



## Thomas J. Fladung

Thom Fladung serves as managing partner for Hennes Communications. He brings more than 33 years of daily newspaper and digital media experience to the agency, having served as a top editor at some of the nation's largest newspapers such as the *Cleveland Plain Dealer* and the *Detroit Free Press*. Over the past decade, Fladung has also played a lead role in evolving newsrooms into the digital age. His work at the *Plain Dealer* was instrumental in the newspaper's migration to digital platforms, including web, social media and handheld digital devices.

Fladung is expert at crafting effective, strategic messages on hard deadlines. He is also experienced at quickly evaluating, assembling and disseminating information – crisis management skills that are critically important for clients coping with reputation management issues and breaking crises.



He is intimately familiar with the relentless content requirements of the 24/7 news cycle, and understands the necessity and nuances of communicating on social media platforms, such as Facebook and Twitter. He recognizes the crucial role social media plays as a first alert for many consumers of information and as a place where reputations can be bolstered – or blistered.

Fladung has overseen newsrooms of more than 300 journalists and has directed dozens of award-winning investigations, breaking-news stories, human interest stories and features. Highlights include helping direct six journalists reporting from the Iraq war after the invasion in 2003 for the *Detroit Free Press*; leading coverage during the Northeast blackout of 2003 in Detroit, and getting the newspaper out with no power; and overseeing coverage of the Minneapolis bridge collapse of 2007 while serving as editor of the *St. Paul Pioneer Press*.

In his role as a lead editor, Fladung has also been responsible for managing the reputation of the many news organizations he has led, frequently serving as their ambassador for public speaking engagements, and serving as one of the first points of contact for customers.

Most recently, Fladung served as managing editor of *The Plain Dealer* in Cleveland starting in February 2011, overseeing the day-to-day operations of the newsroom. Prior to that, he was editor of the *St. Paul Pioneer Press*, managing editor of the *Detroit Free Press* and managing editor of the *Akron Beacon Journal*. He has also held a variety of editing and reporting positions at those and other newspapers and has reported on business, politics, state government, crime and courts and sports.

A native of Canton, Ohio, Fladung is a graduate of the University of Dayton. He is currently president of The Press Club of Cleveland. He has served on a number of other boards, including the Ohio Newspaper Association; Big Brothers & Big Sisters of Columbia, S.C.; Christ Child House in Detroit; and the Minnesota News Council. In 2017, Fladung received the Communicator of the Year award from the International Association of Business Communicators.

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### About Hennes Communications

Hennes Communications is a crisis communications and crisis management consulting firm based in Cleveland. Serving corporations, government agencies and nonprofits that are “on trial” in the Court of Public Opinion, Hennes Communications also offers litigation communication support, media training, pre-crisis preparation and crisis drills to clients. In 2009, Hennes Communications 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 Communications also won Gold “Rocks” awards in 2010 and 2011 for its work on behalf of The MetroHealth System and Saint Joseph Academy. In 2012, the firm won another Gold “Rocks” award for its Crisis Comm & Media Relations E-Newsletter. In 2013, the firm won PRSA’s Gold “Rock” award and the “Best of Show” award for its work on a ferry boat crash. In 2014, the firm won its 6<sup>th</sup> Gold “Rocks” award for a program it created and carried out for a forestry client in Australia. And in 2017, the firm received two Silver Anvil awards from the Public Relations Society of America for their work on behalf of the Cleveland Host Committee for the Republican National Convention. For more information, please go to [www.crisiscommunications.com](http://www.crisiscommunications.com).