11?

Almost ten years to the day, our panel of experts will share their experiences and suggestions for the future. On **September 7, 2011**, from 9:00 a.m. - 3:00 p.m., we'll hear from:

**Stephen D. Anthony**, special agent-in-charge, Cleveland FBI  
**Rick DeChant**, former assistant federal security director, TSA Screening Ops (Cleveland)  
**Mary-Alice Frank**, CEO, American Red Cross Greater Cleveland Chapter  
**Janeth Hermann**, intelligence research specialist, U.S. Attorney's Office, Cleveland  
**Mark Sniderman**, senior VP and chief policy officer, Federal Reserve Bank of Cleveland  
**Tom Kelley**, director, Lorain County Emergency Management Agency  
**Harold Pretel**, commander, City of Cleveland Bureau of Homeland Services  
**Tom Roherty**, air traffic control specialist, FAA, Cleveland Center (Oberlin)  
**Michael York**, deputy general manager, Greater Cleveland Regional Transit Authority  
**Tom Evans**, terrorism professor, John Carroll University  
**Leon Bibb**, news anchor, WEWS TV-5  
**Toni Garbo**, managing editor, WJW Fox-8  
**Michael Heaton**, The Plain Dealer  
**Mary McCahon**, Regional Transit Authority  
**Tom Moore**, WTAM 1100 A.M.  
**Michael O'Mara**, former WKYC-TV reporter  
**Evelyn Theiss**, The Plain Dealer  
**Paul Orlousky**, WOIO TV-19

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

### Event Sponsors



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With the 10th anniversary of the 9/11 terrorist attacks on the U.S. almost upon us, below you'll find a few carefully selected articles that fit into the spirit of this e-newsletter:

["Portraits of Grief" Ten Years Later: Lessons from the Original New York Times 9/11 Coverage](#) The Poynter Institute

[10 Iconic Images from 9/11](#) The Poynter Institute (*warning: disturbing image*)

[Internet Archive Re-Launches Collection of TV News Coverage from 9/11](#) Poynter

*The latest version presents the videos in a grid, arranged by station and by day, highlighting key moments captured on various programs.*

[The Onion Looks Back on "Cathartic" 9/11 Issue](#) Yahoo ! News

[NPR's 9/11 Coverage Begins on Wednesday on All Programs](#) The Poynter Institute

[A.P. Announces Broadcast Coverage for 9-11-11](#) The Poynter Institute

[National Review & Kennedy Center on 9-11-11](#) FishbowIDC



Ready.gov & 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](http://Ready.gov)

Recent weather events such as Hurricane Irene, the earthquake on the East Coast and other natural disasters highlight the need for Americans to prepare for emergencies. The Federal Emergency Management Agency (FEMA), the American Red Cross, the Ad Council and Google Crisis Response are collaborating to launch a new preparedness web resource, [Get Tech Ready](#), on behalf of the Ready campaign.

Released just before the start of National Preparedness Month, this new resource educates individuals and families about how using modern-day technology can help them prepare, adapt and recover from disruptions brought on by emergencies or disasters.

A recent American Red Cross survey showed that the internet, including online news sites and social media platforms, is the third most popular way for Americans to gather emergency information and let their loved ones know they are safe.

"As technology becomes more a part of our daily lives, people are turning to it during emergencies as well. We need to utilize these tools, to the best of our abilities, to engage and inform the public, because no matter how much federal, state and local officials do, we will only be successful if the public is brought in as part of the team," FEMA Administrator, W. Craig Fugate.

"During Hurricane Irene, we saw people using new technologies in many ways, whether it was thousands of people downloading our new shelter finder App or others using our Safe and Well site and social media to let their friends and family know they are OK," said Gail McGovern, President and CEO of the American Red Cross. "People now have more varied resources available at their fingertips that they can use before, during and after emergencies."

Get Tech Ready provides Americans with tips on how to use technological resources before, during and after a crisis to communicate with loved ones and manage your financial affairs. Pre tips on the website include:

- Learn how to send updates via text and internet from your mobile phone to your contacts and social channels in case voice communications are not available;
- Store your important documents such as personal and financial records in the cloud or on a secure and remote area or flash or jump drive that you can keep readily available so they can be accessed from anywhere;
- Create an Emergency Information Document by downloading the [Ready Family Emergency Plan](#) to record your emergency plans.

"Get Tech Ready is a resource that will truly help people in the US and around the world understand how they can use widely available technology to prepare for potential crises," said Nigel Snoud, Product Manager, Google Crisis Response. "We're thrilled to be working with FEMA, the American Red Cross, and the Ad Council on this public service project."

"We are delighted to collaborate with FEMA, Google and the American Red Cross to expand our Ready messages through this new web site to educate more Americans about the vital need to get prepared in advance of an potential emergency," said Peggy Conlon, president & CEO of the Ad Council. "The web site will provide access to critical resources to Americans addressing the importance of using technology as part of their individual and family preparedness plans."

Launched in 2003, National Preparedness Month is designed to encourage Americans to take steps to prepare for emergencies throughout the year. The Ready campaign was also launched in 2003 by FEMA in partnership with the Ad Council. Since its launch, media outlets have donated more than \$900 million in advertising time and space for the PSAs. The new PSAs will air in advertising time that will be entirely donated by the media.



## Six Tips for Integrating Social Media Tactics with Traditional PR Efforts

Whether you're a member of a public relations or a social media team - or if you're lucky enough to be part of a team that encompasses both - you can likely appreciate the challenges of uniting traditional and social communications tactics. Even as bloggers are increasingly recognized as journalists, and even as social media content increasingly influences search results and traditional news coverage, it's still difficult to ensure that your team is properly positioned at intersection of old and new media. [READ MORE](#)



The New York Times

## Covering 2012, Youths on the Bus

A group of five fresh-faced reporters from National Journal and CBS News clicked away on their MacBooks one recent afternoon, dutifully taking notes as seasoned journalists from the campaign trail shared their rules of the road. The journalists were mostly in their 20s, learning the basics: never get too close to a source; master the art of eating while driving; never rely on a hotel wake-up call. For decades, campaign buses were populated by hotshots, some of whom covered politics for decades, from Walter Mears to David S. Broder to Jules Witcover. It was a glamorous club, captured and skewered in Timothy Crouse's best-selling "The Boys on the Bus," about the 1972 campaign. [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?



The New York Times

### Contagion

On Friday, September 9, director Steve Soderbergh debuts his new Hollywood blockbuster, [Contagion](#). With 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.

If last year's H1N1 flu scare (that thankfully turned out to be less-than-lethal) convinced you that today's modern medicine will let mankind avoid a pandemic with mass deaths, then stop reading right now. But if you are a student of history and science - and you know that someday there will be a virulent pandemic with mass casualties across the world - then you're going to want to rush out and see this movie. From The New York Times movie preview, there were three paragraphs in the movie preview we found (as crisis/risk communicators) to be particularly encouraging:

- "Scott and I were fascinated by the science," Mr. Soderbergh (the director) said. "I don't know how you could make a film about a subject like this without wanting it to be accurate."
- A central theme of the movie is that information acts much like a virus. Wary of mass panic, officials wrestle with the appropriate responses, and one of the characters is a scaremongering blogger, played by Mr. Law.
- "It's not that Warner Brothers is in the habit of making \$60 million P.S.A.'s," Mr. Soderbergh said, "but I do want people to come out of this film with an understanding, were this to happen again, of what's going on."

[READ MORE](#)

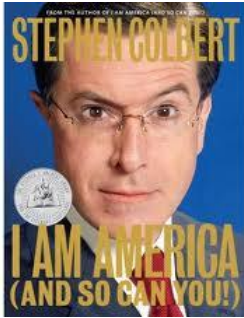




Ragan's PRDaily

## 14 Ways Not to Suck as a Speaker

When you've been invited to be a guest speaker for an organization's luncheon or other meeting, you don't want to be *that* speaker. And it can be terribly easy to be *that* speaker: You know, the high-maintenance one, or the boring/irrelevant one. You want to be the one who is memorable for positive reasons. Here's a list of 14 ways to *not* suck. [READ MORE](#)



Ragan's PRDaily

## Watch Stephen Colbert Get Schooled by a Communications Consultant

On "The Colbert Report," host Stephen Colbert sat down with Republican political strategist Frank Luntz in his "mind lab" to get some communication tips for his political action committee (PAC). For Luntz to work with Colbert, the talk-show host must follow Luntz's rules. Here's a taste. [READ MORE](#)



Curated by Hennes Paynter Communications

## Short Takes

[East Coast Earthquake & Role of Social Media in Government Crisis Communications](#) Gov20.GovFresh

*(be sure to check out the raw video feed of the White House & Capitol being shaken by the recent quake)*

[Two Ways to Handle a Heckler](#) Mr. Media Training

[Does Not Compute: 10 PC Myths from Movies & TV](#) Maximum PC Magazine

[Woodstock Producer: The Media Got It Wrong from the Beginning](#) Poynter Institute

[What To Do When Police Tell You to Stop Taking Photos/Videos](#) Poynter Institute

[In Cellphone Wars, Movie Chain Uses a Violator's Words](#) The New York Times



Hennes Paynter Communications

## Check Out Bruce & Barb's Schedule

9/12/11 Mansfield/Ontario/Richland County Health Department (6.5 hours)

Managing the Media: Crisis Communications + Extreme Crisis

Communications + Social Media During Crisis Situations

Co-Presenter: Scott Juba

**Co-Sponsors:** Ohio State - Mansfield North, Central State College, Richland County Emergency Management Agency, Leadership Unlimited Members, Country Inn & Suites by Carlson

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), as well as a session dedicated to the use of social media during a crisis. 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 full registration information, click [here](#).

**9/20/11 Wean Nonprofit Summit (1 hour)**  
**Crisis Communications for Nonprofits**

**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](#).

**11/15/11 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](#).

**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.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

[www.crisiscommunications.com](http://www.crisiscommunications.com)  
216.321.7774



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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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