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Crisis Comm & Media Relations E-Newsletter

October 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](#)  
[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.



Weasel Words

[Barilla Ads Won't Feature Gay Families](#) *Ragan's PRDaily*

Guido Barilla, chairman of the fourth-generation Barilla Group, the world's leading pasta maker, angered equal-rights proponents with remarks that the brand would not feature a gay family in its advertising.

From the desk of Bruce Hennes: Putting aside, for the moment, whether a CEO can or should exercise his right to free speech on controversial social issues (whether his customers agree with them or not), let's consider Mr. Barilla's "apology." In his first official apology, Barilla said he was sorry "if my words generated misunderstandings and polemics" and "if I offended some people". He said he was trying to say "simply that the woman plays a central role in a family." Later on, as the crisis spread with threats of boycotts, he said, "While we can't undo recent remarks, we can apologise. To all of our friends, family, employees, and partners that we have hurt or offended, we are deeply sorry." Was this a real apology? Or were these what some call "weasel words"? In our opinion, saying you're sorry because others were offended by your words or actions falls far, far short of a real apology. Stick to your beliefs, Mr. Barilla, and your customers will make their own decisions whether or not to purchase your products. But don't waste our time with meaningless apologies.



Twitter Alerts

Twitter Alerts, a new feature just launched by the social networking giant, elevates social media crisis communications to a new level by offering a notification system with capabilities usually found in high-end, expensive electronic notification systems. When a public safety emergency or natural disaster occurs, approved organizations can issue a Twitter Alert, which will reach people much faster and have a greater visibility than a

normal tweek because:

- **Twitter Alerts** immediately appear as a text message on people's cell phones
- **Twitter Alerts** are prominently called out in the Twitter Timeline with an orange bell

Twitter Alerts is a game-changer for online crisis communications and is a must for law enforcement, public safety and government agencies and hospitals. We think this is a must, as well, for large corporations, chemical companies, high-rise office towers and other private-sector organizations with demonstrable mass notification needs, though for the moment, Twitter hasn't said whether it will or will not permit those users.

You can read about **Twitter Alerts** [here](#) and [here](#) and sign up online. Alternatively, Hennes Paynter Communications can manage the enrollment process for you and provide you with the strategic guidance and training necessary to leverage this new service to the fullest extent. Hennes Paynter can:

- Launch a Twitter account for your organization and help you build an initial following
- Enroll your organization for **Twitter Alerts** and oversee the approval process
- Assist in promoting the program so people will subscribe to your alerts
- Perform on-site training on how to use **Twitter Alerts** in the event of a crisis
- Provide step-by-step written instructions on how to post a **Twitter Alert**

For more details and pricing on a **Twitter Alert** turn-key package, please call Bruce Hennes at 216-321-7774 ext. 101.



Be Prepared

[Getting a Tough Interview to Open Up](#) *TVSpy*

Reporters have spent their entire careers getting ready to interview you. Don't you think at least a few minutes of preparation makes good sense? Here, George Stephanopoulos tells us how he prepares for an interview.

[Here are a few more ways](#) you can prepare for an interview.



Your Reputation Lives Forever

[How Your Online Reputation Affects the Bottom Line](#) *Ragan.com*

In the next five years, 83 percent of companies will face a crisis that will negatively affect their share price. Here's how to ensure that won't be you.



Be Prepared

[Navy Reports News of Shooter in Real-Time on Twitter](#) *Ragan's PRDaily*

In a crisis, do you have someone empowered to tweet official info? Or are your Facebook and Twitter accounts run by twentysomethings without either the proper authority or maturity to do so? We know the Navy did when an armed assailant went on a rampage at the Naval Sea Systems Command Headquarters building at the Washington Navy Yard. If you have the nagging suspicion your organization isn't utilizing best practices when it

comes to the use of social media during a crisis, give Hennes Paynter Communications a ring and let's talk.



It's Not Just What You Say

[Why Not All Mass Shootings Are Equal in the Eyes of the Media](#) *TVNewser*

A good read from the Washington Post's Paul Farhi, who contends that, within days, the media had already moved on from the recent massacre at

the DC Navy Yard.

News From Hennes Paynter



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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.



Punch to the Gut

[Simple Storytelling](#) *YouTube*

Telling your story isn't about simply sending out a press release. It's the words that are written, who speaks the words, the tone, the medium, the venue and the audience. Though it's just a commercial produced in Thailand, here's a video clip that will have you hanging on every frame with a powerful punch to the gut in the end.



Short Takes

[Hot to Get Reporters to Open Up Your Emails](#) *Bulldog Reporter*

[Popular Science Eliminates Comments](#) *Poynter*

[Down With Comments !!](#) *Washington Post*

[How Spelling Differs Between U.K. and U.S. English](#) *Ragan's PRDaily*

[The Most Quoted Man in the U.S.](#) *Romenesko*



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.

**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

10/30/13 Cleveland Metropolitan Bar Association - Corporation & Business Law Section

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)**

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

3/26/14 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.

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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](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.**



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.

