

Crisis Communications & Media Relations

A seminar for board and senior staff members of nonprofit organizations

Reports surface alleging harassment by one of your top staffers...a wealthy donor leaves your nonprofit a financial windfall...an employee is accused of embezzlement...a PD or ABJ reporter is doing a story on one of your clients...a TV camera crew is at the front desk waiting for you...

In today's world of "gotcha" journalism, incendiary cable news programs, Facebook, Twitter, digital cameras capable of sending hi-def pictures to CNN within minutes and pervasive distrust of institutions and authority, reputational threats can have an immediate and deadly effect on the ability of nonprofits to recover, rebuild and reposition themselves after a crisis.

They say it takes a lifetime to build a reputation -- and only a few seconds to destroy one. With information flying around on internet time, knowing exactly how to handle media calls and visits are critical skills for nonprofit leaders and executive directors.

Join BVU for a hands-on workshop addressing the following topics:

- Interviews as opportunities – controlling the message
- The difference between television, radio and print interviews
- Setting ground rules and making your points
- Dealing with reporters - your rights and theirs
- Dealing with bad news
- Handling "ambush" interviews

Presenter:

Bruce M. Hennes is the managing partner of Hennes Paynter Communication, one of the few firms in the U.S. focused exclusively on crisis communications. Serving nonprofits, corporations, government agencies, educational institutions and individuals who are "on trial" in the court of public opinion, his clients include Bellefaire, NASA, John Carroll University and Westfield Insurance. Bruce currently serves on the boards of The Business Emergency Planning Institute, the Cleveland Metropolitan Bar Association, The Press Club of Cleveland, The Cleveland Leadership Center and The Judicial Candidates Rating Coalition (Judge4Yourself.com). Bruce is past president of The Cleveland Jewish News; he is also a Graduate Lecturer in the Levin College of Urban Affairs at Cleveland State University and president of the Leadership Cleveland Class of 2008.



Thursday, June 14, 2012

8:30 a.m. - 12:00 noon

**Brecksville Recreation Center
One Community Drive
Brecksville, OH 44141**

Registration:

BVU Member: \$65

Non-member: \$95

REGISTRATION: Crisis Communications & Media Relations, June 14, 2012

Name: _____

Title: _____

Company/Org: _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail Address: _____

**Register and pay by credit card:
BVUvolunteers.org OR
mail your completed registration form with
payment by June 5th to:**

BVU: The Center for Nonprofit Excellence
1300 East 9th Street • Suite 1805
Cleveland, OH 44114
phone (216) 736-7711 fax (216) 736-7710

\$65 per person (member) / \$95 per person (non-member)

**Cancellations require a 48 hour advance notice
to receive a refund.**

*Please contact Claire Kotkowski at 216-736-7711 or
ckotkowski@BVUvolunteers.org with questions.*