

**Subject: Crisis Comm & Media Relations E-Newsletter April 15, 2008**

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# Crisis Comm & Media Relations E-Newsletter April 15, 2008

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## 1. What Would You Do If a Gunman Invaded Your Campus?

Over the last few months, we've done our two-hour "Extreme Crisis Communications" seminar for over 500 police, fire, mayors, educators, health department and other officials. All of those seminars have been co-sponsored by such organizations as the Red Cross and the Cuyahoga, Lorain and Medina Emergency Management Agencies. Most recent, we did a four-hour version of this seminar, accompanied by our colleague, [Ken Trump](#), one of the country's top school security experts.

We recently came across an article about last February's shooting at Northern Illinois University. This must-read article very much sums up what we've been teaching on this subject and you can read that article here:

<http://tinyurl.com/6mfkt4>

We will repeat our 2-hour Extreme Crisis Communications seminar at Lakeland Community College in Kirtland, Ohio on May 15 (to register: <http://crisiscommlakecounty.eventbrite.com/>). At that time, we will give community leaders the tools to navigate the harsh realities of speaking to the public, media, students and other stakeholders during an intense public-safety emergency (e.g. mass casualty, pandemic flu, terrorism and other extreme situations and threats to life and limb).

This seminar is approved for Continuing Professional Training hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General (but you do not have to be a police officer to attend).

It's likely we'll be repeating this seminar numerous times over the next 12 months. Keep an eye on this newsletter for news of those seminars.

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"I wanted to let you know that during my 32 years with the City of Cleveland I have had the opportunity to attend many seminars. I have to say that your seminar yesterday - Extreme Crisis Communications, sponsored by the Cuyahoga County Emergency Management Agency - was one of the best, if not the best seminar I have ever attended. I would describe it as informative, educational, enjoyable, 'a must attend' seminar."

-- Jim Majer  
Emergency Operations Center Manager & Chief Planner  
City of Cleveland, Department of Public Safety,  
Office of Homeland Security

Thanks, Jim !! For more information about all of our seminars, scroll down.

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## **2. Stop the Presses**

STOP THE PRESSES: THE CRISIS AND LITIGATION PR DESK REFERENCE is a communications survival manual for the Internet Age. With over 50,000 copies in print, the second edition of this acclaimed book is a must-read for C-Suites, legal counsel, and communications specialists. Updated text includes fresh material covering the online media that are now so decisive for brand and reputation management, along with extensive discussion of recent industry crises, from product recalls to data security breaches. STOP THE PRESSES defines the best communications practices for corporations, countries, and high-profile individuals facing trials by fire in the Court of Public Opinion. Here are the dos and don'ts of crisis planning and media relations-print and broadcast as well as blogs and other online media-with in-depth analyses of cross-border issues, SEC investigations, law firm crises, product liability, antitrust, health care, and more.

Do yourself a favor and read the reviews of Stop the Presses: <http://tinyurl.com/4e52at>

Stop the Presses is co-written by Richard Levick, the owner of Levick Strategic Communications and our own go-to guy when we need advice. Full Disclosure: Hennes Communications is affiliated with Levick Strategic Communications.

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## **3. Speaking in Public**

If you have to give a speech, this will help.

New York Times (free registration required) <http://tinyurl.com/4sogrt>

Have to give a speech? Scared to get up and speak in public? Comfortable speaking in public, but want to do better? We can help. Give us a call at 216-321-7774.

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**4. Losing Data**

When you lose citizens' personal information, there's a right way and a wrong way to manage it.

Government Executive <http://tinyurl.com/47s5qq>

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**5. Netflix Gets It**

Netflix gets it—swift and proactive steps when you goof up.

CrisisBlogger <http://tinyurl.com/48obmr>

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**6. Business Continuity Planning – Getting Started**

From Wikipedia: Business Continuity Planning (BCP) is an interdisciplinary concept used to create and validate a practiced logistical plan for how an organization will recover and restore partially or completely interrupted critical function(s) within a predetermined time after a disaster or extended disruption. The logistical plan is called a Business Continuity Plan.

In plain language, BCP is working out how to stay in business in the event of disaster. Incidents include local incidents like building fires, regional incidents like earthquakes, or national incidents like pandemic illnesses.

Here's a simple way to get started on BCP: <http://tinyurl.com/4fc69z>

For more information: <http://www.ready.gov/business/index.html>

If you work in N.E. Ohio, you should belong to the Business Emergency Planning Association, part of The American Red Cross, Greater Cleveland Chapter. We do. For more information: <http://tinyurl.com/pea5x>

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**7. DHS Chertoff Meets the Bloggers**

If Department of Homeland Security Chief Michael Chertoff can meet the bloggers, so can you.

Homeland Security Today <http://tinyurl.com/4dchqo>

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**8. Short Takes**

>>> **Prepare to be blind sighted. Tips for crisis management.** Washington Technology <http://tinyurl.com/3h6lpo>

>>> **Six Safe Sender Secrets: Match subject lines to media headlines in pitches, advises editor.** Bulldog

Reporter <http://tinyurl.com/3gp2b7>

>>> **Create a Press Release. Finally, a simple, non-sophisticated way to create a press release:**  
<http://tinyurl.com/3vq39o>

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**9. Our Permanent Collection**

**A. As we learned on 9/11 and after the bombing a few years ago in Bombay, India, 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 to a cell phone, just like a regular email, but you must know the cell phone carrier used by the recipient. 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@mobile.att.net
- Cingular xxxxxxxxxxx@mobile.mycingular.com
- Nextel xxxxxxxxxxx@messaging.nextel.com
- Sprint xxxxxxxxxxx@messaging.sprintpcs.com
- T-Mobile xxxxxxxxxxx@tmomail.net
- Verizon Wireless 10-digit phone xxxxxxxxxxx@vtext.com.
- Virgin Mobile xxxxxxxxxxx@vmobl.com.

Another tip: If you use Firefox as your web browser, Google has a cool toolbar “extension” that you can add and use to send messages to cell phones. You need to know the carrier of the phone you are sending to. This is the second best method in our opinion. Download the extension at <http://tinyurl.com/s7za5> 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.

NOTE: In previous issues of this newsletter, we told you about a service called Teleflip.com that made computer-to-cell phone text messages easier. As of 3/1/08, this Teleflip services appears to no longer work in this manner.

**B. It’s been six 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>

**C. 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.newimagemedia.com>

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

**E. 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/>

**F. 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.

**G. Pandemic Flu Links:** <http://www.ccep.ca/ccepbird.html>

**H. Disaster Links:** <http://www.disasterlinks.net/>

**I. Business Emergency Planning Association: We're active with BEPA. You should be, too.** For more information: <http://www.redcross-cleveland.org/bepa/aboutbepa.asp>

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

**K. 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.

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

**M. When asked to describe what a business continuity expert does, Michael Selves, director of Emergency Management & Homeland Security in Johnson County, Kansas, said, “Our job is to tell you things you don't want to hear, asking you to spend money you don't have for something you don't believe will ever happen.”**

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**Did someone forward this e-newsletter to you? You can get your own subscription at no charge simply by sending your request to [bruce@crisiscommunications.com](mailto:bruce@crisiscommunications.com).**

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**Media Training**

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?

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 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, 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 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.

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**Call Hennes Communications For Media Training & Crisis Comm Plans**



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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?

Hennes Communications provides crisis communications, media training and media relations services to high-profile individuals and other clients in business, industry, government and nonprofit management. We can also help you create and implement a crisis communications plan.

For more information, please contact Bruce Hennes at [bruce@crisiscommunications.com](mailto:bruce@crisiscommunications.com) or by calling 216/321-7774.

**\*\*\*\*\* 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 [bruce@crisiscommunications.com](mailto:bruce@crisiscommunications.com).

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**CHECK OUT BRUCE'S SCHEDULE....**

**4/28/08**

**Managing the Media (3 hours)**

**Location: University of Akron – Medina County University Center**

**Sponsored by the University of Akron. Co-Sponsored by The American Red Cross-Greater Cleveland Chapter's Business Emergency Planning Association.**

Government, business, safety, health and other community leaders will receive practical instruction about how to "Manage the Media" to handle everything from good news to bad news in a crisis. This seminar has been approved for three (3) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General. For further information, please call 330-721-2210

**5/15/08**

**Extreme Crisis Communications (2 hours)**

**Location: Lakeland Community College**

**Sponsored by Lakeland Community College and the Lakeland Nonprofit & Public Service Center. Co-Sponsored by Lake County Mayors & City Managers Association, Lakeland Community College Police Department, Lubrizol and The American Red Cross, Greater Cleveland Chapter's Business Emergency Planning Association.**

This seminar will give safety, health, school, government officials and other community leaders the tools to navigate the harsh realities of speaking to the public, media, partners and stakeholders during an intense public-safety emergency (e.g. mass casualty, pandemic flu, terrorism and other extreme situations involving threats to life and limb). This seminar has been approved for two (2) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General. For more information: <http://crisiscommlakecounty.eventbrite.com/>

**9/5/08**

**Geauga County Safety Council**

Crisis Communications (1 hour)

**10/16/08**

**Society for Marketing Professional Services**

How the Media Manipulates the News (1 hour)

**12/18/08**

**Akron Bar Association**

Managing the Media: Attorneys & The Press

**1/13/08**

**Proactive School Security and Emergency Preparedness Planning + Extreme Crisis Communications (4 hours)**

**Location: To Be Determined**

**Sponsored by The Greater Cleveland School Superintendents Association**

This seminar is specifically for school administrators, school board members, central office and building administrators and school public safety partners (police, fire, EMS and EMA).

Co-Presenter: Ken Trump, National School Safety and Security Services (<http://www.schoolsecurity.org>)

NOTE: Ken was recently featured in a New York Times article on school safety: <http://tinyurl.com/yo6lrw>

The first two hours of this seminar will provide leaders with information on the latest trends in school crime, violence and emergency preparedness issues. Emphasis will be placed on practical, cost-effective best practices for improving school security and better preparing for crisis situations which cannot be prevented.

The second two hours of this seminar will give officials and leaders the tools to navigate the harsh realities of speaking to the public, media, partners and stakeholders during an intense public-safety emergency (e.g. mass casualty, pandemic flu, terrorism and other extreme situations involving threats to life and limb).

This entire seminar has been approved for four (4) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General.

NOTE: All 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.

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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 QUOTES:** 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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