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Crisis Comm & Media Relations E-Newsletter

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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

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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.



I Is What I Is and I Ain't Changing

Days later, it's easy to pile on Paula Deen. As David Johnson of Strategic Vision said recently, "There are three types of scandals that are career killers: one involving a child; one involving an animal; and one involving race. Americans can forgive sexual indiscretions (just ask Bill Clinton and Mark Sanford) or financial ones (just check out Martha Stewart). But race, along with the other two, is a major career setback, if not career-ender - just ask Michael Richards, Jimmy the Greek and Mel Gibson." Paula Deen's fall isn't simply about using the N word nor is it a simple matter of political incorrectness (though we understand why so many are tempted to label the situation as such). It's actually a complex narrative

that includes hiding her diabetes story for three years, it's about the way the staffers are treated at her restaurants, it's about parties featuring characters offensive to minorities, it's about a 61-year old woman who may have been born under Jim Crow laws, but was actually raised in the post-Jim Crow era -- and it's about a woman who instead of dealing with her situation in a positive, forthright manner is tearfully and mournfully trying to come across as the victim. Everyone's heard the phrase, "when you're in a hole, quit diggin'." All we could think of every time we heard Paula talk was that saying they say in the South: "Paula, bless your heart."

[Matt Lauer Interview](#) *The Today Show*

[The Worst Apology Ever](#) *Bloomberg BusinessWeek*

[Lessons Learned](#) *Melissa Agnes*

[Matt Lauer's Interview Missed the Real Questions](#) *Poynter*



Department of Phony Debates

[Hey, Mainstream Media: All Journalism is Advocacy Journalism](#) *Rolling Stone*

Matt Taibbi, author of five books and a winner of the National Magazine Award for commentary, in a provocative piece in Rolling Stone, offers up the observation that "all journalism is advocacy journalism. No matter how it's presented, every report by every reporter advances someone's point of view. The

advocacy can be hidden, as it is in the monotone narration of a news anchor for a big network like CBS or NBC (where the biases of advertisers and corporate backers like GE are disguised in a thousand subtle ways), or it can be out in the open, as it proudly is with Glenn Greenwald (the journalist for The Guardian who first wrote about NSA whistleblower Edward Snowden) or graspingly with NY Times reporter Andrew Ross Sorkin, or institutionally with a company like Fox.



Risk vs. Opportunity

[Five Rules For General Counsel In The Digital Age](#) *Forbes*

When most corporate general counsels look at that the world of digital and social media, they see a landscape rife with risk. The potential for an ill-advised employee tweet or Facebook post is always lurking. Online venues have provided plaintiffs' attorneys and activists with megaphones that amplify their messages. When crisis strikes, the speed with which the public narrative develops and is disseminated is nearly impossible for all but the most prescient companies to match. But while the Digital Age has certainly introduced an intensified era of legal and reputational liability, it has also provided GCs with tools that, if effectively leveraged, take crisis preparedness and risk management to new and unprecedented levels. When they know where to look, who to watch, and - most important - how to partner with others in the organization who understand the digital space best, GCs can provide themselves with a wealth of intelligence that enables them to prepare for every anticipated contingency.



Protect Yourself

[How Burglars are Using Social Media](#) *AllTwitter*

With the rise of social media, burglars have easier access to specific information regarding homeowners than ever before. More than 75% of burglars reportedly use Twitter, Facebook and Foursquare to target potential properties. But that doesn't mean you can't protect yourself. The infographic in the link above takes a look at all the ways burglars utilize social media, and therefore what you should be doing to secure your property.



NSA: No Such Agency

[How Should Key Players Navigate The PR Issues Raised By NSA/PRISM?](#) *The Holmes Report*

While your organization may not face dangerous, staggeringly-huge issues with national security implications, revelations of the U.S. government's PRISM data surveillance program have raised profound PR issues for various players affected by the unfolding saga, including government bodies, technology companies, Booz Allen Hamilton and whistleblower Edward Snowden himself. In this article, the Holmes Report calls on a number of comms specialists to explore how different parties should respond to the specific PR issues that they now face.



It's Not Going Away

[Colorado Fighting Fire with Social Media](#) *Ragan's PRDaily*

Every time we do a seminar, we ask the question, how many in the audience use Twitter? Almost 100% of the time, only a few hands go up and most of those hands are held by those under the age of 30. Invariably, Twitter non-users shrug their shoulders with the attitude, "This, too, shall pass." No, it won't. It's here to stay. While it may be called something else in a few years, it's evolved far beyond one person telling many others where they're eating or what kind of latte they just ordered. Case in Point #1: As newspapers lose circulation, people of all ages are getting their news from social media, especially Twitter. Case in Point #2: The Jefferson County Sheriff's office uses its blog and Twitter to keep the public and the press updated about fires. "The world has changed," sheriff's spokesman Mark Techmeyer told the Denver Post. "Traditionally, you had a press conference in the morning and the afternoon, but people won't settle for that now. Our protocol is to make the emergency blog live and then a tweet goes out to link back to the blog. The speed and accuracy cannot be matched with a written press release and a press conference in three hours -those days are gone."



Usually Not a Good Sign

If you come home and find satellite camera trucks lined up one after another after another, that's probably not a good sign of things to come. To the left, you'll see the street in front of New England Patriots tight end Aaron Hernandez's home just before he was arrested and led away from his suburban home in handcuffs. Actually, over the next few years you may not see sights like this anymore because the technology is about to dramatically change. Check out the latest - a TVUPack:



Weddings Used to be Sacred

[Lessons About Internet Journalism](#) *TechCrunch*

Sean Parker is the executive general partner at Founders Fund. Previously he was co-founder of Napster, as well as the founding president of Facebook. He currently serves as a director of Spotify. He writes: "My wife Alexandra and I met five years ago, fell in love, and almost immediately began fantasizing about our wedding day, which, we both agreed, should take place deep within an enchanted forest. (You know, sort of like Lothlórien, the mythical home of Galadriel in Tolkien's Lord of the Rings.) We wanted our wedding to begin with "Once upon a time..." and end with "...and they lived happily ever after." But life rarely works out the way it does in fairy tales, as much as we hoped it would. The story I'm about to tell, ironically, begins where many fairy tales end: with a wedding.



Short Takes

[6 Associated Press Style Rules for Press Releases](#) *Ragan's PRDaily*

[Did the Doctor Make a Mistake?](#) *SorryWorks*

What patients and families should do following a possible medical error.

[Making Sure Your Exit Music is Loud and Clear](#) *New York Times*

[12 Communications Basics Everyone Should Know](#) *Ragan's PRDaily*

We've all dreamed about it at one time or another - that exquisite moment when we finally muster the courage to tell the boss what we really think.

[Comedians in Cars Getting Coffee](#)

Jerry Seinfeld & David Letterman. Jerry Seinfeld & Don Rickles. Jerry Seinfeld and Sarah Silverman. Jerry Seinfeld and Alec Baldwin. Jerry Seinfeld and Michael Richards. Need we say more?



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

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 Bar Association
American Great Lakes Ports Association
Bowling Green State University
BVU - The Center for Nonprofit Excellence
Columbus Bar Association
Cuyahoga Community College
Cuyahoga Cty. Emergency Mgmt. Agency
Cuyahoga County Fire Chiefs Association
Cuyahoga County Police Chiefs Association
Holmes County Board of Health

Lakeland Community College
Licking County Safety Council
Lorain Cty. Society for Human Resource Mgmt.
Mansfield Economic Club
Maritime Attorneys of The United States
Ohio County Auditors Association
Ohio County Prosecutors Association
Ohio Mayors Association
Ohio Municipal League
Southern State Community College



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.**



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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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