

Subject: Crisis Comm & Media Relations E-Newsletter July 15, 2009

From: Bruce Hennes <advocate@stratos.net>

Date: Sun, 19 Jul 2009 20:59:10 -0400

To: undisclosed-recipients: ;



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

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1. Walter Cronkite, R.I.P.

If you're over the age of 45, news of Walter Cronkite's death certainly gave pause. From last Saturday's New York Times, "Every Kennedy documentary includes the clips of Mr. Cronkite announcing that the president had been shot and removing his thick black glasses for a pause after stating that Kennedy was dead. Those live moments of television news are as embedded into the tragedy as John-John's salute and the Zapruder film....When Mr. Cronkite was No. 1, the nightly news mattered. College students nowadays get their information from blogs and Comedy Central, not CBS. Families don't gather in the den to eat dinner in front of "World News Tonight with Charles Gibson." Brain Williams and Katie Couric wouldn't dare sign off with the words, "and that's the way it is."...For years Mr. Cronkite read the news as if he were still on radio. On April 4, 1968, the night the Rev. Dr. Martin Luther King Jr. was assassinated, the news came too late in the day for CBS to provide many images from the scene. America went into shock while staring at Mr. Cronkite as he read the bare facts aloud. His face, subdued, grave but studiously unemotional, was reassuring in a way that President Johnson, who that night gave a speech urging people to stay calm, was not." More about Walter Cronkite's contributions to journalism. Poynter Institute <http://tinyurl.com/mfshcb>

2. Jeff Goldblum, R.I.P.

Actor Jeff Goldblum is dead. Was dead. Actually, he isn't dead, yet. But there WERE reports of his untimely demise in the blogosphere.

The Colbert Report (mirror image to Walter Cronkite's nightly newscast?) brings us the news of Goldblum's death. Or not. <http://tinyurl.com/l3ll8k>

3. Why is 'United Breaks Guitars' Such a Hit?

As you've seen or heard, the "United Breaks Guitar" music video—created by a musician whose guitar was allegedly broken by United Airlines—has topped 3.2 million views in just two weeks. Why so popular? Nielsen, whose job it is to determine popularity and why, has drawn some conclusions. "This video effectively tapped into the simmering indignation many people feel towards the airline industry," according to the Nielsen Wire blog. "The lesson for brand managers is if your brand is already struggling with negative consumer sentiment you are particularly vulnerable to vigilante consumer attacks. You need lightning-fast procedures to protect your brand." Cyberjournalist.com & Nielsen Wire <http://tinyurl.com/lxgnfu>

4. Lindsay Lohan Speaks

We can hear the groans. "Why do you think for a second that we care about Lindsay Lohan?" you're probably asking.

Actually, Ms. Lohan knows a thing or two about reputation management. Since the 24 hour news cycle is now the 24 second news cycle, let's see what she's got to say. PR Junkie <http://tinyurl.com/c4tqsZ>

5. Crisis – Your CEO is Dead

It is not a nice thought but I am sure that it has crossed your mind at least once during your work life: your boss's demise. And you know exactly when the idea flit through your mind too. It was that time you were convinced that s/he was Satan's senior henchman specially selected by the Devil himself to torture your every waking moment. Yes, it is true that death is that inevitable door through which we each must go but what if at the height of a huge merger or acquisition your CEO passes on suddenly? Jamaica Observer <http://tinyurl.com/mo9w6s>

6. Dark Websites

How should a company use the Internet during a crisis to get their message out to consumers, clients, shareholders and the media?

"Dark websites" are pre-developed, non-public web sites that can be published to the live web in the event of a crisis.

CisionBlog <http://tinyurl.com/d94394>

7. Audience-Centricity Presentation Tips by Phil Stella

Our resident presentation trainer, Phil Stella, is back with another installment of his “Audience-Centricity” presentation techniques. This issue, Phil writes about using your hands to gesture while speaking: <http://tinyurl.com/muzmn6>

To read “The Best of Phil Stella” and all of his presentation tips, 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.

8. Back to Basics: Pitching Story Ideas to Reporters

A little common sense and a few minutes research on the Internet can garner your organization a terrific article in the newspaper or in an influential blog. Bulldog Reporter <http://tinyurl.com/mkwrgn>

9. An Abundance of Talent PLUS Communicating Via Resume

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.

Jump Start Your Job Search

Speaking of being out of work, everyone thinks they know how to network and build relationships – the truth is that only 1 or 2% of business people really know how to network. There is, quite simply, a huge disconnect and one that does not bode well for people who are currently or may soon be looking for a job. In life and business, we can't think of anything worse than thinking you are good at something when the exact opposite is true.

More than 80% of jobs come from networks, not online postings or classifieds. When less than 2% of people know how to build a network and actually leverage their network effectively to find a job, it's no wonder that so many people are struggling in this down economy. Besides the financial toll, the emotional toll is just devastating.

A few of our good friends, including David Akers and Jeff Nischwitz, recently hosted two events called, “Jump Start Your Job Search.” Those events were specifically targeted to individuals who were out of work or worried about being professionally “transitioned.” Attendees at both their first and second events raved about the insights, inspiration and ready-to-implement tools that were provided to them.

Because of that response, they are doing three events in the coming weeks, at the Westlake Holiday Inn on July 23 and at the Fairlawn Country Club on July 28.

For full details, click here: <http://tinyurl.com/lh5zun> or register at <http://www.jumpstartyourjobsearch.eventbrite.com>.

Continuing on the same subject, as you might imagine, we've received an unprecedented number of resumes from job-seekers. Unfortunately, the vast majority of those resumes are simply wretched, virtually guaranteeing that the applicant won't make it past our circular file nor their resumes find serious consideration wherever else sent.

If you know of someone looking for a job, do them a favor and send them to the website of our good friend, Laurie Mitchell, executive recruiter. She knows better than anyone we know what companies are looking for when it comes to written recitations of past positions and responsibilities. Check out Laurie's terrific tips, resume "verb list" and examples for good resume writing: <http://www.lauriemitchellcompany.com/>

Common mistakes that are likely to get your resume tossed into the circular file: electronic resumes sent with the file name "Resume.doc" (the file name for resumes should always be Lastname, Firstname Resume.doc -- this is especially important to recruiters who receive thousands of resumes); functional resumes or resumes that omit job start-stop dates (chronological resumes are absolutely and unalterably mandatory -- anyone telling you otherwise has no idea what recruiters and HR professionals actually demand); and the use of the first person (the word "I" should never appear in a resume).

10. Cemetery Owner's Crisis Communication Too Little, Too Late?

Perhaps you've heard about the Burr Oak cemetery, near Chicago, where employees had allegedly dug up graves, reburied the bodies elsewhere and sold the newly-empty plots for cash. It has dominated the headlines in Chicago, as law enforcement officials conduct criminal investigations into the matter.

Is it too late for a cemetery owner to perform crisis communications after employees at the cemetery dug up graves and resold plots for cash? Ragan.com <http://tinyurl.com/mt39ll>

11. Hacking Emails & Twitter

For confidential data -- or the mere maintenance of your online integrity -- strong passwords are a must. Cleveland.com <http://tinyurl.com/lpeleq>

12. Fifty Useful Google Apps for Writers

If you juggle busy schedules around multiple assignments, have a lot to manage -- note pads, sticky notes, brainstorming lists, correspondence with clients and editors, and even personal documents and materials that take up a lot of space and time, Google offers amazing tools to help. Bachelors Degree Online <http://tinyurl.com/4qpfef>

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

7/21/09 Ohio Fire Chiefs Association Annual Conference

Extreme Crisis Communications (2.5 hours)

8/19/09 Summit County Safety Council

How the Media Manipulate the News (1 hour)

9/15/09 Home Builders Association of Greater Cleveland

Property Rezoning (panel discussion)

9/16/09 Ohio Association of Secondary Schools Administrators

Safety and Security Conference

Crisis Communications for Principals (2.5 hours)

Bruce's appearance is sponsored by PSI

NOTE: 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.

9/17/09 Ohio Human Resource Conference

Standing Tall: When Your Company is In the Media's Crosshairs (1.25 hours)

10/20/09 Cuyahoga County Emergency Management Agency

Managing the Media & Extreme Crisis Communications (4 hours)

NOTE: 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.

10/12/09 Ohio Association of Secondary Schools Administrators

How the Media Manipulates the News (1 hour)

Bruce's appearance is sponsored by PSI

11/11/09 Cuyahoga County Safety Council

How the Media Manipulate the News (1 hour)

11/13/09 Ohio Grantmaker's Forum

Reputation Management for Corporate Philanthropies (1 hour)

12/10/09 Akron Bar Association

Managing the Media: Attorneys & The Press (3.75 hours)

Co-Presenters: Orville Reed, Esq. and Jim Burdon, Esq.

12/17/09 Cleveland Metropolitan Bar Association

Managing the Media: Attorneys & The Press (3.75 hours)

Co-Presenters: Deborah Coleman, Esq. and Virginia Davidson, Esq.

3/10/10 Greater Cleveland School Superintendent Association

Extreme Crisis Communications (3.5 hours)

NOTE: 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.

3/17/10 Tallmadge Chamber of Commerce

How the Media Manipulates the News (1 hour)

3/31/10 Lake County Bar Association

Managing the Media: Lawyers & The Press (1 hour)

5/11/10 Akron Sales & Marketing Executives

How the Media Manipulates the News (1 hour)

5/20/10 Heights-Hillcrest Chamber of Commerce

Media Relations: Tools, Tips & Tactics (1 hour)

11/12/10 Canton Chamber of Commerce

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.

Call Hennes Communications For Media Training & Crisis Comm Plans

******* 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.

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.

Administrivia

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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).

NEW PHOTO AT THE TOP OF THIS NEWSLETTER: Thanks, Beth Segal
(<http://www.bethsegalphotography.com>)

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

A crisis communications specialist.



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Checked by AVG - www.avg.com

Version: 8.5.375 / Virus Database: 270.13.20/2248 - Release Date: 07/19/09 05:57:00