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Hennes Paynter Communications provides crisis communications, crisis management, media training and litigation communications support services to clients throughout the U.S.



www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter

November 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.



Special Message for Attorneys

It's CLE season. [Click here for more info.](#)



How Do You Fight an Attack on Social Media?

Why You Need to Have a Plan In-Place Before It Happens

Your organization is in the news because of a controversial issue. Your local newspaper hits you hard, as do the local TV stations. The bloggers on the media websites are merciless, pounding you with tough, harsh comments -- some true, but most angry distortions, and some outright fabrications and lies. Even your employees are jumping in - on both sides of the issue - with some blogging under their real names and others hiding behind made-up handles. What do you do (besides call Hennes Paynter for emergency crisis response)? It starts before the crisis erupts by having a social media policy in-place that can limit the damage well-meaning employees might cause or even channel their energies into something positive for both employee and organization. We recommend three steps to prepare yourself in advance against social media attacks: 1. Review [this helpful article](#); 2. Make certain you engage an attorney with real expertise in this evolving area of the law; 3. Call [Hennes Paynter](#) for a peer review of your social media policy.

[Bruce Hennes](#)



Political Correctness - Or Just the Right Thing?

[San Francisco Chronicle Confirms: It Will Stop Using term 'Redskins'](#) Poynter

The San Francisco Chronicle will stop referring to Washington, D.C.'s professional football team as the "Redskins," Managing Editor Audrey Cooper tells Poynter in an email. "Words are powerful, and so is how we choose to use them," Cooper writes.



How Do You Know Who's Really Speaking?

[The Definitive Guide to Decoding Anonymous D.C. Sources](#)

Huffington Post

These days, it seems that story after story is powered by the musings of anonymous congressional aides, lawmakers and White House officials. With help from the Huffington Post, we thought a quick primer on some of the coded language the Capitol Hill press corps uses might be useful.



Are You Prepared for an Interview?

If you are talking to a reporter, it's a cardinal sin not to be prepared or to know what you want to talk about. Here's Beatle Paul McCartney's clueless son, James McCartney, in [a train wreck of an interview](#).

Reporters have spent their entire careers getting ready to talk to you. Don't you think it makes sense to spend a little time, yourself, preparing for that interview? [Here's](#) how Hennes Paynter Communications can help get your ready.



Steps to Successful Presentations

[8 Things Never To Say During Your Presentation](#) Ragan's PRDaily

Here are eight things that you have probably heard in many presentations, and which aren't worth repeating.

Photo Credit: Håkan Dahlström



Radio in 1938 vs. the Internet Today

[The Myth of the War of the Worlds Panic](#) Slate

Orson Welles' infamous 1938 radio program did not touch off nationwide hysteria. Why does the legend persist?

News From Hennes Paynter



Hennes

Paynter Communications

Thanks to The Holmes Report for selecting Hennes Paynter Communications as the [Agency of the Week](#) (center column). We are proud of the crisis communications work we do - and very much gratified to be recognized industry leader Holmes Report.

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[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications. To talk to us about our crisis management services, please contact us at 216-321-7774.



Born in Cleveland, Grew Up in Smallville, Moved to Metropolis

[Superman: 75 Years of Heroic History In a 2-Minute Animated Short](#) *Entertainment Weekly*

Want to see Superman's history flash by faster than a speeding bullet?

In honor of the hero's 75th anniversary, Man of Steel director Zack Snyder and DC animated universe maestro Bruce Timm crafted an amazing two-minute animated short, which blasts through the highlights of the character's many incarnations, from comics, to movies, video games, and even pop art.



Short Takes

[Remembering Jessica Savitch, 30 Years After Her Death](#) *TVNewser*

[Viral Video of Man Toppling Rock in State Park Catches Attention of Disability Claim Defendant](#) *ABA Journal*

Correction: Should be ALCS Game 2, not World Series.

[World Series Game 2 Famous Photo](#) *Romenesko*

[Why Local Newscasters Said "Yeah, Baby" About Mike Myers News](#) *Poynter*

[50 Years Later: The Greatest Beatles Performance of All Time](#) *The Atlantic*

['Today' Show Puts 2013 Spin on 1964 Ringo Starr Photo](#) *TVNewser*



Special Message for Attorneys

CLE Season is Upon Us

Loss of a senior partner or named partner...financial problems...

**legal malpractice lawsuits...partner disputes...high profile litigation...
natural disasters...defective products...workplace violence...
compromised client information &
confidentiality violations...criminal accusations**

**If you think you, your firm or your client doesn't
need a crisis plan, think again.**

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 have 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

Managing the Media: Lawyers & The Press CLE

Wednesday, November 13, 2013 *

Greater Cleveland General Counsel Association

Bruce Hennes, Hennes Paynter Communications

Tuesday, December 3, 2013

Toledo Bar Association

Bruce Hennes, Hennes Paynter Communications

[Register Now](#)

Tuesday, December 16, 2013

Cleveland Metropolitan Bar Association

Deborah Coleman, Hahn Loeser

Virginia Davidson, Calfee

Bruce Hennes, Hennes Paynter Communications

[Register Now](#)

Wednesday, December 17, 2013

Columbus Bar Association

Bruce Hennes, Hennes Paynter Communications

[Register Now](#)

Friday, March 14, 2014 *

American Bar Association Leadership Conference

Bruce Hennes, Hennes Paynter Communications

In these days of 24/7 instant news, attorneys and their clients simply cannot wait until a legal decision is rendered. They must be prepared to vigorously defend their situation in a wide variety of venues, as well as media outlets.

In the first portion of this seminar, attorneys will hear about the canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media, often a critical component of case strategy in litigation practice.

The remainder of the seminar includes: establishing & maintaining "control of the message"; when a reporter calls - making your points and not just answering questions; what reporters expect; what newsmakers should expect; defining and creating key messages; reporter's agenda vs. the attorney's agenda; the fundamental differences between print, television and radio interviews and how each require different skill sets; dealing with the press proactively and reactively; "off the record, not for attribution" and other advanced techniques; and creating relationships with reporters and editors.

Also discussed are the ethical and practical perils of talking with the press in the midst of a client crisis or pending case, causing many lawyers to insist on a strict "no comment" to the press, which the public almost always interprets "no comment" as an admission of whatever charge is made, which may not serve the client's best interests. This seminar will offer attorneys a wide variety of strategic and tactical alternatives to "no comment."

Lawyers & Judges in the Courtroom CLE

Friday, November 22, 2013
Cleveland Metropolitan Bar Association
[Register Now](#)

Sponsored by the CMBA's Civility and Professionalism Task Force, this CLE satisfies the Supreme Court's biennial requirements for Ethics, Professionalism & Substance Abuse.

Members of the Bar, you are cordially invited to attend a CLE on November 22 designed to improve and advance the delicate dance between lawyer and judge in the courtroom.

The venue for this will not be in a judge's chamber, but at the Cleveland Metropolitan Bar Association, where lawyers and judges will sit side-by-side and view videotaped vignettes (starring the Bar's best actors and actresses, except perhaps for those from the Court of Nisi Prius) - peppered with participant participation and infused with insightful interchange intended to flesh out both best and worst practices.

"The focus of this CLE is squarely on the expectations that should occur in the courtroom between attorney and judge," said Judges Joan Synenberg and Michael Donnelly, co-chairs of the CMBA's Civility & Professionalism Task Force. "Instead of a lecture-focused CLE, this one is totally interactive, with both comment from the audience, as well as anonymous 'voting' (or 'response technology,' in today's parlance)."

"Let at least one of us be Frank - this will be entertaining and engaging. More important, this CLE will try to provide alternatives when lack of civility happens. Whether it starts with the bench or bar - what do you about it?" added Frank DeSantis and Alan M. Petrov, co-chairs of the Education Subcommittee producing this CLE.

For information about any of the CLEs above, please call Bruce Hennes at 216-321-7774.

For more information about how Hennes Paynter Communications can help train the attorneys in your firm, click [here](#).

** shorter seminars will not include all of the content listed above*

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[Friend link](#) (or the one at the bottom of this newsletter), please.



Upcoming Events & Seminars

We often do presentations about crisis communications for industry trade groups, law firms, bar associations, hospital, education and other professional associations. Often, those events are open to the public or for a fee payable to the sponsoring organization. For a list of upcoming events and seminars, click [here](#) - or contact us to customize one for your organization.



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.



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. For more about our training services, click [here](#).

Ask us, too, about how we can help you create, implement and test a crisis communications plan. For more information about those service, click [here](#).



**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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