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www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

September 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](#)

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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's Not Like You See in the Movies

[5 Views of "Off the Record"](#) *FishBow/DC*

"Off the record." It's not like you see in the movies, where a source tells a reporter something's "off the record" and then gives it to him/her. That's Hollywood crap. Unless the reporter agrees to the deal, there is no deal. Another problem: what's "off the record" and virtually unusable to one reporter is "not for attribution" and usable to another. And even if you do want the reporter to use the information but not attribute it to you, you must negotiate the attribution. Still confused? Come to one of our longer crisis communications seminars where we explain the differences and give you techniques to make certain you don't say something you wish you didn't say.



F.W.I.

We can think of one way to avoid needing a crisis communications consultant: don't drink and Facebook. [Here](#) is an infographic showing how social media dangers increase in tandem with alcohol consumption.



Apologize !

[After a Medical Mistake, an Apology is Both Simple and Difficult](#)

KevinMD.com

Dr. Jim Demane: "It is best for all involved to personally make a face to face apology. Sometimes one is forgiven, then sometimes not. But if animosity can be decreased, often a settlement can be reached after an honest admission of a mistake. Involving the patient and/or loved ones in a case review with all present can be very powerful. It's

very hard to stay angry or want to punish someone who can look you in the eye and sincerely apologize, plus actively listening to all your concerns. There comes a point that we all recognize that we're only human."

Saying you're sorry works in non-medical situations, as well. For more information about the how and why, check out [SorryWorks](#).



Sins of Omission

[Informing Residents Was a 'Moral Obligation'](#) *Montreal Gazette*

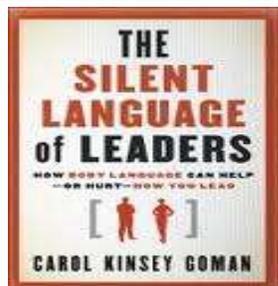
Government officials had no legal obligation to inform the residents of Pointe-Claire that there was an illegal stockpile of hazardous waste in the middle of their community, but experts say they should have done so

anyway.



Be Prepared

September is [National Preparedness Month](#). It is a time to prepare yourself and those in your care for emergencies and disasters. If you've seen the news recently, you know that emergencies can happen unexpectedly in communities just like yours, to people like you. We've seen tornado outbreaks, river floods and flash floods, historic earthquakes, tsunamis, and even water main breaks and power outages in U.S. cities affecting millions of people for days at a time. Police, fire and rescue may not always be able to reach you quickly in an emergency or disaster. The most important step you can take in helping your local responders is being able to take care of yourself and those in your care; the more people who are prepared, the quicker the community will recover. This September, please prepare and plan in the event you must go for three days without electricity, water service, access to a supermarket, or local services for several days. Just follow these four steps: Stay Informed; Access [Ready.gov](#) to learn what to do before, during, and after an emergency; Make a Plan: Build a Kit.



It's Not Just What You Say

[Body Language Will Make or Break Future Leaders](#) *CommPro.biz*

From Dr. Carol Kinsey Goman: "In the future, leaders who believe that what they say carries more weight than anything they do, will be asked to step down from that position - or simply step down. The most successful leaders will be those whose policies, actions, behaviors, and, yes, body language are strategically aligned with their verbal messages."

We agree wholeheartedly. In fact, when [Hennes Paynter](#) helps prepare executives to talk to the media or other audiences, we often spend significant time on non-verbal messages.

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.



Matt Lauer

[What I've Learned](#) *Esquire*

Esquire magazine commemorates its 80th anniversary issue with a photo essay on the American man, including TODAY anchor Matt Lauer, who reflects on his career, his parents, fallen heroes and the impact of a strong bond between co-workers.



Short Takes

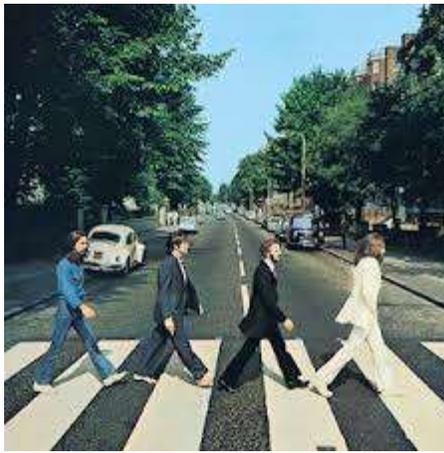
[Never Forget](#) Poynter

There is indeed a time and place for 9-11 tributes, but the internet and social media may not be the right place - especially when mixed with commercialism. We agree with the Poynter Institute, who suggests a "gusher of banality at such an anniversary isn't, in fact, a fitting tribute to the people who died that day." We agree.

[Harder Edge at Vanity Fair Chafes Some Big Hollywood Stars](#) New York Times

[Washington Words - A Glossary of 'Inside the Beltway' Vocabulary](#) New York Times

[Hear the Isolated Vocal Tracks for The Beatles' Climactic 16-Minute Medley on Abbey Road](#)
OpenCulture.com



Click [here](#) for a webcam of Abbey Road, right now, live in real-time.



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.

9/25/13 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

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	Lakeland Community College
American Bar Association	Licking County Safety Council
American Great Lakes Ports Association	Lorain Cty. Society for Human Resource Mgmt.
Bowling Green State University	Mansfield Economic Club
BVU - The Center for Nonprofit Excellence	Maritime Attorneys of The United States
Columbus Bar Association	Ohio County Auditors Association
Cuyahoga Community College	Ohio County Prosecutors Association
Cuyahoga Cty. Emergency Mgmt. Agency	Ohio Mayors Association
Cuyahoga County Fire Chiefs Association	Ohio Municipal League
Cuyahoga County Police Chiefs Association	Southern State Community College
Holmes County Board of Health	

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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](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.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

www.crisiscommunications.com
216.321.7774



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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