



If you can't see any images below, please set your email program to "show all images" when receiving this e-newsletter. Click [here](#) to see this newsletter in your web browser.



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

## Crisis Comm & Media Relations E-Newsletter

August 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](#)

Like us on Facebook 

 Forward to a Friend

Our regular office number is 216-321-7774.

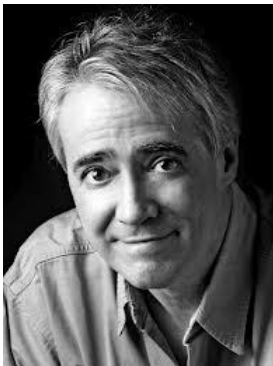
However, if your situation is [DEFCON 2](#) (critical and extraordinarily time-sensitive), please call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771. If necessary, leave a voicemail and we'll get back to you within 30 minutes.

### In Court of Public Opinion

CORPORATE  
COUNSEL

[In a Corporate Crisis, Need for Speed](#) *CorporateCounsel*

Often, speed is the single most important factor in determining whether a crisis is controllable or not.



### NPR's Scott Simon

[Scott Simon Turns the Personal Into the Universal with Tweets About His Mom's Death](#) *Poynter*

Scott Simon's tweets about his mom's final days in the ICU were well-written and deeply personal. They gave us a glimpse into Simon's past and showed a grown man's struggle to part with his dying mom. Simon, host of NPR's "Weekend Edition Saturday," tweeted that he wished he had held his mom's hand more throughout the years. He tweeted about her reaction to the Royal Baby's birth ("Every baby boy is a little king to his parents"), his appreciation for the ICU nurses, and the powerful role reversal he experienced when holding his mom like a baby as she fell asleep in his arms. Simon's mother died in Chicago recently. He didn't tweet much about the way he felt the moment she passed away, but he didn't have to. His tweets leading up to her death revealed his raw emotions.



## WashPo Sold to Amazon's Jeff Bezos

[A New Age for the Washington Post](#) *Time*

It's hard to startle the journalism business these days, given the scale and speed of disruption of the media industry. But the Graham family selling the Washington Post to Amazon CEO Jeff Bezos for \$250 million is an exception. Few newspapers in the world are as closely identified with a single family. And now the family saga has come to an end precisely because being the dominant morning paper in a community doesn't mean money anymore. People get their news when they want it, and they have an astonishing selection of packages and purveyors.

From *The New Yorker*: "The pattern of a newspaperman's life is like the plot of 'Black Beauty,' " A. J. Liebling wrote. "Sometimes he finds a kind master who gives him a dry stall and an occasional bran mash in the form of a Christmas bonus, sometimes he falls into the hands of a mean owner who drives him in spite of spavins and expects him to live on potato peelings." And sometimes, out of the blue, the ownership changes and you don't know what the hell you're getting in your bucket-fresh oats or cut glass. Read more from *The New Yorker's* take on this [here](#).



## Social Media Smear

[Should Reddit Be Blamed for the Spreading of a Smear?](#) *NY Times*

When a picture of Sunil Tripathi was posted on Reddit alongside an image of Suspect No. 2 in the aftermath of the Boston Marathon bombings, it fueled speculation that they were the same person. This is a sad, scary and cautionary tale. Not sure what Reddit is? You'll know the what and why after you read this.



## Controlling Social Media in the Courtroom

[Report Released on New Media's Impact on the Judiciary](#)

*Court News Ohio*

From the report: "Judges and the courts increasingly recognize the impact new media is having on the judicial process inside and out of the courtroom. The research highlights the need for education, introspection and dialogue to ensure these technologies and their uses are understood," said Thomas Hodson, of the Scripps School of Journalism at Ohio University. "Judiciaries daily are driven to reach diverse audiences to meet the needs of the public and promote transparency. New media technologies are increasingly becoming a tool to accomplish this."



## Could It Have Been Avoided?

[Was Newspaper Decline Inevitable?](#) *The Wrap*

A broad study by a group of respected journalists into the disruption that the digital age has brought to print has led them to a surprising conclusion: the decline was unavoidable.



## Social Media Bursts w/Live Updates

[Asiana Airlines Crash Case Study](#) *SimpliFlying*

Asiana Airlines Flight #214 crashed upon landing at San Francisco International Airport on June 6, 2013. Here is a quick-read analysis of the incident from a crisis communications perspective, in the age of social media and the connected traveler.

## News From Hennes Paynter



### Hennes Paynter Communications

Follow us on [twitter](#)

Like us on [Facebook](#) 

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.



### Beam Me Up, Your Honor

[Judges Love Star Trek Too](#) *The Legal Geeks*

A lot of lawyers are geeks. A lot of geeks are lawyers. So it should come as no surprise that a lot of judges are Star Trek fans and they aren't afraid to show it. Read some favorite Star Trek quotes...from the bench.



### Only YOU Can Prevent Forest Fires

[69-Year-Old Icon Smokey Bear Gets a Makeover](#) *Ragan's PRDaily*

If you are in need of a hug, look no further than your nearest national park. A new campaign for America's wildfire-fighting icon, Smokey Bear, casts him as a "warmer" character. In contrast to his role as an ominous forest watchman, the new Smokey is more personable and gives "bear hugs" to responsible campers. The changes transform Smokey from "admonishing" people to "rewarding" them, said Eric Springer, chief creative officer of the L.A. office of Draftfcb, the ad agency for the campaign.



### Short Takes

[Royal Baby Headlines](#) *Fishbowl DC*

The good, the bad, the best.

[The Life of a Library Book](#) *Reddit*

[Print is Dead](#) *The Onion*

Sources close to print, the method of applying ink to paper in order to convey information to a mass audience, have confirmed that the declining medium passed away early Thursday morning. Print, which had for nearly two millennia worked tirelessly to spread knowledge around the globe in the form of books, newspapers, magazines, pamphlets, and numerous other textual materials, reportedly succumbed to its long battle with ill health, leaving behind legions of readers who had

for years benefited from the dissemination of ideas made possible by the advent of printed materials.

[Bob Woodward Gets a New Job](#) *The Onion*



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.

**9/10/13 Dise & Co. Senior Executive Thought Leaders Forum**

**9/25/13 Ohio Planning Conference**

**9/26/13 Ohio Lobbying Association**

**9/26/13 Northeast Central Ohio Regional Steering Committee**

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

**10/14/13 United Way of Greater Cleveland**

**10/14/13 Kent State University - Center for Public Administration & Public Policy and  
Ohio Municipal Clerks Association**

**10/15/13 Ohio Schools Council**

**11/22/13 - 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)

1/10-11/14 Cleveland State University, Levin College of Urban Affairs

3/25/14 Ohio Safety Congress

5/2/14 Ohio Association of Public Safety Directors

**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.**

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

Don't miss a single issue. To get your own subscription, simply send your name, email and a few words about who you are and what you do to [info@crisiscommunications.com](mailto:info@crisiscommunications.com).

### Know someone who might benefit from this newsletter?

**If you just forward using your own email program's "Forward" function and your recipient thinks they're being spammed, they can click on the Opt Out link and opt YOU off the list. So use this [Forward to a Friend](#) link (or the one at the bottom of this newsletter), please.**



### 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.**

**HENNES**  **PAYNTER**  
COMMUNICATIONS

CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

[www.crisiscommunications.com](http://www.crisiscommunications.com)  
216.321.7774



### Administrivia

This email newsletter about Crisis Communications & Media Relations is generally published twice a month.

LINKS: All of the links above include a tracking code. This is placed by Constant Contact, the service we use to design and send out this e-newsletter. In this manner, we do receive "web analytic" information aggregating information about how our readers use this e-newsletter. We will not share any information specific to you with anyone. Promise.

**SUBSCRIBE/REMOVE:** A subscription to our Crisis Comm & Media Relations E-Newsletter is free. To subscribe, please follow the instructions below or simply send your name, email and a few words about yourself to [info@crisiscommunications.com](mailto:info@crisiscommunications.com). If you want your name removed, please send an email with the word "remove" in the subject link or use the link below to unsubscribe.

**COPYRIGHT:** Unless otherwise noted, Hennes Paynter Communications LLC owns the material contained in this newsletter. However, we don't own the copyright for most of the articles we reprint or link to nor do we have permission to grant secondary reprint rights to you. Should you want to reprint any copyrighted material, we suggest you contact the author directly.

**PRIVACY STATEMENT:** We value your privacy. Your name, company or email address will never get shared, traded, sold, delivered, revealed, publicized or marketed in any way shape or form. Please know, however, that the websites we link to are not endorsed by Hennes Paynter Communications and are not part of our site, so we cannot vouch for their privacy policies.

**LEGALESE:** This e-newsletter is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sent with the understanding that Hennes Paynter Communications LLC, our employees, contractors, the authors or individuals quoted above are not engaged in rendering legal service or advice. If legal advice is required, the services of a competent attorney should be sought.

**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.



© Hennes Paynter Communications 2013

[Join Our Mailing List!](#)