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Hennes
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Crisis Comm & Media Relations E-Newsletter May 15, 2009

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Media Training & Coaching

1. H1N1 Swine Flu: We've Been Warned

If you're like 99% of the American public, you've not given a thought to the Swine Flu over the last week or so, since the media furor ended.

We urge you not to get too complacent, especially if you run a business, nonprofit or government agency. A little prep goes a long way. And this flu just might mimic the 1918 Pandemic. That flu showed up in the spring, pretty much vanished in the summer -- and came roaring back with deadly efficiency in the fall.

A pandemic flu is inevitable. Let us repeat – inevitable. It may be this fall. It may be a fall years from now. No one really knows.

The men and women who work in our hospitals, boards of health and research labs are indeed taking this seriously. Just because the media is now ignoring it doesn't mean you should, too. We've been warned.

Last week, we sent out a special issue of this newsletter totally devoted to just one issue: H1N1 Swine Flu. You can read that issue in its entirety here: <http://tinyurl.com/c68hrp>

For the last word on this subject, let's turn to an organization that has a lot to lose, making them a most-credible source of information: Marsh, one of the world's leading insurance brokers and risk advisors. Insurance Journal
<http://tinyurl.com/cfowgo>

2. Ah-CHOO !!!

Speaking of disease transmission (how's THAT for a lead?), here's a video from the Australian government about sneezing. This short video is safe for work, but we warn you – you will be totally grossed out. <http://tinyurl.com/c44p7j>

Thanks to Steve Bass, author of TechBite, one of our favorite computer tips & gadgets newsletters, for the tip to this video. You can subscribe to Steve's newsletter for free here: <http://www.techbite.com/>

3. 100 Movies, 100 Quotes, 100 Numbers

If this doesn't put a smile on your face, contact us for a full money-back refund. <http://tinyurl.com/acg3jg>

4. For Clevelanders Only: There are Giants Among Us

George Forbes, Mary Rose Oakar, Arnold Pinkney and Patrick Sweeney.

These four people helped shape Cleveland's political landscape over the last 40 years and they will be our guest speakers on Tuesday, June 16 at 7:30 a.m. for "Behind the Headlines," a monthly speaker series sponsored by the Cleveland Leadership Center.

All "Behind the Headlines" programs are modeled after WCPN 90.3 FM's morning program, "The Sound of Ideas." In fact, our moderator will be WCPN's Dan Moulthrop.

This series is open to the public. If you're an alum or current participant in a Cleveland Leadership Center flagship program, the cost is \$20. All others are \$30.

To register for this event, click here: <http://tinyurl.com/cm8dcz>

All events take place at Trinity Commons, located at 2230 Euclid Ave (free parking behind off Prospect Ave.).

This event is co-sponsored by Hennes Communications, Ideastream/WCPN and the St. Lukes Foundation.

5. Ten Things Nonprofits Should Know About Social Media

What are the top social media tools to use to spread an organizations message and how does an organization effectively use social media? Frogloop.com <http://tinyurl.com/cwfuek>

6. In Public Arena, 'Sorry' Seems To Be the Hardest Word

Getting caught is bad enough.

A politician is arrested for drinking and driving. Another fails to pay taxes. Then comes the occasional sexual indiscretion or racial slur or profanity-laced rant. Odds are the whole mess is caught on tape, with the meltdown a click away on YouTube.

"We have a saying here in Washington: They're always going to find the blue dress," said Richard Levick, head of Levick Strategic Communications in Washington, D.C., referencing Monica Lewinsky's famous dress. The Oklahoman <http://tinyurl.com/prgz51>

7. In Praise of the Newspaper Obituary

The obituary seems to be experiencing a renaissance. In her 2006 book *The Dead Beat*, Marilyn Johnson reveals a worldwide ring of rabid obituary enthusiasts—members of the Church of Obituaries, she calls them. They flip past the Sports and Business sections eager to read the day's death roll. They "surf the dead beat" poring over blogs and newspapers searching for fascinating facts about Antoinette K-Doe, who turned a nightclub into a public shrine to her husband, or the guy who invented sea monkeys. Obituaries aren't dirty little secrets as much as they used to be, lurking in hidden corners and ready to terrify those who cross their path. They are public, normal, interesting, fun. The Smart Set from Drexel University <http://tinyurl.com/dbd8f7>

8. Ohio House Speaker Armond Budish

Our government in Washington may dominate the headlines - but our government in Columbus actually has more to do with our daily lives than does Washington. >From school funding, road repairs and worker's compensation to the licensing of your barber and therapist, as well as the inspection of the elevator you took to visit your therapist, the Ohio state legislature heavily influences our everyday business and personal lives.

The man who heads up the Ohio House of Representatives carries the title of Speaker of the House. And it's been over 75 years since a Speaker hailed from the Greater Cleveland area until just a few months ago when the Democrats regained majority control of the House and elected Armond Budish as Speaker.

In one of his first speaking events in this area, Speaker Budish will be honored at a luncheon sponsored by The Press Club of Cleveland on Monday, June 1st to be held at Nighttown, home of The Press Club.

The June 1st luncheon at Nighttown begins with a reception at 11:30; lunch at noon; and it ends at 1:30. The cost is \$22 for members of The Press Club of Cleveland and \$30 for non-members. For registration information about this luncheon and The Press Club (which, according to their bylaws, includes members of the working press, public relations, corporate communications and "anyone with an interest in the media"), please visit <http://www.pressclubcleveland.com>.

If you have an interest in Ohio politics, this is a rare opportunity to get up close and personal with our new Speaker of the House.

9. An Abundance of Talent

Undoubtedly, your local newspaper laid off writers and editors during the past year. In fact, it's been gut-wrenching to watch many of our friends and professional acquaintances lose these jobs, positions they all thought they had for life. However, there is always opportunity in the face of crisis - and this situation is no different.

Does your business, nonprofit or government agency use writers and researchers from time to time? If so, there is an enormous pool of talent out there right now, all of whom are willing to roll up their sleeves, writing reports, backgrounders and brochures and doing deep-dive research projects, all at a reasonable cost to you. If you have need of those services, call Hennes Communications at 216-321-7774. We're in touch with many of these reporters and editors who are now freelancing. On a no charge basis, we'd be happy to put them in touch with you and get out of the way.

10. Stellar Presentations

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about "Harnessing Your Physical Power." Check it out here: <http://tinyurl.com/qkopl5>

To read or re-read "The Best of Phil Stella," click here: <http://tinyurl.com/cb8yh4>

Would you like to speak, argue, cajole, motivate, encourage, articulate and present with power and authority? Phil is available for one-on-one executive coaching and/or group presentations. Just give us a call at 216-321-7774 to tell Phil what your needs are and he'll put together a custom quote for you or your organization.

11. Stuff Journalists Like



<http://www.stuffjournalistslike.com/list-.html>

12. 98 Pound Weaklings

In the April 15 edition of this newsletter, we made reference to Eddie Haskell, Joe Friday and Howard Beale, citing an article on the subject of "retrotalk" (which can be read here: <http://tinyurl.com/dgvkbq>).

Now, Pulitzer Prize winner Gene Weingarten weighs in on the same subject: "A new essay in a journalism industry magazine contends that middle-aged newspaper columnists are alienating young readers by making fogeyish cultural references they don't understand. This made me as angry as Mama Katzenjammer on a spanking spree. But then I thought about it some more and changed my mind. Suddenly, I got all "Haminahamina" about it. Maybe we columnists are guilty as charged. Maybe the essayist has a point."

You can read the rest here: Washington Post (free registration required) <http://tinyurl.com/qytnkt>

13. Check Out Bruce & Barb's Schedule....

Many thanks to Christy Mosier from the Coshocton, Ohio County Board of Health who spent much of the last year orchestrating a half-day seminar, held on April 23, for us to speak to 114 public health commissioners, public information officers, mayors, fire chiefs, police chiefs and other public safety and health responders about crisis and risk communications. Little did we suspect that just a few days later we'd be faced with the possibility of a pandemic and the immediate need for some of the communications techniques discussed in this seminar.

Interestingly, in the seminar audience was the managing editor of the two daily newspapers covering this area, Len LaCara, from the Zanesville Times Recorder and Coshocton Tribune. It's not terribly often we have reporters or editors in the audience for our seminars, so it's always interesting to hear or read what they have to say about the advice we give on "managing the media." Here's what ran in both newspapers after our seminar: <http://tinyurl.com/cm2g34>

If you'd like to bring us to your community for a 4-8 hour seminar, please let us know and we'd be happy to put you in touch with Christy Mosier so she can tell you how she brought us to Coshocton.

In the meantime, here are our upcoming seminars:

6/22/09 American Red Cross Ohio Training Institute Disaster Day
Extreme Crisis Communications (2 hours)

7/21/09 Ohio Fire Chiefs Association Annual Conference
Extreme Crisis Communications (2.5 hours)

9/17/09 Ohio Human Resource Conference
Standing Tall: When Your Company is In the Media's Crosshairs (1.25 hours)

10/12/09 Ohio Association of School Superintendents Association
How the Media Manipulates the News (1 hour)

12/10/09 Akron Bar Association
Managing the Media: Attorneys & The Press (3.75 hours)
Co-Presenter: Orville Reed, Esq.

12/17 Cleveland Metropolitan Bar Association
Managing the Media: Attorneys & The Press (3.75 hours)
Co-Presenters: Deborah Coleman, Esq. and Virginia Davidson, Esq.

5/11/10 Akron Sales & Marketing Executives
How the Media Manipulates the News (1 hour)

NOTE: Most of the above are open-to-the-public. Some of the seminars are free; others require a fee, payable to the sponsoring organization. Please call or write us for further information.



14. Our Permanent Collection

A. Our favorite blog on the subject of public and citizen preparedness. Undoubtedly, you will find it helpful to you, your family, your business, nonprofit, government agency and your community when it comes to preparing for emergencies -- big and small: <http://incaseofemergencyblog.com/> Written by John Solomon, he's also the writer of "It's An Emergency – We're Not Prepared," which can be read here (free registration required): <http://tinyurl.com/5twym9>

B. Our favorite radio program is Homeland Security Inside & Out. This is a weekly broadcast on the internet featuring interviews with key figures in Homeland Security, crisis and disaster response. The weekly program can be accessed live via their website, as a podcast email sent to you and listenable on your computer at your leisure or as a free, subscribable podcast, using your iTunes software. For more info: <http://tinyurl.com/5pca64>

C. Our favorite book about Homeland Security is "Our Own Worst Enemy: Asking the Right Questions About Security to Protect You, Your Family, and America" by Randall Larson, director of the Institute for Homeland Security. The book provides a solid, practical, logical approach to personal security for all Americans and explains why the government is not prepared to help us in a time of crisis. For more info: <http://tinyurl.com/5ad3dz>

D. As we learned on 9/11 and after Hurricane Katrina, when landline and cell phone telephone lines go down or are jammed to overcapacity, short text messages (150 characters maximum) can often get through. This is because person-to-person voice phone calls basically require an "open pipe" while text messages occupy very little bandwidth and can be "lined up" for delivery. The easiest way to send a text message is cell phone to cell phone (for instructions on how to do so, we suggest you find a 13 year old – they all appear to be quite capable of texting).

You can also use your computer or Blackberry-type device to send a text message, also known as SMS, to a cell phone, just like a regular email. Here are the exact email addresses you can use to send computer-to-cell phone emails (the x's represent the cell phone's area code and phone number, without the "1" and without any dashes):

AT&T xxxxxxxxxxx@txt.att.net

Nextel xxxxxxxxxxx@messaging.nextel.com

Sprint xxxxxxxxxxx@messaging.sprintpcs.com

T-Mobile xxxxxxxxxxx@tmomail.net

Verizon Wireless xxxxxxxxxxx@vtext.com

Virgin Mobile xxxxxxxxxxx@vmobl.com

For a complete list of all cell phone company "texting domains", type in <http://sms411.net>.

WARNING: 1. Depending upon the recipient's cell phone contract, they may pay a few cents to send or receive a text message; 2. Sometimes computer-to-cell phone text message are nearly instantaneous, sometimes they can take hours to go thru the system. Best bet: we suggest you try sending a few computer-to-cell phone text messages now – before you need to do this in an emergency.

E. It's been seven years the terrorist attacks of 9/11 and three years since the issuance of The National Commission on Terrorist Attacks Upon the United States Report. Are we safer today? The authors of that official report think the answer is no. You can read what they recently wrote here: <http://tinyurl.com/25zzxz>

F. Want a short refresher on crisis communications? Check out this short, six-minute video of Bruce Hennes on the web: <http://tinyurl.com/ybfdeq> If you'd like to post something similar on your own website, Steve Petti is the guy to call. For more info: <http://www.newimagemediamedia.com>

G. Dan Hanson at GreatLakesGeek.com, interviews Bruce Hennes:<http://www.greatlakesgeek.com/podaudio/bios/brucehennes.htm>

H. Make a Plan: With ready.gov/business, the business you've worked so hard to build can be as prepared as possible should a disaster strike. Download free, easy-to-use checklists, templates and other resources to help you develop an affordable plan. Protect your business or life's work - start or update your plan today. Becoming a success is hard work. Protecting it isn't. Here's how: <http://www.ready.gov/business/>

I. Emergency & Crisis Info: Do you live in Greater Cleveland? If so, you may be in range of these new, low-power, community and emergency information stations: Mayfield Heights 1700-AM; Mayfield Village 1640-AM; Beachwood 1630-AM.; Pepper Pike 1670-AM; Lakewood 1660-AM; Strongsville 1640-AM; Brunswick 1700-AM; Westlake 1680-AM. In the event of an emergency, you will find these stations to be an important source of information. Please consider setting a

button to one on your car radio.

J. Pandemic Flu Links: <http://tinyurl.com/c68hrp> and <http://www.ccep.ca/ccepbird.html>

K. Disaster Links: <http://www.disasterlinks.net/>

L. More tips to keep your family & business safe: <http://att.sbc.com/gen/general?pid=1325>

M. Apologizing – Vanity Fair’s All-Purpose Public Mea Culpa Kit: <http://tinyurl.com/ysu4ch> Keep a copy handy - the reputation you save may be your own.

N. When disaster strikes and telephone lines are jammed, how can you assure your critical calls go through? The National Communications System (NCS), part of the Department of Homeland Security, offers priority telecommunications services to first responders, police, fire and rescue, public safety officials at all levels of government, and other national security and emergency preparedness personnel to ensure ongoing communications during crisis situations. Sign up today at www.ncs.gov or call 800-NCS-CALL.

O. Give your family, friends and clients The Gift of Safety. You can find a wide assortment of emergency wind-up radios (with built-in flashlights and cell phone chargers), first aid kits and other home/business emergency preparation items, all at reasonable prices. Best of all – 100% of the proceeds go directly to The American Red Cross, Greater Cleveland Chapter. All you need to do is download the two PDF's below, print them out and send your order in.

Red Cross Radios: <http://tinyurl.com/6lmqhy> Other emergency gifts: <http://tinyurl.com/5a4ybu>

P. Tell me, again, about crisis management: <http://tinyurl.com/b7no3>

Did someone forward this e-newsletter to you? You can get your own subscription at no charge simply by sending your request to hennes@crisiscommunications.com.

Media Training & Coaching

Your firm 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? Do you know where to look? What to wear? Where to put your hands? 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 – will you “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 thru media training, working with a media coach, where they’ve learned to deal with adversarial situations with journalists. Perhaps it’s time for you to learn this specialized set of media survival skills?

We also offer straight spokesperson & presentation training and coaching, which consists of ways to improve a spokesperson's skills and daily interactions with peers, subordinates, investors, journalists and other outside parties.

Call Bruce Hennes and the staff at Hennes 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.

Ask us, too, about how we can help you create, implement and test a crisis communications plan.

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Call Hennes Communications For Media Training & Crisis Comm Plans



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******* SPECIAL NOTE FOR ATTORNEYS *******

We can do our signature seminar - Managing the Media: Lawyers & The Press - in your office for the benefit of your firm's attorneys, corporate counsel and clients. A number of firms have used our seminar as an effective marketing tool to reinforce existing business relationships and prospect for new business. For more information, including a list of the nationally-known firms that have retained us for this service, please call us at 216/321-7774.

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About Hennes Communications LLC

Hennes Communications is a crisis communications, media training and media relations consulting firm based in Cleveland. Serving corporations, government agencies, nonprofits and individuals who are "on trial" in the court of public opinion, Hennes Communications also offers litigation communication support and public relations services to their clients. The firm is a coalition member of ProtectingAmerica.org and National Preparedness Month (US. Department of Homeland Security).

We can be reached by calling 216/321-7774 or by email at hennes@crisiscommunications.com.

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Administrivia

This email newsletter about Crisis Communications & Media Relations is generally published twice a month.

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FORMAT: There are still many browsers and email programs that are not state-of-the-art and subsequently cannot automatically "read" HTML (the coding used to design web pages). Therefore, this newsletter is designed simply, omitting most graphics, and can be read by virtually any email program.

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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).

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**When your business or reputation is threatened, you
need a specialist.**

A crisis communications specialist.



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