



## SPONSOR

**Summit County Emergency Management Agency**



# MANAGING THE MEDIA:

## Crisis Communications, Media Relations & Media Training for Police, Fire, Board of Health, Business, Community, Education, Safety and Government Leaders & Officials

**Allegations of fiscal irresponsibility...a staffer has been accused of sexual misconduct...a student is injured in a school-related mishap...a disgruntled employee goes on a rampage...an overturned tanker kicked off a forced evacuation...the SWAT Team is called out and you have one man down...The Beacon Journal is on Line 1... Mike Wallace from 60 Minutes is waiting...**

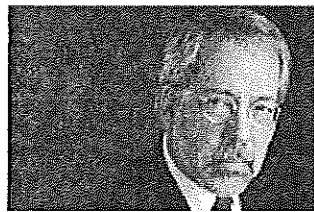
In the event of a crisis everyone is going to want answers - fast: your staff, their relatives, students, parents, taxpayers, homeowners, community leaders - the list is endless. And you'll quickly find out what it means to "Feed the Beast" when the media descends upon you.

They say 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?

In this half-day media training session, business, community, education, safety and government leaders and officials will receive practical instruction about how to manage the media. The seminar includes:

- Establishing & maintaining "control of the message"
- Making points and not just answering questions
- What reporters expect; what you should expect
- Defining and creating Key Messages
- The difference between print, TV and radio interviews and how each require different skill sets
- What to do when lawyers insist on a strict "no comment"
- This seminar includes 1 hour of "Extreme Crisis Communications" (i.e. handling mass casualty, pandemic flu and other extreme threats to life and limb)

*This seminar has been approved for two (2) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.*



This seminar will be led by Bruce M. Hennes, Managing Partner of Hennes Paynter Communications, a crisis communications, media training and media relations consulting firm based in Cleveland. Hennes Paynter Communications serves corporations, government agencies, nonprofits and individuals who are "on trial" in the court of public opinion. The firm is a coalition member of ProtectingAmerica.org and National Preparedness Month (US Department of Homeland Security).

Hennes has more than 30 years experience working in politics and public relations. His current and former clients include The Greater Cleveland Regional Transit Authority, Northeast Ohio Regional Sewer District, NASA, and Westfield Insurance. Hennes serves on the board of The Business Emergency Planning Institute and the Press Club of Cleveland. He is also a Graduate Lecturer in Advanced Communications/ Media Relations in the Levin College of Urban Affairs at CSU. Hennes is a member of the board of the Cleveland Metropolitan Bar Association and of counsel to Levick Strategic Communications in Washington, DC (Crisis Agency of the Year-The Holmes Report).

**When:** Monday, November 16, 2009  
7:15 a.m. registration; 8:00 seminar; 12:00 adjourn

**Location:** Akron General Health & Wellness Center, 4125 Medina Road, Akron (Rt. 18 at Crystal Lake Road, just west of I-77)

**Cost:** Free, but seating is strictly limited - reservations a must.

**To register:** <http://www.eventbrite.com/event/448301883>

**For an online version of this flyer:** <http://tinyurl.com/scemaNov162009>

**For more information:** Dan Stimmel 330-643-2558; Bruce Hennes 216-321-7774