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

## Crisis Comm & Media Relations E-Newsletter

January 1, 2014

**NOTE: There was no December 15, 2013 Crisis Comm E-Newsletter.**

### Now in our 12th 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.



### Happy New Year

Welcome to our **special New Year's edition** of the Hennes Paynter  
Communications Crisis Comm E-Newsletter. From the [Newtown 911  
tapes](#) to actor [Ed Norton's new Verizon ad video](#), we have something  
for everyone. Want to go right to the fun stuff? Click [here](#).



## Best of Show

As a new year begins, all of us at [Hennes Paynter](#) are grateful to our clients for helping us close out an outstanding 2013. We hope it was a good year for you, as well.

During the year, we helped more than 100 clients respond to crisis situations, manage longer-term issues or prepare for media interviews. We are proud of the counsel we provided to help large and small businesses, colleges and universities, government agencies, healthcare and nonprofit organizations maintain and improve their reputations.

The staff at Hennes Paynter ended the year on a high note by taking home the coveted "**Best of Show**" Award at the Greater Cleveland Chapter of the Public Relations Society of America's Cleveland Rocks Awards ceremony in December. We also were recognized with a Gold "Rocks" Award in the crisis communications category.

We've brought home Gold "Rocks" Awards in the past, but we are most proud of the "Best of Show" Award because it's so rarely awarded for crisis communications. In fact, that has happened only once before in the 11 years the award has been presented; that was in 2009, when we shared the award with another agency for our work on the national peanut butter recall. Below, you'll find details of this year's awards.

Most important, we wish you a happy, healthy new year. Thank you for the confidence you have placed in Hennes Paynter Communications.

**To read more about our award, "Doing the Right Thing: How a Company's Fortright Crisis Response Preserved its Reputation and Maintained Customer Confidence," please click [here](#).**

Most important, we wish you a happy, healthy new year. Thank you for the confidence you have placed in Hennes Paynter Communications.

Sincerely,

Bruce Hennes & Barbara Paynter





**TARGET**

## In the Target of Target

If you're reading this, there's a good chance your credit or debit card number and PIN may have been compromised by a data breach that took place November 29 - December 15 at Target. Some of our family members shopped there in that time period and rather than wait until seeing a problem on their account (there's often a long lag time between the data breach and illegal use of the numbers), they went ahead and had their credit card company and bank issue new cards.

Did Target "do the right thing?" We would suggest that for the most part, yes. They notified customers in a timely manner (though to some critics, still not fast enough), providing information customers could use to protect their accounts. We do find fault with the actual apology - it could have been stronger. They also skirted the issue of the use of **debit** cards, which do not provide anywhere near the same protections as **credit** cards. No one in my family uses or even owns a debit card. To know why, read [A Lesson from Target: Before You Use That Debit Card Again, Here are 20 Things You Should Know](#). Happy holidays, and may you be safe from fraudulent charges.



## You Didn't Hear This From Me

[Confidential Sources](#) *The Buttry Diary*

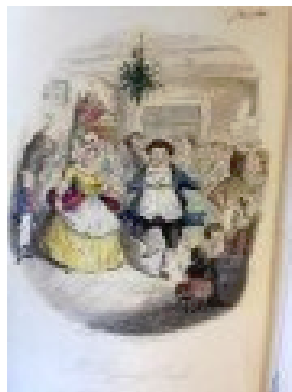
As we've often told our clients, the only way to absolutely, 100% guarantee your words will never be printed or posted online is to not say those words. That said, there are times when it makes strategic sense to ask a reporter to keep your words off-the-record, on background or something similar. This is an area fraught with danger, requiring that you (the "source") understand the sophisticated rules of the road, that you and the reporter have mutual expectations - and that the reporter agrees to the terms. Our old friend, Steve Buttry, former Editor of the Year, writes about confidential sourcing in a manner that's both instructive as well as cautionary.



## From a New Pope to a New Prince

[Google Zeitgeist Ad](#) *Google*

Discover what the world searched for with Google's "Year in Review."



## Two Christmas Stories

[How a Cleveland Library Came to Hold "A Christmas Carol"](#)

As a holiday treat, here's a rare look inside the 1st edition Charles Dickens' "A Christmas Carol." It's part of the Cleveland Public Library's John G. White Collection of Folklore, Orientalia and Chess. In the video, Special Collections expert Pam Eyerdam shows us the library's 1st edition copy and explains its provenance!

*Note: the audio starts a little low, but quickly corrects itself. Enjoy!*

[The Largely Forgotten, Cynical Genius Behind A Christmas Story](#)

Thirty years ago, a little movie called *A Christmas Story* debuted. The period comedy-set in fictionalized suburban hamlet of Hohman, Indiana-found mild success at the box office when it first opened days before Thanksgiving, but by late December, it was no longer playing in most theaters. (The *New York Times* suggested "you [had] to possess the stamina of a pearl diver" to enjoy it.) If you celebrated Christmas in 1983, you almost certainly never heard of Ralphie Parker and his Red Ryder 200-shot range model air rifle, the greatest Christmas gift

ever received.



## Better Witnesses to News

[Verifying Authenticity in the Face of a Culture That Seems Weirdly](#)

[Amused by Tricking the Press](#) *Nieman Journalism Lab*

If you are standing in front of a plane crash wearing a torn pilot's uniform, reporters would be justified in asking you questions about what happened. If you tweet about being onboard or seeing the plane come down, it's extremely hard to know whether or not to believe you, because it's so hard to know if you're actually there. In 2014, expect both technology and attitudes to shift to make determining proximity to news events far, far easier.

**IN CASE OF  
EMERGENCY  
CALL 911**

## In the Public Interest?

[Why Publish the Newtown 911 Tapes?](#) *Poynter*

It's not nice to be in the position of demanding access to documents that reflect a gruesome, inexplicable event like Sandy Hook. "We all understand why some people have strong feelings about the release of these tapes," said AP Executive Editor Kathleen Carroll. "It's important to remember, though, that 911 recordings, like other police documents, are public records. Reviewing them is a part of normal newsgathering in a responsible news organization."

## News From Hennes Paynter



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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.



## Short Takes

[Ed Norton Verizon Droid Commercial "48 Hours"](#) *AgencySpy*

Just your average karaoke-blasting, great escaping, ferret-winning 48-hours.

[Before Stanley Kubrick Was Famous He Took These Stunning Photos Of New York In The 1940s](#) *Business Insider*

[Newspaper Corrects Error: Bugs Bunny and Porky Pig Are Not Enemies](#) Poynter  
Quite the contrary, actually.

[25 Greatest Legal Movies](#) *American Bar Association Journal*

[New York Times Year in Pictures](#) *New York Times*

[The Best Movies of 2013](#) *The Atlantic*

[The Best Food Videos of 2013](#) *Eater*

[The NSA's PR Team Finally Gets Its Own Twitter Account](#) *Washington Post*

[Best Media Errors and Corrections of 2013](#) *PRNewser*

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### 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.



## 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**

For more information about presentations and training for attorneys and their clients, please click [here](#).



## 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.**



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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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