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Crisis Communications Media Training
Media Relations Litigation Communications
www.crisiscommunications.com

Crisis Comm & Media Relations E-Newsletter January 15, 2008

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1. Reassuring Customers/Clients in Grim Times

To avoid a self-defensive posture, a company should consider putting itself in its consumers' shoes to gain a better understanding of how to protect consumers and perhaps even motivate them. During a crisis or a recall, the messenger is often inseparable from the message itself, so it is important to choose the most appropriate person to deliver your message.

CRM Buyer

<http://tinyurl.com/28w7yh>

2. Batter Up !!

Baseball pitcher Roger Clemens has not stumped in New Hampshire, has not yukked with Stephen Colbert, and

most certainly has not welled up in a coffee shop. Yet he is running perhaps America's most provocative campaign.

New York Times (free registration required)

<http://tinyurl.com/27hqc3>

3. Lessons in Crisis Comm – Cauterize the Wound

Last week, State Street Corporation ousted its investment unit chief and set aside \$618 million to cover future legal claims against the company, according to Bloomberg.com. And then something very interesting occurred—the company's stock went up. State Street is a textbook case study in the right way to handle crisis communications.

Richard Levick, Levick Strategic Communications

<http://tinyurl.com/26fw93>

4. The Middle of Your Remarks

In this installment of Phil Stella's series on Audience-Centricity, he writes about what to put in the middle of your presentations: <http://tinyurl.com/2hgyp6>

Do you have trouble speaking in public? Would you like to present with confidence, impact, power and success? Phil Stella is one of the best executive coaches in the business. He's so good, we asked him join the Hennes Communications team. So if it's time for you, your supervisor or subordinate to move up a notch careerwise, call Hennes Communications at 216-321-7774 for a confidential discussion about how our individualized or group training can be of service.

5. Stop the "Ums" and Compete With Larger Competitors

Whether to appear more confident, better organized or to stop the "ums," entrepreneurs are realizing good voice and presentation skills can help them come into their own and even compete against larger competitors with big marketing budgets.

International Herald Tribune

<http://tinyurl.com/2x82k3>

Speaking of speaker training, it's time to plug Hennes Communications' Phil Stella, again. Phil is adept at training entrepreneurs to speak and present well. You can contact Phil at 216-321-7774.

Extreme Crisis Communications

Are you prepared to communicate with the public during an intense public-safety emergency?

Our seminar will give mayors, managers, government officials, police, fire, health, education and other 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. pandemic flu, mass casualty, terrorism and other extreme situations).

This seminar will take place on Tuesday, March 11 at the University of Akron – Medina County University

Center. It is co-sponsored by the University of Akron, American Red Cross and Business Emergency Planning Association. This seminar is approved for Continuing Professional Training hours by the Ohio Peace Officer Training Commission. For full details, click here: <http://tinyurl.com/2y9oxy>

6. Tips to Help PR Win Ink Even When There's No News to Pitch

"Thinking about pitching a 'feature story' idea? Before you do, it might help to think about the elements that editors and reporters consider when deciding if a story is 'news' or 'features,'" says Atlanta Journal Constitution features editor Michael Gray.

Bulldog Reporter
<http://tinyurl.com/27ycol>

7. Red Cross Ready

Everything starts with individual preparedness. That is one of the great lessons learned from Hurricane Katrina. Everyone realized when that happened it would have been much, much easier to respond to a disaster if everyone were prepared.

St. Louis Post-Dispatch
<http://tinyurl.com/yrejnf>

8. Take Decisive Action in the Knicks of Time

They talk about it in crisis communications all the time--come clean and take decisive action to fix the problem and protect your brand. Well, someone obviously forgot to relay that message to Jim Dolan, the CEO, director, chairman and titan of Madison Square Garden and the hapless New York Knicks.

Corporate Responsibility Officer
<http://tinyurl.com/245zcq>

9. Getting Back to Business After a Mall Shooting

Enticing shoppers back into the department store where the deadliest mall shooting in U.S. history took place is a delicate task.

Sioux City Journal
<http://tinyurl.com/2fz7fa>

10. Digital TV

In a little over 12 months, your TV will likely be obsolete, especially if you receive all of your TV stations over-the-air and you don't have cable. This article explains it all.

Poynter Online
<http://tinyurl.com/yvgegff>

11. Short Takes

>>> **National Public Radio has a new ombudsman.** <http://tinyurl.com/2h39gk>

>>> **Sallie Mae's CEO – a case study of what not to do.** *Associated Press*
<http://tinyurl.com/ysy6la>

12. 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 xxxxxxxxxx@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.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 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.

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 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 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.

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CHECK OUT BRUCE'S SCHEDULE....

1/16/08 East Side Entrepreneurs Association

How the Media Manipulates the News (1 hour)

1/23/08 Beachwood Chamber of Commerce

Managing the Media – Tools, Tips & Tactics

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

<http://www.beachwood.org/Calendar/ViewEvent.aspx?id=163>

3/11/08 University of Akron – Medina County University Center

Extreme Crisis Communications (2 hours)

<http://my.stratos.net/~advocate/enewsletter-misc/ExtremeCrisisCommUofA-MedinaSeminar.pdf>

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)

4/2/08 Cleveland State University Emergency Response Conference

Extreme Crisis Communications (.75 hour)

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)

COMING SOON:

Extreme Crisis Communications seminars in Lorain and Lake Counties, Ohio

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.

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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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