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Crisis Comm & Media Relations E-Newsletter

March 15, 2014

Now in our 12th Year of Publication

Winner of the 2012 Gold "Rocks Award" for Newsletters and the 2013 Gold "Rocks Award" for Crisis Communications from the Public Relations Society of America - Cleveland Chapter

[Bruce Hennes](#)   [Barbara Paynter APR](#)  
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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.



OK - Convince Me To Use Twitter

If you're still scoffing at Twitter, know this: the news media uses it every day-all day-to break news, find interviews, verify facts and look for story ideas. Twitter works as a 21st century tipline for journalists. A Cleveland reporter recently confirmed a tip about who would run for Lieutenant Governor by watching Twitter. When "higher-ups" tied to the Democratic party suddenly started following the rumored candidate, the Plain Dealer published her name hours before the campaign's announcement.

But it's not just media. Twitter gives all its users the potential to be real-time citizen journalists. If emergency responders are called to your facility, witnesses can instantaneously share photos and videos that may go viral on Twitter and wind up broadcast on TV news and web video streams. An employee tweets a photo of a workplace accident or posts about a layoff you just announced. A tech-savvy reporter may call you in seconds.

Twitter users increasingly post content while they watch TV. They can tweet about news

coverage of your crisis in real time during a news broadcast. And a recent study by ratings giant Nielsen reveals there is a 50x multiplier effect for people tweeting as they watch TV. So if 5,000 people tweet about a news story exposing your issue, 250,000 people see those tweets. If you are not ready to respond in real time on Twitter during a crisis, your side of the story goes untold, and your crisis deepens.

Twitter is now my primary means of sorting through the unrelenting avalanche of daily news content. I use it as a "title page" to the day's headlines, and click the ones I want to read, or that have a trending hashtag (the "#" symbol before a word or phrase that lets you search for related Twitter content). I'm not alone. According to a 2013 Pew Research Center report, one in ten Americans are now getting their news from Twitter. That's 30 million people.

When your organization becomes the trending hashtag, you must be prepared. Social media should be a prominent component of your crisis communications plan. You don't have to love Twitter, but you ignore it at your own risk.

[Howard Fencel](#)

Hennes Paynter Communications



Hiring Outside Counsel

[As Scandal Unfolds, G.M. Calls in the Lawyers](#) *New York Times*

Can a company's regular law firm switch gears from vigorously defending its client at every turn to suddenly investigating its own client - and do so with candor and credibility? Enron's outside law firm certainly couldn't and didn't, giving Enron a clean bill of health just months before Enron collapsed. Now it's King & Spaulding's turn, who've been lawyers for General Motors, defending the automaker from allegations of faulty ignition switches that have been linked to deaths and the recall of 1.6 million cars. From the *New York Times*: Hiring outside counsel is part investigation, part public-relations gambit and part legal strategy. In most cases, the goal is to limit damage to an institution's reputation or to contain the financial harm to shareholders of a publicly traded company.



It's a Matter of When, Not If

[How Elected Officials Can Prepare for, Respond to Emergencies](#)

Emergency Management

There is a phrase among emergency managers, "It is not a matter of if but when disaster happens. Are you prepared?" No one wakes up and says today there is going to be a disaster. In fact, disasters are unexpected; they overwhelm first responders; and lives, health and the environment are often endangered. At a very minimum, emergencies and disasters are disruptive and often occur at the most inopportune times. Therefore, we need to foster an attitude of both personal and community preparedness.



When P.R. & Legal Clash

[A Crisis of Communications](#) *Marketing Interactive*

When crisis hits, is responding quickly always the best move? Here, we explore the dilemma PR and legal have in such situations.



The Battle for Legitimacy

[Ukrainian Communications Pros Launch 'Crisis Media Center' as Russian Offensive Proceeds](#) *PR Newser*

A volunteer team of professionals from at least ten different firms has banded together in the form of the Ukraine Crisis Media Center in order to distribute messages from leaders friendly with protest movement *Maidan*, which sees itself as the legitimate government of Ukraine. This move comes as Russia continues its campaign to forcibly separate the Crimea region from the rest of the country in the wake of deposed president Viktor Yanukovich's retreat.



Up Your Game

[10 Ways Great Speakers Capture People's Attention](#) *Inc.*

Here are 10 techniques that are guaranteed to earn you more attention without losing any of your professional credibility.



Game Change

[In 20 Years, Football May Look Very Different From the Sport We Know Today. Will the Fans, and the Media, Care?](#) *Columbia Journalism Review*

So far, the NFL battle tank has managed to overwhelm the doubters. For all the PR disasters, pro football has rolled on as America's favorite sport and television attraction. But is football's position in American culture truly unassailable?

News From Hennes Paynter



Hennes Paynter Communications



Thanks to the American Bar Association for inviting us for the 4th year in a row to speak about crisis communications at their Leadership Conference in Chicago. Thanks, too, to [Casemaker](#) for sponsoring this plenary session. There were nearly 400 lawyers there - can you imagine the collective hourly billing rate?

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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.



Who Owns That Selfie?

[Paging Bradley Cooper's Lawyers: He Might Own Ellen's Famous Oscar Selfie](#)

The Wire

OK, lawyer friends. Who owns the now-famous and most-Tweeted selfie shot taken at the Oscar's on Sunday? The answer's not so easy.

[The Best Frozen Moments of the 2014 Oscars](#) *New York Magazine*

[The Oscar's: Grading the Speeches](#) *The New Yorker*

[Ellen DeGeneres' Samsung Selfie Ups Social-Marketing Game](#) *AdvertisingAge*

[Ellen's Selfie on The Simpsons](#) *Twitter*



Found Treasure

[Man Buys 10,000 Undeveloped Negatives At a Local Auction and Discovers One of The Most Important Street Photographers of the Mid-20th Century](#) *Web Bujur*

Imagine this: perhaps the most important street photographer of the twentieth century was a nanny who kept everything to herself. Nobody had ever seen her work and she was a complete unknown until the time of her death. For decades Vivian's work hid in the shadows until decades later (in 2007), historical hobbyist John Maloof bought a box full of never developed negatives at a local auction for \$380.



Short Takes

[The Truth About 'The Most Interesting Man In The World'](#) *Business Insider*

[Social Media and Crisis Communications, FDR Style](#) *HootSource*

[Jimmy Kimmel on Fake Viral Videos, Real Money and the Future of TV](#)

Re/Code

[Colin Powell's 60-Year-Old Selfie Is Everything You Could Ever Hope For in a Selfie](#) *The Wire*

[When NFL Player's Wife Takes Her Displeasure With Hubbie's Team to Instagram](#) *Lost Remote*

[11 Times 'The Simpsons' Predicted the Future of Technology](#) *Mashable*

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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 more information, please contact us.

3/20/14 American Association of Corporate Counsel
3/26/14 Ohio Safety Congress
3/27/14 Kaufman & Co LLP
4/24/14 Ohio Prosecuting Attorneys Association
5/2/14 Ohio Association of Public Safety Directors
5/13/14 Summit County Safety Council

5/15/14 Taft Stettinius & Hollister
5/16/14 Chemical & Specialties Management Council
5/20/14 President's Forum - Union Club of Cleveland
5/30/14 Tucker Ellis
8/26/14 Ohio Insurance Institute
12/16/14 Cleveland Metropolitan Bar Association



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 services, click [here](#).



**When your organization or reputation is threatened, you need a specialist.
A crisis communications specialist.**



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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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