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Crisis Comm & Media Relations Newsletter

June 1, 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](#)  
[Hennes Paynter Communications](#)
216-321-7774

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The New York Times

The Times They Are a-Changin' *by Barbara Paynter, Hennes Paynter Communications*

The illustrious New York Times recently ousted Executive Editor Jill Abramson after less than three years on the job, and replaced her with Dean Baquet, the managing editor. The emerging story line was that Abramson angered her boss by hiring an attorney to re-negotiate her compensation after learning that her male predecessor had earned more. (The Times denies this.) Surely the publisher knew that firing the organization's first female executive editor would require some explanation. No organization should risk the kind of PR conundrum the publisher found himself in, leading to reputational damage for both the leader who was fired and the organization that fired her. [Read more here...](#)



Mess Up? Fess Up! *by Howard Fencl, Vice President, Hennes Paynter Communications*

Google, the paragon of 21st century Silicon Valley cool, does not have a diverse workplace. Not even close. Google recently skirted a reputation nightmare by fessing up its lousy numbers, openly discussing the problem and what

Google intends to do to fix it. [Read more here...](#)



What's the Opposite of 'Best Practice'?

[Mayor Tries to Swat Away Camera](#) *Cleveland.com*

There are many ways to handle an ambush interview: stand your ground, look the reporter right in the eye and make an affirmative statement - or negotiate a time and place for a less-impromptu interview. What's not recommended: taking a swat at the camera.



As Fewer Turn to Their Newspaper, TV & Radio

[How Twitter Will Change the Next Hurricane](#) *Emergency Management*

In the eight years since the last hurricane struck Florida, communications professor Robert Chandler says, fewer and fewer people are turning to their newspaper, radio or television. Heck, he said, many of them don't use those media at all. Instead, Chandler told the National Hurricane Conference, the primary source of information often is a tweet.

Hennes Paynter can help your agency set up a Twitter feed and Facebook page and build an audience so when it hits the fan, you have a way to reach your stakeholders without relying on the local media. Give us a call for further information.



To Catch a Microbe

[In Food Poisoning Probes, Officials Call for Yelp](#) *Washington Post*

New York City is using a novel way to uncover cases of food poisoning - reading Yelp restaurant reviews. Health officials found three unreported outbreaks by sifting through nearly 300,000 reviews on the popular website. The outbreaks were small, together blamed for only 16 illnesses. But one expert called it an innovative way to catch clusters of food poisoning.



When Your Business is Disparaged

[The Dark Side of Online Reputation Management](#) *Forbes*

Someone complains about you or your business on a consumer complaint site. Should you respond? Flood the internet with positive stories? There are right and wrong ways to handle these situations. Trust us - you don't want to make a mistake.

Our advice: give the pros at Hennes Paynter a call.



So, Literally, Like I Was Honestly Saying

[How to Cut the 'Ums,' 'Uhs,' and 'Literallys' When Speaking](#)

Ragan's PRDaily

Become aware of your habits, and learn what your filler words are. We often pick them up from other people. Sometimes we turn to them when we are in a particular situation such as when we are presenting in front of a room, when we are excited or nervous, or when we have to deliver bad news. Here, you can learn what they are - and how to get rid of them.

News From Hennes Paynter



Short Takes

['Oh My Jesus!': Shots Fired During NPR Interview In Chicago](#)

National Public Radio

[The World's 100 Most Powerful Women](#) *Forbes*

[6 Things You Should Never Say During a Speech](#) *Entrepreneur*

[Slightly More Than 100 Fantastic Pieces of Journalism](#) *The Atlantic*

[Without a Doubt, the Single Worst Restaurant Review You Will Ever Read](#) *The Infatuation*

[National Journal Becomes Latest Publication to Eliminate Online Comments](#) *MEDIAite*

[Pink Goop in Chicken McNuggets? McDonald's Canada Answers](#) *YouTube*



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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.

6/12/14 Cuyahoga County Law Directors Association
6/27/14 Assurex
7/15/14 Association of Municipal/County Judges of Ohio
8/26/14 Ohio Insurance Institute

12/15/14 Toledo Bar Association
12/16/14 Cleveland Metropolitan Bar Association
12/17/14 Akron 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 crisis communications, reputation management or 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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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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Hennes Paynter Communications | Terminal Tower | 50 Public Square, Suite 3200 | Cleveland | OH | 44113