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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.



It Doesn't Have to Happen This Way

[Florida Atlantic U. Chief Cites Crushing Media Scrutiny in Resignation](#)

The Chronicle of Higher Education

If you've ever been to our of our crisis communications seminars, you know it doesn't have to be like this.

Mary Jane Saunders, who announced her resignation as Florida Atlantic University's president on Wednesday, said she was not ready for the intense media scrutiny that came with the job and fears other public-university presidents are similarly unprepared.

Ms. Saunders was named president of the Boca Raton institution in 2010, and she spent much of the last several months in damage-control mode.

Florida Atlantic received national media attention in January, when a tenured professor publicly questioned whether the shooting massacre at Sandy Hook Elementary School, in Newtown, Conn., actually happened. Scores of news articles and blog posts came months later, when an instructor asked students to step on a piece of paper with "Jesus" written on it as part of a classroom exercise.

Ms. Saunders also drew fire when the university announced plans to give its football stadium's naming rights to a private prison operator that has been accused of human-rights violations. "The extent of being a quote-unquote public figure was something that I really, truly wasn't prepared for," Ms. Saunders, who was previously provost of Cleveland State University, said in an interview on Wednesday.



Rescue in Cleveland

The big story in Cleveland about the four survivors once again underscores the importance of getting it right instead of getting it first.

[Local Story Shows 'Plain Dealer' Prowess, But Future's Murky](#) *NPR*

NPR's Scott Simon talks to Connie Schultz, former columnist and Pulitzer Prize-winning journalist for the Cleveland Plain Dealer. Starting this summer, the paper's owners will be reducing home delivery to three days a week and making huge cuts in the newsroom staff.

[The Charles Ramsey-McDonald's Episode: How a Viral Marketing Opportunity Can Backfire](#)

Time Magazine

[The Not-So-Plain Dealer](#)

Work, wit and wisdom from Ohio's best visual team.



CBS News Anchor Scott Pelley

['We're Getting the Big Stories Wrong, Over and Over Again'](#) *Poynter*

The first example Pelley gave was one of his own mistakes: Reporting Nancy Lanza was a teacher at Sandy Hook Elementary School. And after the Boston bombings last month, "amateur journalists became digital vigilantes," Pelley said. Innocent people were marked as suspects, their pictures and their names ricocheted all over Twitter and Facebook and Reddit. Noting that both the FBI and President Obama dinged the media for their performance during Boston, Pelley said: "The president of the United States and the FBI were telling us what our bedrock principles should be? Aren't we supposed to be watching them?"



Reading & Writing About Food

[Food Critics Group Updates Its Guidelines & Ethics Code](#)

JimRomenesko.com

The Association of Food Journalists has updated its guidelines and ethics code "to address issues emerging in the digital age, such as the challenge of maintaining anonymity and competing with bloggers."

The group acknowledges that "true anonymity is often no longer possible" but restaurant critics "should engage in the practice of anonymity [and] that means keeping all social-media profiles photo-free and restricting public appearances."



Social Media in Disaster Response

[Social Media: The New Face of Disaster Response](#) *PRDaily*

Quick. Show of hands. How many of you are sick and tired of hearing about tweets and Twitter? How many of you think Facebook is a total waste of time? And how many figure you'll wait out this social media crap, just like you waited out the hippies, disco music, Madonna, droopy pants and hip-hop music? We strongly suggest you reconsider and understand that social media is here to stay. Today's 30 and 40 year olds don't read newspapers and probably never will - they grab their smart phones, instead. And in the middle of a crisis situation, you can't depend on the media to tell your story nor transmit important information to others on your timeframe. Click on the link above for an easy-to-read infographic that includes such nuggets as the fact that during times of crisis, those affected (nearly 1 million people are affected by disasters each year) are beginning to use social networks as a replacement for 911 call centers. In fact, 20 percent of disaster survivors now contact emergency responders via social media. Of those who do, 35 percent reach out to responders on Facebook, and 25 percent on Twitter.

[Police Use Twitter To Relay News, Communicate with Journalists More Quickly](#) Poynter

[Cleveland's Dept. of Public Safety Using Twitter to Communicate with Journalists](#) Poynter

[From PR to Police Work: Twitter Has Changed Law Enforcement](#) Business2Community



Digital Leadership

[4 Ways Your Company Can Deal with Disaster](#) FastCompany

The recent plant explosion in West, Texas and the explosions aboard two fuel barges on the Mobile River in Alabama foreground the question of how well companies are conveying information to nearby neighborhoods and businesses. Relying on local authorities and news media can't be the only options anymore--not in a world where information is so easily communicated across multiple channels in rapid fashion. And especially not when danger could be eminent, such as additional explosions or air quality issues.



Associated Press Scandal

[What Journalists Need to Know About the Justice Department's Seizure of AP Phone Records](#) Poynter

What you need to know, too

News From Hennes Paynter



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Congratulations to Howard Fencl, VP at Hennes Paynter, for winning a regional Edward R. Murrow Award for breaking news coverage of the Chardon school shootings in 2012. Howard won this award for the work he did when he helped lead the news team at WKYC-TV, Cleveland's NBC affiliate, as Assistant News Director, just before he came to work at Hennes Paynter.

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.



Standing Tall

[The Right Stance Can Be Reassuring](#) *New York Times*

Watch celebrities on the red carpet, or models on a runway, and you'll undoubtedly see the classic stop-for-the-flashing-cameras stance: chest open, legs apart, head level, usually with a hand on the hip. Through her posture, a model may be telling herself how capable she is. It turns out that this pose not only best shows off what they are wearing, but also might send reassuring signals to their brains that they are capable and competent. This'll work for you, too.

[Wall Street Journal Memo Advises Staff to Visit the Makeup Artist](#) *JimRomenesko.com*

Wall Street Journal staffers who appear on "WSJ Live" are reminded that "you should take into consideration your appearance both in terms of journalistic content and on-air presentation" and that "a quick visit to our resident makeup artist on the 6th floor is encouraged before each appearance for both men and women - even for just a quick dash of powder."



Defining "What's Fair"

[Making Sure Those Accused of Wrongdoing Are Given Opportunity to Respond](#) *Toronto Star*

"What's fair" may well be journalism's eternal question, long the subject of academic conferences, scholarly articles and noble journalistic navel-gazing. In the literature, "fairness in journalism" is generally an abstract notion, difficult to define; it is considered "complex," "illusive," "paradoxical," "subjective." In the Toronto Star's newsroom, what's fair is neither abstract nor subjective. The core standard of fairness here is clear and concrete: any subject of potentially harmful factual allegations must be given opportunity to respond.



Short Takes

[Why Do NPR Reporters Have Such Great Names?](#) *The Atlantic*

Radio figures Ira Glass, Sylvia Poggioli, Neda Ulaby, and others have inspired restaurants, pets' names, license plates, and songs.

[Nancy Grace and Ashleigh Banfield Hold Split-Screen Interview in Same Parking Lot on CNN](#) *The Atlantic*

[12 Brand Pranks This Last April Fools' Day](#) *PRDaily*

[A Day in the Life of a Reporter, Depicted by Emoticons](#) *JimRomenesko.com*



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.

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>

5/29/13 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

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

7/24/13 Emergency Management Association of Ohio

8/10/13 Ohio State Fire Fighters Association

9/26/13 Ohio Planning Conference

**10/2/13 The Council for Advancement & Support of Education -
The Conference for Community College Advancement**

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)

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
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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
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Ohio County Auditors Association
Ohio County Prosecutors Association
Ohio Mayors Association
Ohio Municipal League
Southern State Community College

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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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