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Crisis Comm & Media Relations Newsletter

November 15, 2014

Now in our 12th Year of Publication

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Lessons from A-Rod's Shattered Reputation

by Barbara Paynter, Hennes Paynter Communications

Remember when Alex Rodriguez was famous for being the highest-paid player in baseball history? The debate wasn't whether he was a great player; it was whether he deserved more than \$250 million a year. Now, instead of heading to Cooperstown, the Yankee shortstop joins the long list of professional athletes who used performance-enhancing drugs (PEDs) and lied about it. [Read more](#)

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Pandora's Box of Twitter Trolls

By Howard Fencl, Hennes Paynter Communications

Interacting on Twitter can be a powerful reputation-building tool. But if you haven't considered that skeleton in the closet, prepare for a bash-fest that could reduce your hard-earned reputation to rubble. This week, comedian Bill Cosby and celebrity doc Mehmet Oz naively engaged the Twittersphere. Trolls attacked mercilessly. [Read more](#)



"It Can't Happen Here"

By Nora Jacobs, Hennes Paynter Communications

Over the years, we've spoken to countless clients about the crisis threats their organizations might face. Many willingly accept that their business might be struck by an act of God - tornados, floods and fires most often come to mind. But a surprisingly large number of clients seem to feel immune to the crisis threats we actually see most often in our work - the ones caused by human error or worse, human misbehavior. [Read more](#)



5 Lessons in Crisis Communications from the Ebola Response

[What We Can Learn](#) *Emergency Management*

Is there any doubt that the American public exhibited unwarranted fear in the face of the threat? Certainly, seeing what was happening in West Africa was cause for legitimate concern. While we wouldn't say the reaction was one of panic, there seemed to be little responsibility demonstrated by the media.



Special Message for Attorneys

It's CLE season. [Click here for more info.](#)



5 Things Powerful People Never Say At Work

[To Tell You the Truth](#) *Business Insider*

Powerful people understand that their words carry a lot of weight - so they tend to choose them very carefully at work, and speak in a "healthy way, combining the right blend of confidence and humility," says Disney Co.'s Chris Deaver.



Loose Lips Sink Ships

[Steer Clear of These Tricks Journalists Use](#) *Entrepreneur*

Journalist questions fall into three categories: innocent questions, trick questions -- and inquiries that sound like trick questions but really aren't. Here are some pointers about the latter two types.

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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.



Corporate First Responders

[Stepping Inside the World of Cars & Crisis PR](#) *Fortune*

Jason Vines spent his career as a corporate first responder to auto company PR disasters. His new book, 'What Did Jesus Drive?' looks back on his time at Ford, Chrysler and more.



Nope, Don't Do This

[6 Mistakes Public Speakers Should Avoid](#) *Ragan's PRDaily*

Whether you're talking football, engineering, or acting, you've seen the best and brightest make mistakes. Fumbles, crashes, and bloopers - the losses can be minor or tragic. Likewise, they can be in business presentations. Mistakes can cost a sale, a promotion, or a career. The best business presenters and public speakers never fumble in the following six ways.



Special Message for Attorneys

CLE Season is Upon Us

**Loss of a senior partner...financial problems...
legal malpractice lawsuits...partner disputes...high profile litigation...
natural disasters...defective products...workplace violence...
compromised client information &
confidentiality violations...criminal accusations**

**If you think you, your firm or your client doesn't
need a crisis plan, think again.**

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

Managing the Media: Lawyers & The Press CLE
(Topics covered include crisis management & reputation management)

Monday, December 8, 2014
Columbus Bar Association
Scott Campbell, Thompson Hine
Bruce Hennes, Hennes Paynter Communications
[Register Now](#)

Monday, December 15, 2014
Toledo Bar Association
Tom Pletz, Shumaker, Loop & Kendrick, LLP
Bruce Hennes, Hennes Paynter Communications
[Register Now](#)

Tuesday, December 16, 2014
Cleveland Metropolitan Bar Association
Deborah Coleman, Coleman Law LLC

Virginia Davidson, Calfee
Bruce Hennes, Hennes Paynter Communications

[Register Now](#)

Wednesday, December 17, 2014

Akron Bar Association

Orville Reed, Stark & Knoll

Jim Burdon, Burdon & Milette

Bruce Hennes, Hennes Paynter Communications

[Register Now](#)

Friday, March 13, 2015

American Bar Association Leadership Conference *

Bruce Hennes, Hennes Paynter Communications

In these days of 24/7 instant news, attorneys and their clients simply cannot wait until a legal decision is rendered. They must be prepared to vigorously defend their situation in a wide variety of venues, as well as media outlets.

In the first portion of this seminar, attorneys will hear about the canons and case law surrounding the relationship between PR activities, PR counsel and the management of the media, often a critical component of case strategy in litigation practice.

The remainder of the seminar includes: establishing & maintaining "control of the message"; when a reporter calls - making your points and not just answering questions; what reporters expect; what newsmakers should expect; defining and creating key messages; reporter's agenda vs. the attorney's agenda; the fundamental differences between print, television and radio interviews and how each require different skill sets; dealing with the press proactively and reactively; "off the record, not for attribution" and other advanced techniques.

Also discussed are the ethical and practical perils of talking with the press in the midst of a client crisis or pending case, causing many lawyers to insist on a strict "no comment" to the press, which the public almost always interprets "no comment" as an admission of whatever charge is made, which may not serve the client's best interests. This seminar will offer attorneys a wide variety of strategic and tactical alternatives to "no comment."

For information about any of the CLEs above, please call Bruce Hennes at 216-321-7774.

For more information about how Hennes Paynter Communications can help train the attorneys in your firm, click [here](#).

** this shorter seminar does not include all of the content included in the longer CLE's*

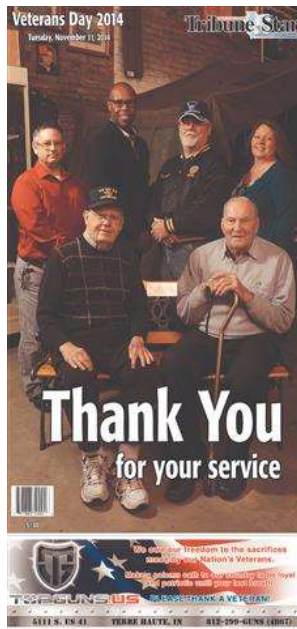


Short Takes

[Anne Hathaway is Fighting an Impossible Battle Against Her Haters -- It's Not Worth Her Time](#) *Washington Post*

[Reuter's Kills Reader Comments](#) *Reuter's*

[Veterans Day Front Pages Show the Many Faces of Our Military](#) *Poynter*



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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.

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

3/2/15 Building Owners & Managers 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.

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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