

**Subject: Crisis Comm E-Newsletter Special Year-End Book of Lists Edition 1-1-08**

**Date:** Mon, 31 Dec 2007 14:19:54 -0500

**From:** Bruce Hennes <advocate@stratos.net>



**Hennes**  
Communications  
LLC

Crisis Communications Media Training  
Media Relations Litigation Communications  
[www.crisiscommunications.com](http://www.crisiscommunications.com)

# Crisis Comm & Media Relations E-Newsletter January 1, 2008

Bruce M. Hennes <http://www.linkedin.com/in/hennescrisiscommunications>

Barbara Paynter, APR

Michael Thomas, APR

## Special Year-End Book of Lists Issue

### IN THIS ISSUE:

1. [PRWeek's Book of Lists](#)
2. [101 Dumbest Moments in Business](#)
3. [Stanley Bing's 10 Dumbest Moments](#)
4. [The Top 10 Trends of 2007](#)
5. [New Year's Resolution](#)
6. [The Year's Best Media Errors and Corrections](#)
7. [FEMA Flop Tops 13th Annual PR Blunders List for 2007](#)
8. [Gas Prices, Disasters Top Public's News Interests In 2007](#)
9. [Best Films of 2007](#)
10. [The Top 15 Crisis-Reputation Issues](#)
11. [What's Missing From the List Above?](#)
12. [Our Lawyer Approved This Holiday Greeting](#)
13. [Short Takes](#)
14. [Our Permanent Collection](#)

[Media Training](#)

[Check Out Bruce's Schedule](#)

**NOTE: We previously told you there would be no Crisis Comm E-Newsletter on January 1, 2008. We changed our minds.**

-----  
**1. PRWeek's Book of Lists**

This is the mother of all communications lists, including:

- 10 people with the toughest jobs in communications

- 10 testing events for crisis PR pros
- 5 frankly honest political quotes
- 5 honestly absurd political quotes
- 5 brands that soared
- 5 websites that awed
- 5 websites that annoyed
- 5 brands that sunk
- 10 product reviews we couldn't miss
- 10 business events that caused a stir
- 5 terms we didn't hear before '07
- 5 terms we hope not to hear again
- 5 communicators we liked to hear
- 5 communicators we couldn't bear
- 10 stunts that were Barnum worthy

*PRWeek*

<http://tinyurl.com/29cebd>

-----

## **2. 101 Dumbest Moments in Business**

*Fortune Magazine*

<http://tinyurl.com/2c2p22>

-----

## **3. Stanley Bing's 10 Dumbest Moments**

Like many of you, Stanley Bing engaged in some stunning acts of pure dumbness. Herewith, the highlights.

*Fortune Magazine*

<http://tinyurl.com/2ltzz5>

-----

## **4. The Top 10 Trends of 2007**

*AdWeek*

<http://tinyurl.com/2soms1>

-----

## **5. New Year's Resolution**

Dear Crisis Comm E-Newsletter Readers,

This New Year's Eve, nearly 50 percent of Americans will make at least one resolution as they look toward the New Year. Today, Hennes Communications encourages all of our clients and friends to make a resolution that is both important and easy to keep: preparing for emergencies.

In a recent national survey conducted by the Ad Council, 91 percent of Americans agreed that taking some simple steps to prepare could help protect themselves and their families in the event of an emergency. However, only 54 percent had taken at least one of the three steps recommended by the U.S. Department of Homeland Security's Ready Campaign, including getting an emergency supply kit, making a family emergency plan, and being informed about the different types of emergencies that could occur and their appropriate responses.

Hennes Communications encourages you to visit <http://www.ready.gov> or call 1-800-BE-READY to learn how to prepare your families, homes and businesses for all types of emergencies including natural and human-caused disasters. Free materials, including family emergency plan templates and sample business continuity plans, are available through these resources. These materials will provide you with tools to make a New Year's resolution that will bring you and your loved ones peace of mind. If you wish to take a more active role in your community's preparedness, get involved by joining the Business Emergency Planning Association, a program of The American Red Cross.

On behalf of everyone at Hennes Communications, we wish you a happy and safe New Year. Don't wait. Set a date. Resolve to be Ready in 2008.

Sincerely,

Bruce Hennes

P.S. 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>

-----

**6. The Year's Best Media Errors and Corrections**

One of our favorites:

APOLOGY: In Friday's article on Liz Hurley's wedding it was wrongly stated that the actress is holding a pheasant shoot on the Sunday after the ceremony. Game shooting is of course illegal on Sundays and the pheasant season ended on Feb 1. We apologise for the error and accept that if any shooting is to be done it will be by the paparazzi, who have no season and do not observe the Sabbath.

Daily Telegraph (UK)

*Regret The Error*  
<http://tinyurl.com/3b83pr>

-----

**7. FEMA Flop Tops 13th Annual PR Blunders List for 2007**

*Fineman PR*  
<http://tinyurl.com/2fspup>

-----

**8. The Best Films of 2007**

Piero Scaruffi's Best Movies of 2007  
<http://tinyurl.com/36ojmj>

Newsweek's Best of 2007  
<http://tinyurl.com/323dzm>

MetaCritic (our favorite)  
<http://tinyurl.com/znjsu>

New York Magazine  
<http://tinyurl.com/2jkq5l>

2007 American Film Institute list of top 100 movies  
<http://tinyurl.com/3d54zz>

-----  
**9. Gas Prices, Disasters Top Public's News Interests In 2007**

*The Pew Research Center for the People and the Press*  
<http://tinyurl.com/2vfymm>

-----  
**10. The Top 15 Crisis-Reputation Issues**

According to The Holmes Report, here is what CEO's worry most about:

- Financial irregularities
- Unethical behavior
- Executive misconduct
- Security breaches (e.g. loss of confidential information)
- Environmental violations
- Product recall based on health & safety issues
- Regulatory non-compliance
- Factory breakdowns or explosions resulting in injuries
- Labor strikes or unrest
- Ongoing protests by special interest groups
- Risky supply chain partners
- Support of unpopular public policy position
- Public controversy over high CEO compensation
- Online attacks or rumors
- Top executive departures

-----  
**11. What's Missing >From the List Above?**

- Planning for a business-oriented disaster

"Small companies spend more time planning the company picnic than preparing for a crisis that might run them out of business," says Katherine Heaviside, president of Epoch 5 Public Relations, a Huntington (N.Y.) communications and crisis management firm, in the current issue of Business Week SmallBiz.

-----  
**12. Our Lawyer Approved This Holiday Greeting**

To All Our Friends:

Please accept with no obligation, implied or implicit, my best wishes for an environmentally conscious, socially responsible, low stress, non addictive, gender neutral celebration of the winter solstice holiday, practiced within the most enjoyable traditions of the religious persuasion of your choice, or secular practices of your choice, with respect for the religious/secular persuasion and/or traditions of others, or their choice not to practice religious or secular traditions at all. I also wish you a fiscally successful, personally fulfilling and medically uncomplicated

recognition of the onset of the generally accepted calendar year 2008, but not without due respect for the calendars of choice of other cultures whose contributions to society have helped make America great. Not to imply that America is necessarily greater than any other country nor the only America in the Western Hemisphere. Also, this wish is made without regard to the race, creed, color, age, physical ability, religious faith or sexual preference of the recipient of said wish.

By accepting these greetings, you are accepting the aforementioned terms as stated. This greeting is not subject to clarification or withdrawal. It is freely transferable with no alteration to the original greeting. It implies no promise by the wisher to actually implement any of the wishes for herself/himself/others, and is void where prohibited by law and is revocable at the sole discretion of the wisher. This wish is warranted to perform as expected within the usual application of good tidings for a period of one year or until the issuance of a subsequent holiday greeting, whichever comes first, and warranty is limited to replacement of this wish or issuance of a new wish at the sole discretion of the wisher.

(Our apologies for not citing the actual writer of the greeting above. This has been floating around the internet for years with uncertain authorship).

-----  
**13. Short Takes**

>>> **Ten Worst Gadgets of 2007** *Popular Mechanics* <http://tinyurl.com/2ejgh9>

>>> **50 Top Ten Lists of 2007** *Time Magazine* <http://tinyurl.com/2hxyur>

>>> **Ten Best Books of 2007** *New York Times* <http://tinyurl.com/ysmse0>  
*(free registration required)*

>>> **Top Ten Brown's Football Memories of 2007** *The Plain Dealer* <http://tinyurl.com/yq8f92>

>>> **Top Ten Forecasts** *World Future Society* <http://tinyurl.com/yqnynj>

>>> **Ten Most Popular Movie Trailers** *Yahoo.com* <http://tinyurl.com/yt49ku>

>>> **Thirty Largest Social Bookmarking Sites** *EBizMBA.com* <http://tinyurl.com/2phzw8>

>>> **Thirty Most Popular Blogs** *EBizMBA.com* <http://tinyurl.com/3a8wtx>

-----  
**14. Our Permanent Collection**

**A. Did you know that your cell phone has its own email address? We're not kidding.** You can send a short message (150 characters maximum) to any cell phone in the U.S. by sending that message from your computer or PDA to xxxxxxxxxx@teleflip.com (the x's represent the cell phone's area code and phone number, without the "1" and without any dashes). While this works on most cellular carriers, if you find it doesn't, and if you know the cell phone carrier you're trying to send a message to, here are the exact email addresses you can use to send computer-to-cell phone emails:

AT&T xxxxxxxxxx@mobile.att.net

Cingular xxxxxxxxxx@mobile.mycingular.com

Nextel xxxxxxxxxx@messaging.nextel.com

Sprint xxxxxxxxxx@messaging.sprintpcs.com

T-Mobile xxxxxxxxxx@tmomail.net

Verizon Wireless 10-digit phone xxxxxxxxxx@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://www.google.com/tools/firefox/sendtophone/index.html> 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.

**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.newimagemediacom>

**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 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.”**

-----

**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).

-----

**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. Perhaps it’s time for you to learn this specialized set of media survival skills.

Call Bruce Hennes and the staff at Hennes Communications today at 216/321-7774 and talk to us about media 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.

-----

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

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.

-----

**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](http://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).

#####

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

1/9/08 Cuyahoga County Safety Council  
Crisis Communications (1 hour)

1/10/08 Ohio Independent Colleges Communicators Summit  
Keynote & Extreme Crisis Communications (1.75 hours)  
<http://tinyurl.com/2vwrej>

1/16/08 East Side Entrepreneurs Association  
How the Media Manipulates the News (1 hour)

1/23/08 Beachwood Chamber of Commerce  
How Paul O'Donnell, Plain Dealer Business Editor, Manages the News and  
How I Try to Manage Paul O'Donnell (1 hour)  
Also presenting: Paul O'Donnell

2/21/08 Cleveland State University – Levin College of Urban Affairs  
For Newly-Elected Officials – Managing the Media (2 hours)  
<http://tinyurl.com/yun8p6>

3/11/08 University of Akron – Medina County University Center  
Extreme Crisis Communications (2 hours)

3/24/08 Business Emergency Planning Association, American Red Cross & Press Club of Cleveland  
Crisis Communications, including special section on Extreme Crisis Communications (4.00 hours)

4/9/08 Lorain County Safety Council  
Crisis Communications (1 hour)

4/16/08 Senior Sales Admissions Marketing Association (Stark County)  
How the Media Manipulates the News (1 hour)

4/28/08 University of Akron – Medina County University Center  
Managing the Media (3 hours)

NOTE: All of the above are open-to-the-public for a fee, payable to the sponsoring organization. Please call or write us for further information.

-----

**Administrivia**

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

SUBSCRIBE/REMOVE: A subscription to our Crisis Comm & Media Relations E-Newsletter is free. To subscribe, please send an email to [bruce@crisiscommunications.com](mailto:bruce@crisiscommunications.com) with the word SUBSCRIBE in the body of



the email. To leave our list, put the word REMOVE in the body of the email.

**COPYRIGHT:** Unless otherwise noted, Hennes Communications LLC owns the material contained in this newsletter. However, we don't own the copyright for most of the articles we reprint or link to nor do we have permission to grant secondary reprint rights to you. Should you want to reprint any copyrighted material, we suggest you contact the author directly.

**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.

**PRIVACY STATEMENT:** We value your privacy. Your name, company or email address will never get shared, traded, sold, delivered, revealed, publicized or marketed in any way shape or form. Please know, however, that the websites we link to are not endorsed by Hennes Communications and are not part of our site, so we cannot vouch for their privacy policies.

**LEGALESE:** This e-newsletter is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sent with the understanding that Bruce Hennes, Hennes Communications LLC, the authors or individuals quoted above are not engaged in rendering legal or other professional service. If legal advice or other expert assistance is required, the services of a competent professional person should be sought.

**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).

© Hennes Communications 2007



2841 Berkshire Road  
Cleveland, Ohio 44118  
216/321-7774

<http://www.crisiscommunications.com>