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## Crisis Comm & Media Relations Newsletter

September 1, 2014

Now in our 12th Year of Publication

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Editor's Note: We did not send out an August 15, 2014 issue.



### **A Sense of Mistrust in Ferguson**

By Barbara Paynter, Hennes Paynter Communications

When the Missouri National Guard withdrew from Ferguson, Mo., the thought of quiet in the streets must have been welcome news to residents after nearly two weeks of protests and violence following the fatal shooting of an 18-year-old by a police officer. Based on media reports, blogs and social media posts, it will continue to be difficult for community leaders to rebuild trust after nightly stand-offs between protesters and law enforcement. Will residents trust the outcome of the investigation into the shooting? Will the officer be prosecuted? What will happen if he's cleared? As crisis communications experts, we are not qualified to analyze how law enforcement should have responded on the ground. But there is no question they could have handled communications much better.

[Read more here...](#)

[#Ferguson: How Twitter Reacted](#) *New York Times*

[Ferguson Images Evoke Civil Rights Era and Changing Visual Perceptions](#) *New York Times*



## Dear Mary Barra - Tuning Up GM's Reputation Repair

by Howard Fencl, Hennes Paynter Communications

Thank you for your letter about the GM recall repair work for my car's faulty ignition. You may be glad to note that I was not among those killed by this manufacturing defect. I am glad to note that you have been only scorched, and not immolated, by the firestorm this crisis has generated among regulators, media, industry pundits, suppliers, employees and dealership partners. But let's talk about your most important audience - customers like me. Now, don't get me wrong, I appreciated your letter. I assume it was a mail-merge job from a GM ownership database. That's OK, because you plucked out my first name for the salutation line. I felt as if you were talking directly to me.

[Read more here...](#)

[Why Do Some People Love GM's CEO Mary Barra?](#) *Fortune*

HARVARD BUSINESS SCHOOL



## Working Knowledge

[Why the ALS Ice Bucket Challenge is a Social Media](#)

[Blockbuster](#) *Harvard Business School*

Most companies should envy the financial and brand awareness brought about by the ALS Ice Bucket Challenge. The campaign's key ingredient, says Harvard professor John Deighton, is that participants enhance their personal capital in performance of a good deed.



## Crisis Management

[Will a Dog-Abuse Scandal Sink Stadium Caterer Centerplate?](#) *Fortune*

The food-services provider recently scored the business of new Levi's Stadium and was growing quickly; can it move on from an ugly CEO scandal?



## Emory University & Ebola

[Handling the Global Spotlight In a Crisis](#) *Ragan's PRDaily*

When a crisis hits, it is crucial that your organization is prepared on all fronts. Take note of the ways that Emory University has responded to being in the global spotlight.



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[Hennes Paynter Communications](#) is one of the few agencies in the U.S. focused exclusively on crisis communications and reputation management.

You can reach us at 216-321-7774.



## **Nixon Resigns**

[40 Years After President Nixon Resigned, Carl Bernstein Would 'Do It Exactly the Same'](#) *TV Newser*

When Carl Bernstein and his Washington Post colleague Bob Woodward were investigating the Watergate scandal that drove President Richard Nixon to announce his resignation 40 years ago today, the stakes were high. For the country, a presidency was on the line; for Bernstein, his career.

[Looking Back on the Nixon Resignation](#) *Steve Buttry*

[Nixon's Resignation: 40 Years Later](#) *The Atlantic*

Arthur Schlesinger, Hunter S. Thompson, Seymour Hersh, Elizabeth Drew, Evan Thomas, and others on the fall of a president and its aftermath, from The Atlantic archives.

*NOTE: Bob Woodward and Carl Bernstein will make a rare joint appearance on the evening of September 14 in Cleveland. For details, click [here](#).*



## **"이럴수가" Say Koreans**

[Pope Francis Stuns Self-Conscious Koreans With Popemobile Of Choice: A Tiny Kia](#) *Fox News Latino*

Koreans are used to seeing celebrities in tricked out luxury vehicles - the famous "Gangnam Style" song by local singer PSY even poked fun of the culture. So Koreans were stunned when Pope Francis, in his first visit to the country, decided on a diminutive Kia Soul as his vehicle of choice while making his way across the country during his five-day visit.





## Short Takes

### [New Ad for the Honda Fit](#)

Creativity in advertising? Or simply over-the-top? You decide.

### [Yup, He's Probably the Only Lance Armstrong with 3.8 Million Twitter Followers](#) *Romenesko*

### [Superman's Debut, Action Comics No 1, Sells for \\$3 Million](#) *The Guardian*

### [45 Years Ago: The Woodstock Music Festival](#) *Poynter*

How the three major networks covered the festival - and how other media outlets almost didn't.

### [What Time Do the Morning Show Anchors Wake Up?](#) *TV Newser*

### [Help Science Identify a Kajillion Astronaut Photos of Cities](#) *The Atlantic*

"Night Cities" is an ambitious project to create an atlas of urban space photography.



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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.

9/19/14 Nicola Gudbranson & Cooper LLC  
9/22/14 Ohio Association of Goodwill Industries  
9/29/14 Ohio School Boards Association  
10/6/14 Ohio Association of Independent Schools  
10/8/14 Ohio State Bar Association - Corp. Counsel Institute  
12/8/14 Columbus Bar Association

12/15/14 Toledo Bar Association  
12/16/14 Cleveland Metropolitan Bar Association  
12/17/14 Akron Bar Association  
3/13/15 American Bar Association Leadership Conference  
4/2/15 Ohio Safety Congress



## **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.

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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**

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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