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## Crisis Comm & Media Relations E-Newsletter

March 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](#)    
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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 Blade Runner

[The Hard Lessons of Oscar Pistorius](#) *The Atlantic*

Society often insists that its top achievers also be great human beings. It's often not the case. And the pressure put on them may make things worse.

Bonus article: [Should a Murder Suspect Hire PR Counsel?](#) *HolmesReport.com*



### When the Cops Subpoena Your Facebook Info

[Here's What Facebook Sends the Cops](#) *ThePhoenix*

The Boston Phoenix had never seen an executed Facebook subpoena before -- but now they have, including the forms that Boston Police filed to obtain the information, and the printed (on paper!) response that Facebook sent back, which included text printouts of wall posts, uploaded and tagged photos, a comprehensive list of friends and a long table of login and IP data.



### The Annals of NASCAR

[How Google Did the Right Thing with the NASCAR Crash Video - and Why it Matters](#) *paidContent*

After a fan posted a video of a horrific crash at a NASCAR event, the organizer removed it claiming copyright infringement, but Google overruled the company - an example of a decision that happens all too rarely.

From Scott Juba at Hennes Paynter Communications: "NASCAR may have been monitoring online,

but even if they weren't, they were made aware of the YouTube videos through media coverage. I happened to have on CNN immediately after the accident occurred, and the network was almost instantly airing a video from a fan who was sitting a few seats from where one of the tires landed. It's another prime example of how when a crisis occurs, it's unrealistic for any organization to think they can completely control the flow of information. By trying to get the videos pulled, NASCAR made it look as if they had something to cover up, which just ends up casting their credibility in doubt. Having browsed through sports clips on a number of occasions on YouTube, I often find that YouTube quickly removes any videos of uploaded TV broadcasts but generally leaves up fan recorded videos from the stands. Sounds like they made the same decision here."



## Whistleblowers and WikiLeaks

[So, How DO You Tip Off the New York Times?](#) *The Washington Post*

In pleading guilty to 10 of the 22 charges against him, WikiLeaks founder Bradley Manning this week read a statement in which he detailed his attempts to reach out to various media organizations - The Washington Post and Politico as well - with his wares. Those attempts apparently didn't work.



## The Future of Your Local Newspaper

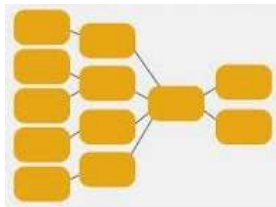
[The Battle of New Orleans](#) *Columbia Journalism Review*

This past June, Advance Publications, owner of the New Orleans *Times-Picayune*, laid off nearly half the paper's newsroom, halted daily publication of the *Picayune*, and implemented a business and news model that shifts the focus of the operation to its free news website, NOLA.com.

Ten months later, a battle still rages for the soul of the *Times-Picayune*, and over the meaning of what happened. Much of the media coverage of the changes in New Orleans, while critical of Advance and the paper's leaders, has focused on the decision to cut publication to three days a week and, to a lesser extent, on the layoffs, which were devastating even by today's standards. Those are, of course, important storylines.

Less examined: the radical change in how journalism is done at the 176-year-old *Times-Picayune* and what that means for the future of news coverage. And even less examined are the strange finances of the move, which help explain what to many appears inexplicable, from either a journalistic or a business point of view.

Warren Buffett doesn't believe that Advance Publications' moves to cut staff and reduce frequency of publication make sense. And he's been putting his money where his mouth is by buying up newspapers. [Here's](#) what he recently wrote to Berkshire Hathaway shareholders.



## Chain Reactions

[Suppliers Can Be Hazardous to Reputational Health](#) *HolmesReport.com*

Companies will be - as they should be - held responsible for the actions of those with whom they choose to do business. If problems do arise, they will need to show that their due diligence went beyond pro forma paperwork. With that in mind, public relations people should be taking a hands-on role, instigating and leading (or at least monitoring very closely) internal investigations to assess the potential reputation risk from supplier relationships.



## Ladies & Gentlemen...THE BEATLES !!

If you know the actual origin of the words above, then you'll want to know this: 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.

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.

Tickets go on sale March 22. **Be sure to read the March 15 edition of this newsletter for information about a special discount code available for our readers.**

[View the trailer here](#)

[View info about the April 11 screening here](#)



## 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.



## It's Not Just What You Say, But How You Say It

[Body Language](#) *Braud Communications*

What you don't say is often as important or more important than what you do say, when you are talking to a reporter. How you stand, how you act, how you fidget, how you move, how you stutter, how you sit, and where you look, all says a lot about you.



## Short Takes

[True Fact: The West Wing Staff Died Aboard Star Trek: Voyager](#) *BuzzFeed*

On the *Star Trek: Voyager* episode "Imperfection," a list of names of the ship's deceased crew members clearly shows what eventually became of the staff of *The West Wing*.

[How "Golden Eagle Snatches Kid" Ruled The Internet](#) *BuzzFeed*

Four Canadian film students were assigned a project: Create a YouTube hoax video that gets 100,000 views. They got nearly 42 million instead. Here's the definitive behind-the-meme look at how - and why - their homework snowballed into one of the most popular and rapidly spread videos ever.

[Sesame Street Explains Reporting](#) *Poynter*

[Assembling the Billing Block](#) *The New York Times*

The blurb at the bottom of a movie poster is called the "billing block." And while it may look like a bar code of haphazardly packed type, it is in fact the product of detailed legal agreements and intense contract negotiation. Below is the billing block for a fictional film - "All the Presidents." Click on the link above for an explanation of how it was constructed.



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.

3/8/13 Stark County Safety Council

3/14/13 Cleveland Engineering Society Design & Construction Conference

3/15/13 American Bar Association Leadership Conference (2 hour plenary)

3/26/13 Painesville Rotary

3/27/13 Cuyahoga Valley Chamber of Commerce

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

5/14/13 Cleveland Metropolitan Bar Association

Effectively Addressing Offensive Online Speech in the 21st Century  
Co-Presenters: Thomas Haren, Esq.; Marc Randazza, Esq.; Scott Juba

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

Extreme Crisis Communications + Using Social Media During Crisis Situations  
Co-Presenter: Scott Juba

6/15 Emergency Services Conference (3.5 hours)

6/21 American Society of Industrial Security

6/25/13 Medina County Society for Human Resource Management

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.

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

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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  
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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**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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