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

## Crisis Comm & Media Relations E-Newsletter

July 15, 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.



### Tragedy in San Francisco

[Lessons from the Asiana Airline Crash](#) *Boardroom Communications*

Having recently worked with a client involved in a crisis situation involving the National Transportation Safety Board, we can tell you from direct experience that the NTSB people are calm, professional - and tough as nails. Even if you work in a business unlikely to encounter the NTSB, the link above provides a short case study on how to handle a disaster or other crisis situation.



### We Have BREAKING NEWS !!!!!!!

[How To Make TV News Sound Urgent](#) *Mervin Block Television*

A new blight is blanketing the land: broadcast scripts injected with *nowness*. The blight has spread because so many newscasters are trying to make news seem fresher than fresh. Many anchors do that by presenting news, no matter its age, as *breaking news*, *developing news*, or *happening now*. Even when those labels are true, they're now clichés. The biggest problem with *breaking news* and *happening now* is that they're often untrue - often enough to make all such usage suspect. The communications professionals at Hennes Paynter know there is inherent bias in all news reports, regardless of medium. Perhaps clicking on the link above will make you more skeptical, too. While you're at it, show it to your kids.



## Check Out the New Hennes Paynter Website

[Hennes Paynter Communications' New Website](#)

We've launched our new website. Let us know what you think, would you?



## Cybersecurity Case Study

[Crisis Communications Steps to the Forefront](#)

*Risk & Compliance Journal*

Having spoken many times before I.T.-oriented trade associations about cybersecurity and working with clients on data losses, we know only too well that dealing with a breach of this nature is complicated, requiring a deft hand.



## Momentum in Cleveland

[Momentum](#) *Greater Cleveland Partnership*

While Hennes Paynter Communications does work for clients across the country, we call Cleveland home. The one question often asked by Clevelanders of themselves is whether or not things are getting better. Certainly, the economy, housing foreclosures, the conversion of our workforce from manufacturing to service, information and healthcare and the success (or lack thereof) of our professional sports teams have presented challenges. While we can't deny things remain tough for those at the bottom of the economic ladder, there is absolutely a renewed spirit of optimism in Cleveland. Cranes are in the air and cranes mean jobs. At Hennes Paynter, we've seen a strong uptick in dollars spent by our clients with us for crisis/media training and the preparation of crisis communications plans. (dollars that are usually the first to be cut in a downturn). We also hear similar stories from our network of clients and friends in the business community. There IS momentum - and the Greater Cleveland Partnership (Cleveland's Chamber of Commerce) put together an exciting [video](#) (be sure to expand to full screen) highlighting that momentum - and the best that Cleveland has to offer. We're still the best location in the nation and the video above will confirm that.

## News From Hennes Paynter



**Hennes Paynter Communications**



Thanks to Plain Dealer Photographer John Kuntz for the great photo of one of the Tall Ships in the Cleveland Harbor - with our Terminal Tower office in the background.

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



## Walenda Walk

[Producing Nik Wallenda's Grand Canyon Walk](#) *TVNewser*

Daredevil Nik Wallenda's walk across a wire suspended above the Grand Canyon drew massive ratings for Discovery Channel when it aired last month. Now, Variety's Brian Steinberg goes behind the scenes to reveal the surprising challenges NBC News' Peacock Productions faced while producing the broadcast.



## On the Internet, No One Knows You're a Dog

[Cartoon Rejections at 'The New Yorker'](#) GalleyCat

How many times have you been rejected? The average cartoonist who works with The New Yorker magazine can get rejected up to 15 times every single week. Cartoon editor Bob Mankoff shared some advice about humor writing in a recent TED talk (embedded above), sharing some eye-popping statistics about cartoons as well.



## Short Takes

[The Hut Where the Internet Began](#) The Atlantic

When Douglas Engelbart read a Vannevar Bush essay on a Philippine island in the aftermath of World War II, he found the conceptual space to imagine what would become our Internet.

[Harper Lee's Tragic 'To Kill a Mockingbird' Lawsuit](#) Los Angeles Times

[Obit for Jim Nayder, Specialist in 'Annoying Music'](#) The New York Times

Jim Nayder, whose ear for music that might set a dog's teeth on edge led him to found "The Annoying Music Show" on public radio, died. "Annoying music is like a train wreck," Nayder once said. "You don't want to look, but you have to." From the obit: ...in truth, who but a roach could resist gems like Jim Nabors's rendition of "The Most Beautiful Girl in the World"? William Shatner's take on Bob Dylan's "Mr. Tambourine Man"? Or "California Girls" by the Alexandrov Red Army Ensemble of Leningrad?

[The History of Typography in Stop-Motion Animation](#) The Atlantic

[The Wizard of Oz](#) The Onion

Here, for your viewing pleasure, an (ahem) *alternative* view of one of the most beloved films of all time.



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.

7/24/13 Emergency Management Association of Ohio

8/10/13 Ohio State Fire Fighters Association

9/25/13 Ohio Planning Conference

9/26/13 Ohio Lobbying Association

10/4/13 The Council for Advancement & Support of Education -  
The Conference for Community College Advancement

10/15/13 Ohio Schools Council

11/20/13 - Taft 13th Annual Labor & Employment Law Update CLE

12/3/13 Toledo Bar Association  
Managing the Media: Lawyers & The Press CLE (3.25 hours)

12/16/13 Cleveland Metropolitan Bar Association  
Managing the Media: Lawyers & The Press CLE (4.75 hours)  
Co-Presenters: Deborah Coleman, Esq. and Virginia Davidson

12/17/13 Columbus Bar Association  
Managing the Media: Lawyers & The Press CLE (3 hours)

1/10-11/13 Cleveland State University, Levin College of Urban Affairs

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

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

Akron Bar Association  
American Assoc. of Corporate Counsel  
American Bar Association  
American Great Lakes Ports Association  
American Society for Industrial Security  
Canadian Shipowners Association  
Columbus Bar Association  
Cuyahoga Community College  
Cuyahoga County Office of Emergency Mgmt.  
Cuyahoga County Fire & Police Chiefs Assoc.

Kent State University  
Lake Carriers Association  
Mansfield Economic Club  
Maritime Attorneys of The United States  
Northeast Ohio Medical University  
Ohio County Auditors Association  
Ohio County Prosecutors Association  
Ohio Mayors Association  
Ohio Municipal League  
Society for Human Resource Management



## 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](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.



**When your organization or reputation is threatened, you need a specialist.  
A crisis communications specialist.**

**HENNES**  **PAYNTER**  
COMMUNICATIONS

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