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From: Bruce Hennes <advocate@stratos.net>



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

Crisis Comm & Media Relations E-Newsletter May 1, 2008

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

Barbara Paynter, APR

Michael Thomas, APR

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1. Miley Cyrus Grasps Hollywood Mantra: Blame the Media!

Miley Cyrus, who rocketed to fame by playing teen idol Hannah Montana, is only 15 years old. Yet she's already savvy enough to grasp the bedrock of image-is-everything Hollywood: There's no business like ... damage control. It's as easy as blaming the media! After all, who will your loving fans believe: you, portraying yourself as a victim of media manipulation, or a pack of sleazy, do-anything-for-a-headline journalists?

Cyrus understands how the process works. She and her managers have been whining about media manipulation ever since an outcry began about photos of her that appear in the current issue of Vanity Fair.

For the rest of this contemporary saga, click here on this Wall St. Journal MarketWatch story:
<http://tinyurl.com/4la6dq>

2. Silent, Secretive Sect Unleashes Public Relations Campaign

Before authorities raided their west Texas retreat, members of a secretive polygamous church spent decades holding as tightly to their intense privacy as the Scriptures guiding their way of life. Contact with outsiders was limited. Media inquiries were rejected with either stone-faced silence or a polite "no comment." But after Texas officials removed 416 children belonging to members of the Fundamentalist Church of Jesus Christ of Latter Day Saints, the sect fired up the public relations machine.

From newspaper stories to appearances on morning network television, "Larry King Live" and "Oprah," FLDS women are speaking publicly about the heartbreak of being separated from their children and sharing some details of their life.

Lessons for you from this Associated Press story? You bet: <http://tinyurl.com/6odem>

3. Extreme Crisis Communications

Many of you have taken our "Managing the Media" seminars, where you learned how to deal with reporters, why print interviews are different than TV or radio interviews and how to keep "control of the message."

So what is "Extreme Crisis Communications" ?

When people are scared and the stakes are extraordinarily high, people process information differently than

usual. In our two-hour “Extreme Crisis Comm” seminars, we give community leaders the tools to navigate the harsh realities of speaking to the public, media, students and other stakeholders during intense public-safety emergencies (e.g. mass casualty, pandemic flu, terrorism and other extreme situations and threats to life and limb).

Our next “Extreme Crisis Comm” seminar will take place at Lakeland Community College in Kirtland, Ohio on May 15. For registration information, please go to <http://tinyurl.com/5rkfqi>

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).

4. Presentation Training

We’re back with Phil Stella, our resident Presentation Training Guru. This issue, Phil discusses using slides – and avoiding “Death by PowerPoint.”

Check out what Phil wrote here: <http://tinyurl.com/4twwey>

...and if you like what you read and you’re ready to take your presentations up to the next level of professionalism, give us a call at 216-321-7774 to discuss how Phil can customize a training session for you or your team.

5. Media Training for Today’s Executives

Ever wonder why some executives repeatedly win positive media attention for themselves and their companies? Reporters on deadline return again and again to sources they know. But how do you get on their source list in the first place? How do you position yourself as an industry expert, trend setter, or market leader?

You do it by understanding what reporters need. Introducing your capabilities to the media to lift your profile is a combination of persistence -- and preparation.

For the rest of the story: <http://tinyurl.com/4cpx8v>

Hennes Communications is the premier media training firm in Northeastern Ohio. Give us a call at 216-321-7774 for references or a custom quotation.

6. Seven Common Mistakes Handling Crises

1. Hesitation—which leads to public perception of confusion, callousness, incompetence or lack of preparation.
2. Obfuscation—which leads to the perception of dishonesty and insensitivity.
3. Retaliation—which increases tension and intensifies emotions rather than reducing them.
4. Prevarication or equivocation--which creates the biggest problem, because nothing substitutes for truth.
5. Pontification—which creates vulnerability by taking a high-handed approach without really dealing with the issue at hand.

6. Confrontation—which provides others visibility by keeping the issues alive, giving them a platform, and giving them more to respond to.

7. Litigation--which guarantees even greater visibility.

Excerpted from Scott M. Cutlip’s book, Effective Public Relations. Thanks to Maeve Hickok for the tip to this excerpt.

7. Preparing for Disaster

The private sector owns 85% of this country's critical infrastructure, and the government simply cannot protect it all, nor should it be expected to. So this year, the most important resolution any corporate executive can make is to develop, maintain and test its own business continuity program, or "BCP."

A well-designed BCP will enhance internal credibility (with employees) and external credibility and goodwill (with regulators, stockholders, customers, suppliers and the community at large).

In today's legal landscape, it is clear that senior managers, officers and directors have an affirmative obligation to take a substantive role in a company's BCP planning and actively participate in the frequent and regular testing and exercising of a company's plan.

For the rest of this story from Forbes Magazine, click here: <http://tinyurl.com/4plr9q>

Speaking of disasters....if you want to understand how to prepare your organization, nonprofit or government agency so it can continue operating, retrieve essential data, meet customers' demands, work with suppliers and communicate with employees when crisis and emergencies strike, you'll want to attend the 10th Annual Business Continuity Planning Conference to be held at Hawthorn Country Club in Solon, Ohio on Thursday, June 19, and Friday, June 20.

Attendees include business owners, agency heads, executive directors, human resources staff, safety managers, records management personnel, risk managers, IT professionals, and facilities managers - from the newcomer to the experienced professional.

For more information: <http://tinyurl.com/3pkaxm>

8. School Security

Every school in America needs a physical security plan – and a crisis comm plan, as well. To that end, we recently participated in a 4-hour seminar offering that information to a sell-out crowd of over 150 school administrators and safety officials. The seminar was sponsored by the American Red Cross, Cuyahoga County Emergency Management Agency, PSI, the Cuyahoga County Mayors & Managers Association and the Cleveland Council of Independent Schools. The seminar was certified for 4 CPT’s by Ohio’s Attorney General.

Our co-presenter, Ken Trump, from National School Safety and Security Services, is one of the best-known experts in K-12 security issues in the U.S. Without a doubt, Ken’s one of those tough guys you want in your building before something happens and next to you when 500 parents are screaming for your head. Check out Ken’s website at <http://www.schoolsecurity.org/>. If you like the newsletter you’re looking at now, you can be sure you’ll like Ken’s school security newsletter. Ken was recently featured in a New York Times article on school safety: <http://tinyurl.com/yo6lrw>

We will repeat this seminar for the Greater Cleveland School Superintendents Association on January 13...stay tuned for further details.

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.newimagemediamedia.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."**

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 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.

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....

5/15/08
Extreme Crisis Communications (2 hours)
Location: Lakeland Community College

Sponsored by Lakeland Community College and the Lakeland Nonprofit and 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://tinyurl.com/5rkfqi>

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 (4 hours)**

1/13/09

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>)

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.

4/10/09

**Canton Regional Chamber of Commerce (1 hour)
How the Media Manipulates the News**

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

<http://www.crisiscommunications.com>