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Crisis Comm & Media Relations Newsletter

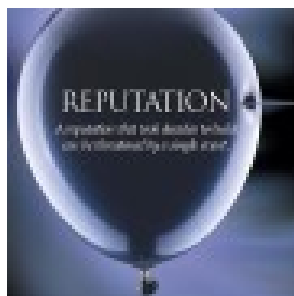
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Now in our 12th Year of Publication

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Risky Business

by Bruce Hennes, Hennes Paynter Communications

According to Reputation Dividend, a company that helps quantify the economic value of reputation for publicly held businesses, few CEOs would argue that their corporate reputation isn't one of their company's most precious assets. Giving thought to the difference between 'brand' and 'reputation,' Sandra Macleod writes, "The value and importance of a 'brand' i.e. the thoughts, feeling and associations that consumers attach to the things they buy, is generally well understood. But the value of 'reputation', the thoughts, feelings and associations attached to the organizations that produce them across a variety of stakeholders is not." Macleod further writes, "But now, as risk becomes more complex, transparency more radical, and reputation more dear, with trust as the prize, our mission becomes ever more relevant. Through better alignment with stakeholder values and expectations, attention to authentic reputation creates very real value. It allows people and businesses to embrace innovation and protect themselves from risk. And it helps them to become prosperous, resilient and stable, and frees up all those unaccounted-for and wasted costs otherwise spent on fighting fires, fighting for talent, fighting to hold customers, fighting to win over investors, or fighting to shore up blunders." [Read more here...](#)



Spreading Dread & Terror

[With Videos of Killings, ISIS Sends Medieval Message by Modern Method](#) *New York Times*

The ostensible purpose of the recent videos that show the beheadings of two American journalists by Islamic militants is to deter attacks - your missiles on our positions will beget our knives on Western hostages - but the true aim is to spread dread and terror. The videos deliver in miniature the same chilling message as the footage of the towers falling 13 years ago: Everything has changed, no one is safe and the United States is impotent against true believers. It is a memo from a foe that has everything to gain by goading America into a fight in a faraway land where its enemies are legion.



Blocking & Tackling

[5 NFL Storylines That Could Dent the Shield](#) *New York Business Journal*

As this is being written, the sorry saga of what NFL Commissioner Roger Goodell knew about player Ray Rice's domestic violence assault and when he knew it is still unrolling. At the same time, the NFL is awash in controversy and public relations problems that always seem to nearly overshadow its product.



Clickbait

[When It Comes to Chasing Clicks, Journalists Say One Thing But Feel Pressure To Do Another](#) *Nieman Lab*

For decades, it was a given that print reporters didn't care about circulation or readership numbers, while television reporters lived and died by those ratings. But now, for the first time in the history of print journalism, reporters and editors have real-time access to metrics. Has this affected the way journalists write - and even what they write about? It's undeniably true; "click-bait" is the term derisively cast about. But the precise ways reporters/editors use those metrics is a bit more complex than that.



Starbucks Does An About Face

["I Never Intended to Write a Starbucks Story"](#) *Nieman Storyboard*

Few pieces of journalism - let alone narrative journalism - effect change in a matter of hours. But that's what happened with "Working Anything but 9 to 5," by Jodi Kantor of the New York Times. A rare combination of intimate narrative and exposé, Kantor's Aug. 13 story followed a tumultuous month in the life of Jannette Navarro, a young single mother struggling to make ends meet as a Starbucks barista. Through Navarro's experiences, Kantor revealed the troubling ways that the scheduling software used by Starbucks and other low-wage employers wrecks havoc on working parents' lives. Just hours after the story was published, Starbucks announced that it was reworking its scheduling policies. Mark our words: This story is going to win the Pulitzer Prize next year.



Shields Up

[Retailers Are Finding That Data Vulnerability Can Undo Years of Brand Equity](#) *AdWeek*

Data breaches, as we have all learned, can be #EpicFails with far-reaching and destructive implications for brands. Once sensitive consumer information-payment-card data, home addresses, phone numbers-are stolen, the ramifications can include federal investigations, appearances by company execs before congressional committees, class-action lawsuits, and months of scathing headlines, all of which can precipitate a major loss of consumer trust. First and foremost, companies should take all possible steps to safeguard sensitive data. An ounce of prevention (translation: millions of dollars

in technology upgrades and IT hires) can outweigh a pound of cure (many more millions of dollars and months of PR, social and paid-content spinning as a brand's image threatens to go down the tubes).



Civic Leadership Institute

For our friends in Northeastern Ohio, the Civic Leadership Institute is a compact civic education and awareness program that will let you meet and interact with the people directly involved in our civic

infrastructure at the highest level. This program is for anyone interested in learning more about the how and why of Cleveland's renaissance. From the return of LeBron James to the recent news that Cleveland will be site of the Republican National Convention in 2016, you'll meet many of the area's opinion and news makers. This program is great for people new to the area, longtime residents who want to be more engaged, young professionals looking to build their civic education, or life-long learners who want an update on how to stay engaged. For more information about the six once-a-week sessions, each an hour and a half, click [here](#).

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focused exclusively on crisis communications and reputation management.
You can reach us at 216-321-7774.



Can We Write?

[4 Writing Lessons from the Comedy of Joan Rivers](#) *Poynter*

All writers can learn from studying the work of great comics - especially in the age of Twitter, where economy and a sharp point matter. It is said that humor does not lend itself to analysis, that you either get it or you don't. There are patterns to Rivers' most interesting work that can be traced, not to imitate her voice or style, but to incorporate into your own.

[We Pay Tribute to Joan Rivers Through Her Ads](#) *Brand Republic*



Message Headline

[Fascinating Facts About Eye Contact](#) *CommPro*

Too much eye contact is instinctively felt to be rude, hostile and condescending; and in a business context, it may also be perceived as a deliberate intent to dominate, intimidate, belittle, or make "the other" feel at a disadvantage. So unless you have in mind doing one of those things, it's better to avoid too much eye contact. Too little, on the other hand, can make you appear uneasy, unprepared, and insincere. In its analysis of patients' complaints, for example, one large county hospital found, that 9-out-of-10 letters included mention of poor doctor-patient eye contact; a failure which was generally interpreted as "lack of caring."



Short Takes

[The Power of Social Media: National Gallery Allows Mobile and Amateur Photos of Art](#) *Fstoppers*

[7 Deadly Writing Sins](#) *Bulldog Reporter*

[Will Controversial Sports Team Names Be Gone in Five Years?](#) *AdWeek*

[Another View: Sports Team Names That Offend Native Americans](#) *Peter Sandman*

[The Surprising Democratizing Power of McDonald's Wi-Fi](#) *Quartz*



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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	12/15/14 Toledo Bar Association
9/22/14 Ohio Association of Goodwill Industries	12/16/14 Cleveland Metropolitan Bar Association
10/3/14 Ohio School Boards Association	12/17/14 Akron Bar Association
10/6/14 Ohio Association of Independent Schools	3/13/15 American Bar Association Leadership Conference
10/8/14 Ohio State Bar Association - Corp. Counsel Institute	4/2/15 Ohio Safety Congress
12/8/14 Columbus 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.



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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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