

HENNES PAYNTER CAPTURES TOP AWARD FOR CRISIS WORK

For the third year in a row, Hennes Paynter Communications has won the top award for crisis communications work from the Greater Cleveland Chapter of the Public Relations Society of America. On December 2, the firm won a gold “Rocks” award for its work on behalf of Saint Joseph Academy, the only Catholic all-girls’ school in the city of Cleveland.

The entry, titled “Saint Joseph Academy Breaks ‘Wall of Secrecy’ to Advocate for Victims,” recounted the proactive communications strategy the school adopted in response to criminal charges filed against one of its teachers. Hennes Paynter developed a multi-faceted communications plan designed to assure all of the school’s constituents that it was responding quickly and appropriately to resolve the matter. Hennes Paynter worked with the school for more than nine months as the case worked its way through the legal system and generated ongoing media coverage.

In 2010, Hennes Paynter won a gold Rocks award for its work on behalf of The MetroHealth System, which faced public scrutiny when the organization’s vice president of construction and his assistant were implicated in a bribery and kick-back scheme. In 2009, Hennes Paynter won the coveted “Best of Show” award from the Cleveland Chapter of the Public Relations Society of America for its work with another agency on the national peanut butter recall.

Hennes Paynter Communications, based in Cleveland, is one of the few firms in the U.S. exclusively focused on crisis communications. Serving corporations, government agencies, nonprofits and individuals who are “on trial” in the court of public opinion, Hennes Paynter Communications also offers media training, litigation communication support, crisis communication plans and drills, and presentation training to clients. For more information, go to www.crisiscommunications.com.