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## Crisis Comm & Media Relations E-Newsletter

April 1, 2013

Now in our 11th Year of Publication

Winner of the 2012 Gold "Rocks Award" for Best Newsletter from the  
Public Relations Society of America - Cleveland Chapter

[Bruce Hennes](#)   [Barbara Paynter APR](#)    
[Hennes Paynter Communications](#)

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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.



### The Today Show Host's Fall from Grace

[Why Women Turned on Matt Lauer](#) *The New Republic*

There are a very small number of jobs where it just doesn't matter if you're not that well-liked. Solitary-confinement prison guard, maybe. Large-scale media or movie mogul. Solo-rig long-haul trucker. Morning-show host is not one of those jobs. And as Matt Lauer has found out recently, charm is not automatically renewing. As The New York Times recently reported, the once-adored co-host of the "Today Show," who less than a year ago was seen as such a foundational part of the franchise that NBC gave him a \$25 million per year contract, now finds himself at the wrong end of a rumor about a shakeup at the show, which has lately faced suboptimal ratings and plummeting ad revenue.

[Cover Story about Matt Lauer in this week's New York Magazine](#)



### The Fall of the Superstar Athlete

[Breakdown of Champions](#) *Vanity Fair*

Nothing rivets America's attention like the fall of a superstar athlete. The recent roll of dishonor - Lance, Tiger, A-Rod, Manti Te'o, and, of course, JoePa - is a primer in the pathologies of sports heroes, sports media, and sports fans.

Speaking of superstar athletes, Tiger Woods and the [new Nike campaign](#): "Winning Takes Care of Everything." Does it? What do you think?



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## Feeding the Beast

[Crime Coverage Now Requires Constant Feeding](#) *Poynter*

Covering breaking news is more demanding than ever, driven by unrelenting micro-deadlines and financial pressures that have whittled staffs and forced a spot news makeover, crime reporters and editors say. At many shops, journalists post blogs and social media updates without an editor's read-over. As a result, typos, factual errors and single-source stories are proliferating. Said Mark Becker at WSOC-TV in Charlotte, NC: "We don't hold information anymore. The station bought us iPhones about a year ago. As soon as you get on the scene of a story, you snap a couple of pictures and you get it on the website. You're streaming video on the Web if you're not going to be live on TV. This constant flow of information starts the moment you get somewhere. You may sometimes hold back if you don't see another crew somewhere, but most of the time that ends up blowing up in your face, so most of the time we instantly put it on air or online."

[Trends in Crime Journalism: Feeding the Beast](#) (the full report cited above)

*John Jay College of Criminal Justice, Center on Media, Crime and Justice*

[Local TV News is a Waste of Your Time](#) *The Charleston Gazette*

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## I See London, I See France

[Lululemon Practiced Textbook Crisis PR During Yoga Pants Frenzy](#)

*Ragan's PRDaily*

When athletic wear giant Lululemon announced a black yoga pants recall last week, the apparel market and the media went into a fit of pant-demonium. It became a top story across a range of media outlets, as observers mostly chuckled at the incident. The story picked up steam later in the week when word spread that employees at Lululemon were doing bend-over tests to check for faulty pants. The athletic clothier had pulled a batch of its luon pants because they were too sheer. Here's what the company did right.

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## Presidential Press Conferences

[White House Press Conferences Turn 100](#) *Politico*

The history of the American presidency is one of an office accommodating to the needs of its occupants while also responding to an environment in flux - and few White House rituals illustrate the continuity and change of the institution more than the presidential press conference. One hundred years ago this month, President Woodrow Wilson established the press conference as a forum in which the chief executive answers questions from reporters on his policies and leadership. All 16 of his successors have followed the tradition Wilson established, though the frequency and content of presidential press conferences have varied over the 100-year span. But for each of those presidents, press conferences have been an important instrument of leadership.

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## General Counsel as Supermen

[The Clairvoyant Corporation](#) *Forbes*

A recent study by KPMG focuses on how, in general, risk can be turned to advantage, and how a new breed of leader - the corporate General Counsel - has gradually emerged as a key player in the risk management arena. This study shows how in-house lawyers are no longer just overseers of outside counsel or practitioners handling mundane matters. They have now become, as KPMG puts it, "barometers" for management and boards. While their qualifications as risk-predictors are most notably recognized by their colleagues in the regulatory area, the impact of risk prediction is felt at every level of corporate planning, from M&A to litigation.

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## I'm Sorry. Really Really Sorry.

[Year Begins with Spate of Exemplary Apologies](#) *Ragan's PRDaily*

Anyone can apologize. But to do it well-to extinguish the fire rather than reignite it-requires the one thing that PR professionals can't fake: sincerity. For example, last month saw perhaps the biggest mea culpa in the history of environmentalism. Mark Lynas, who helped spearhead the movement against genetically modified foods, recanted and switched sides. "I could not have chosen a more counterproductive path," he confessed to the Oxford Farming Conference. "I now regret it completely." His declaration was courageous and honest.

## News From Hennes Paynter



**Hennes Paynter**

### Communications

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[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications. Contact us at 216-321-7774.



## For Those Who Miss Typewriters

[Lettering in Futility](#) *Orange County Register*

Those of a certain age (the fossilized among us) may remember the sounds of a typewriter, the flutter of cylindrical rolling rubber pulling the blank page into perfect position, the rhythmic clack of keys as they strike the page, the tinkly ding when the carriage precariously approaches the edge of the margin. A typewriter sounds either like a glorious calliope or a very old man slogging up stadium steps in metal shoes, depending on your perspective. More than one person in the newsroom complained about the rat-a-tat chatter of my typewriter. Take a minute to ponder the implications of what you just read. At one time, typing being frowned upon in the newsroom would have been a little like water being frowned upon in the ocean.



## Meet the Beatles

When it comes to the women of the Beatles, everyone knows about Linda and Yoko. But the woman people may not know is the one who may have had the biggest impact on the Fab Four.

In the dark damp underbelly of the Liverpool bar, The Cellar, Freda Kelly was one of many young girls who fawned over the new band and would later become the heart and soul of their rise to fame.

Working in a secretary pool in town, Freda would be recruited to work in the same capacity for the up-and-coming group and continue to do so for the next 11 years until the Beatles' break up.

One of the only documentaries to be given the full blessing of the living band members, **GOOD OL' FREDA** is a must-see for Beatles fans who think they've seen it all. Beginning with the early days in The Cellar, this documentary recounts the days of four guys looking for their next gig. And it continues all the way to the end when the fame had become too much to bear.

It's been 50 years of silence for the always trustworthy and loyal Freda Kelly and now we get to hear her story. An incredibly insightful and rare look behind the scenes of the world's biggest band, **GOOD OL' FREDA** is the all-access pass that Beatles fans have been waiting for.

[Meet the Beatles' Secretary](#), from the Hollywood Reporter.

**BONUS FOR OUR READERS:** [What's Happening ! The Beatles in the USA](#) This is the full 1 hour, 21 minute documentary filmed by the storied [Maysles brothers](#) covering the first arrival of "Beatlemania" in the U.S., as well as the band's historical appearances on "The Ed Sullivan Show."

**GOOD OL' FREDA** makes its Cleveland debut on Thursday, April 11 when the Cleveland International Film Festival will present the movie at a special screening at the Cedar Lee Theater in Cleveland Heights. This film festival film is sponsored by **Donna and Stewart Kohl** and the **Rock and Roll Hall of Fame & Museum**. The special April 11 showing is co-sponsored by **Hennes Paynter Communications** and **Nighttown**. For full ticket information, including a special discount on all Film Festival movie tickets courtesy of Hennes Paynter Communications, please read below.

**Thursday, April 11**

**Rick Whitbeck  
Evening at the**



2163 Lee Road  
Cleveland Heights, OH 44118

The Cleveland International Film Festival returns to its original home (1977-1990) for the eighth consecutive year.

You must have a Film Festival pass or GOOD OL' FREDA ticket for admission to the pre-film reception and to the film.



This event is presented in loving memory of Rick Whitbeck (1946-2008). One of the founders of the Film Festival, Rick filled many staff roles over the years and served as the organization's first Board President. The Rick Whitbeck Evening at the Cedar Lee Theatre provides us with an annual opportunity to honor Rick's devotion to his family, his friends, and the Film Festival.



Good Ol' Freda

**Good Ol' Freda**

Directed by Ryan White  
USA, UNITED KINGDOM 2013  
86 minutes  
(see page 82 for film description)

**Thursday, April 11**

**5:30 PM**

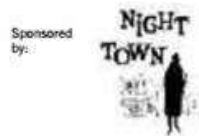
Pre-Film Reception at Nighttown  
12387 Cedar Road  
Cleveland Heights, OH 44106

**7:20 PM | Code CLEE11**

(please find your seats by 7:00 PM)  
Film Screening at the Cedar Lee Theatre

**9:30 PM**

Dinner specials until 12 Midnight  
at Nighttown



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**Friends of Hennes Paynter Communications can receive a \$2.00 discount for all Film Festival ticket purchases by using the following codes:** Online: Use code "HPCOMM" when purchasing tix at [www.clevelandfilm.org](http://www.clevelandfilm.org) (available 24 hours a day). Phone: Use the code "HPCOMM" when calling the Ulmer & Berne Film Festival Box Office at 877.304.FILM (3456). In-person: Use the code "HPCOMM" at the Ulmer & Berne Film Festival Box Office in the lobby of Tower City Cinemas.

**Ticket prices (before discount):**

\$12 Cleveland International Film Festival Members

\$14 Non-members

\$12 Students and Seniors (in-person & w/ID only)

This discount is good for any Festival film screening EXCEPT for the Opening Night.

Restrictions and handling fees may apply.





## Short Takes

[NPR to End "Talk of the Nation"](#) Poynter

[FBI Launches Publicity Campaign to Nab Notorious Art Thieves](#) Salon

[Pioneering Rock Journalist Paul S. Williams Dies at 64](#)

*The Hollywood Reporter*

The godfather of modern rock journalism, Williams' influence on the grand world of music writing is near-incalculable. He started the first American rock magazine *Crawdaddy!* in 1966 (months before *Rolling Stone*) as a teenager.

[How Flipboard Just Created 50 Million Magazine Editors](#) Poynter

Flipboard, one of the most popular news-reading mobile apps, has just done that. It is shifting its focus toward empowering users to create their own curated "magazines" for others to read.



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.

**4/10/13** Buckeye Association of School Administrators

**4/15/13** Burton D. Morgan Center for Entrepreneurship Research

**4/16/13** Greater Cleveland Safety Council

**4/19/13** University Hospitals Environment of Care Summit

**5/6/13** International Joint Commission Conference

**5/14/13** Cleveland Metropolitan Bar Association

Effectively Addressing Offensive Online Speech in the 21st Century

Co-Presenters: Thomas Haren, Esq.; Marc Randazza, Esq.; Scott Juba

**5/18/13** Cleveland State University - Newly-Elected Officials Workshop

**5/20/13** Cuyahoga County Emergency Management Agency (6.5 hours)

Extreme Crisis Communications + Using Social Media in Crisis Situations

Co-Presenter: Scott Juba

FOR REGISTRATION INFORMATION: <http://tinyurl.com/crisiscommsoloflyer2013>

**5/21/13** Mechanical & Plumbing Industry Council

**6/6/13** American Association of Corporate Counsel - Central Ohio Chapter

**6/7/13** Mayors Association of Ohio

**6/15** Medina County Emergency Services Conference (3.5 hours)

**6/21** American Society of Industrial Security

NOTE: Some 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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### Know someone who might benefit from this newsletter?

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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:

Akron Bar Association	Lakeland Community College
American Bar Association	Licking County Safety Council
American Great Lakes Ports Association	Lorain Cty. Society for Human Resource Mgmt.
Bowling Green State University	Mansfield Economic Club
BVU - The Center for Nonprofit Excellence	Maritime Attorneys of The United States
Columbus Bar Association	Ohio County Auditors Association
Cuyahoga Community College	Ohio County Prosecutors Association
Cuyahoga Cty. Emergency Mgmt. Agency	Ohio Mayors Association
Cuyahoga County Fire Chiefs Association	Ohio Municipal League
Cuyahoga County Police Chiefs Association	Southern State Community College
Holmes County Board of Health	



### Managing the Media: Lawyers & The Press CLE

As almost any general counsel of a large, publicly traded, consumer-oriented company will tell you, legal controversies today are tried in the Court of Public Opinion -- at least as much as in any Court of Law. Every organization, especially large, publicly-traded corporations, has much to gain (or lose) by the way a legal controversy is positioned in the media. Because the value of a company's reputation is immeasurable -- and perhaps its largest uninsured asset -- a corporation loses when the brand image is tarnished, even if the corporation technically wins at trial. Furthermore, since most legal controversies are settled prior to trial, the Court of Public Opinion has arguably become the most important battleground affecting not only good will and market share, but legal bargaining power and settlement negotiations. Managing this battleground, therefore, has become integral to many corporations' legal strategies.

Georgetown Journal of Legal Ethics, Vol. 22, 2009

In these days of 24/7 instant news, where Twitter and Facebook exponentially amplify crisis situations, organizations simply cannot wait until a legal decision is rendered. They must be prepared to vigorously defend their position in a wide variety of venues, as well as media outlets.

Hennes Paynter Communications works with corporations, government agencies, non-profits, schools, hospitals and educational

institutions to communicate their way through legal and reputational challenges ranging from criminal charges and claims of medical and professional malpractice to plant closings, food and product liability issues, ownership and transition disputes that threaten the very existence of an organization. We are practiced in the art of working with attorneys and, in fact, are frequently brought in by attorneys who recognize the value we bring to the table. We often work with legal teams by immediately preparing for the Court of Public Opinion so they and their client are not declared "guilty" before they can even be heard in the Court of Law -- and sometimes, we can help forestall a situation from even spawning a court case at all.

The American Bar Association, numerous law firms and local bar associations have brought us in to do one of our seminars, including some who've 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](#) 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

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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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