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Crisis Comm & Media Relations E-Newsletter January 15, 2009

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Special Presidential Inauguration Issue

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1. Inauguration Day & The Media

Stuck at work on Inauguration Day without access to television? Fear not, for the Internet offers coverage as good, if not better, than the networks. Non-TV alternatives to watch the Inauguration festivities, in addition to the Web sites of the cable news channels and broadcast networks, include Hulu.com, Terra.com and Joost.com, each of which will carry the events of the day. You can also watch on your cell phone via Verizon V Cast,

AT&T Mobile TV or MobiTV (thanks to mediabistro.com for the tips).

Planning to watch the Inauguration Day pageantry on television? Here's the complete schedule on all of the networks and cable channels from Media Life Magazine: <http://tinyurl.com/7xns59>

Inauguration Day resources, including the entire Inauguration Day schedule of speakers, music, parties, parade and the swearing-in, itself; links to past inauguration speeches; the parade route; and much, much more, from The Poynter Institute: <http://tinyurl.com/8xpxw7>

How will the press treat President Obama? How will President Obama treat the press? For certain, it won't be business as usual. Here's what Time Magazine has to say on the subject: <http://tinyurl.com/9twqeq>

Our favorite choice for "All Things Inauguration" isn't NPR (though it's a close second). Instead, it's C-Span's Inauguration Hub: <http://tinyurl.com/8nyq68>

2. US Airways "Miracle on the Hudson" Landing

I just read a New York Times essay, "The Afterlife of Near-Death," about the recent US Airways crash on the Hudson River in Manhattan. From that article: "Every experienced flyer has sensed a whisper of death in a blast of turbulence at 25,000 feet, and many will swear they've heard their names called, loud and clear. It's not a moment people forget...the mind reels in the presence of death."

Having been through the explosion of an airplane engine followed by an emergency landing a few years ago, myself, this week's near-tragedy brought back many unwanted memories. I can say with certainty that for most, their lives will be changed forever.

Watching New York City Mayor Michael Bloomberg, NY Governor David Paterson and a few of the tug and ferry operators talk about the crash and rescue, it's easy to give them all high marks for empathy, candor and professionalism, especially their ability to resist speculation and hyperbole.

On the other hand, it's tough to give US Airways CEO Doug Parker an "A." He hit all the major talking points expected of an airline CEO after a crash except for one: the human element. Here's what Ragan.com had to say about this: <http://tinyurl.com/9bd4t6>

Here's a roundup of reaction to the airplane crash, mostly from a crisis response perspective from StandingPR.com: <http://tinyurl.com/9v98mp>

Amanda Ripley, a reporter for Time Magazine and author of The Unthinkable, has interviewed hundreds of people who've survived a wide variety of catastrophes. Here, she blogs about the Miracle on the Hudson crash: <http://tinyurl.com/9jxqnr>

Q&A – how to survive a plane crash, from Time Magazine: <http://tinyurl.com/9kxeef>

3. Communicating the Realities of Recession

New predictions of a longer and deeper recession mean we can expect to see continued layoffs and plant closings across all sectors of the economy in 2009. When a company chooses to take such drastic measures, every action has consequences that can affect future business prospects. With that fact in mind, all companies need to be ready with a comprehensive communications strategy that protects brand credibility and trust by putting its people first. Levick Strategic Communications' Bulletproof Blog <http://tinyurl.com/88l8ed>

4. Faux Apologies

The faux-apology, the "I'm sorry but . . ." serves only to re-offend. Irish Times <http://tinyurl.com/8w2fon>

5. Seventy Greatest Sentences

Seventy lines that sparkle, invoke, provoke, or are just damn enjoyable to read. Esquire Magazine <http://tinyurl.com/67toh8>

6. Great and Memorable Speeches

There are many ways to write a great and memorable speech. Here are just three of them:

- A. You don't have to end happily, just memorably.
- B. Passion is contagious; nothing is more persuasive than emotion.
- C. Passion is contagious; nothing is more persuasive than emotion.

Get the details in this article: Ragan.com <http://tinyurl.com/7sg7jr>

7. Stellar Presentations

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil helps us speak with greater vocal power: <http://tinyurl.com/8mghzn>

Want to be a better presenter? Do you have a boss or co-worker whose career would be enhanced with presentation coaching? Our one-on-one executive sessions and group seminars can help you inject personality and experience into your delivery; display confidence in front of any audience; help you triumph over stage fright; apply body language effectively; be persuasive; and prevail in Q&A situations. Give Hennes Communications a call at 216-321-7774 for details about getting some face-time with Phil.

8. Seattle Newspaper Writes Its Own Obit

It's not just poor economic conditions that are putting newspapers out of business – it's because the business model that newspapers were built upon is no longer valid. Car ads, home-for-sale ads, pages and pages of department store ads and classified ads (which were the most profitable pages in the newspaper) have all migrated to the Internet, never to return to the printed newspaper on your front lawn in the morning. Newspapers across the country are in trouble, going into bankruptcy and some are even threatening to close. Even the venerable Christian Science Monitor is now web-only, having ceased publication of its print edition. Here's how one newspaper, in Seattle, is dealing with impending doom. Time Magazine <http://tinyurl.com/8gz3bg>

As award-winning investigative reporter Ted Gup recently said on National Public Radio, "Opinion costs nothing, but reporting is expensive." Ted's right – opinion and blogs have their place in the news and current events smorgasbord. But news, reported, edited and vetted by professional journalists, writers and editors is an irreplaceable resource and important to democracy.

Google is one of the largest purveyors of news on the Internet. But they pay nothing for that news, aggregated from tens of thousands of news sources. Google also has an enormous amount of cash on hand. So why doesn't Google buy a few newspapers and prop-up the industry? CNN & Forbes Magazine <http://tinyurl.com/7n7qf2>

9. Shrinking Newsrooms

Do you count on the relationships you have with reporters to help get the word out about your business, nonprofit or government agency? Chances are, you've already lost some of your newsroom contacts due to buyouts, retirements and layoffs. Here are 8 easily do-able tips you can use to keep the lines open between you and your local newsroom. Bulldog Reporter <http://tinyurl.com/9u7z7y>

10. 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.newimagemediacom>

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://www.ccep.ca/ccepbird.html>

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

L. Business Emergency Planning Association: We're active with BEPA. You should be, too. For more information: <http://tinyurl.com/bepa-cleveland>

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

N. 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.

O. 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.

P. 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>

Q. 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

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 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.

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



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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.

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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CHECK OUT BRUCE & BARB’S SCHEDULE....

1/22/09 Northeast Ohio Human Resource Planning Society

How the Media Manipulates the News & Crisis Communications (1.5 hours)

2/9/09 Political Candidate University – Medina, Ohio Chamber of Commerce

Managing the Message (1.50 hours)

2/24/09 Association of Secondary School Administrators

How the Media Manipulates the News (1 hour)

2/25/09 Medina County Estate Planning Council

How the Media Manipulates the News (.50 hour)

3/27/09 Business Volunteers Unlimited

Business Continuity for Nonprofits (2.5 hours)

<http://tinyurl.com/6jo56n>

Co-Presenters: Robert Goszka; Dr. Nancy Grant; Pam Oliver

3/31/09 Ohio Safety Congress

How the Media Manipulates the News & Extreme Crisis Communications (2 hours)

4/3/09 Canton Regional Chamber of Commerce

How the Media Manipulates the News (1 hour)

4/23/09 Coshocton County Health Department

Managing the Media AND Extreme Crisis Communications (4 hours)

<http://tinyurl.com/coshocseminar>

5/13/09 Lake County Communicators

How the Media Manipulates the News (1 hour)

5/14/09 Portage County Safety Council Annual Meeting

How the Media Manipulates the News (1 hour)

7/21/09 Ohio Fire Chiefs Association Annual Conference

Extreme Crisis Communications (2.5 hours)

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.

Administrivia

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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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