

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

Date: Sat, 17 May 2008 18:00:39 -0400

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Crisis Communications Media Training
Media Relations Litigation Communications
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Crisis Comm & Media Relations E-Newsletter May 15, 2008

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IN THIS ISSUE:

1. [Bill O'Reilly Has a Hissyfit](#)
2. [Chinese Crisis Management](#)
3. [Keep Your Shoes On and Tell the Truth](#)
4. [CEO Candor on Steep Decline](#)
5. [When the Media Calls Your Law Firm for Bad News](#)
6. [Visualizing Your Content with PowerPoint Slides](#)
7. [Case Study: Emergency Management at James Madison University](#)
8. [Stylebooks](#)
9. [Short Takes](#)
10. [Our Permanent Collection](#)

[Media Training](#)

[Check Out Bruce's Schedule](#)

1. Bill O'Reilly Has a Hissyfit

Can Fox's Bill O'Reilly be any more bombastic than he already is? Yes.

Watch this video meltdown (WARNING...if you're at work, or if there are young children around, we strongly suggest you turn your computer speakers off): <http://tinyurl.com/3msgv4>

Actually, this is an old video clip that recently surfaced. And how did O'Reilly respond? We'll give him props for taking a page out of the old Crisis Comm Playbook – we think he handled it perfectly. You can decide for yourself: <http://tinyurl.com/4uslg5>

Hennes Communications E-Newsletter. Balanced and fair.

2. Chinese Crisis Management

Olympics aside, China is a “crisis-rich environment.” If you’re doing business in China – or anywhere outside the borders of the U.S. – this is a must-read: <http://tinyurl.com/4e28pj>

Please note: this was written before the recent, tragic earthquake in China. We wish the Chinese people much strength as they recover from the incredible devastation.

3. Keep Your Shoes On and Tell the Truth

If you’ve been to one of our Managing the Media seminars, you know the hows, whats and whys of “tell the truth, tell it all and tell it first.”

Here’s a fascinating story listing another reason to tell the truth: <http://tinyurl.com/4o7qte>

4. CEO Candor on Steep Decline

Rittenhouse Rankings Inc. compiles an annual CEO Candor benchmark survey of 100 Fortune 500 companies, and this year’s results show those at the top of America’s biggest companies are increasingly unable to give a straightforward explanation of what’s going on at their companies.

Top U.S. CEOs issued 21 percent more confusing and misleading statements last year than they did in 2006 — and 85 percent more than they did just five years ago. Read more here: <http://tinyurl.com/4aw4mw>

5. When the Media Calls Your Law Firm for Bad News

What do you do when a partner has been arrested? When key partners leave?
When an unreliable newspaper features allegations against a partner for alleged sexual harassment? When a partner comes to your office after receiving a message that a national film crew will be in your office in two days to begin interviewing your client because his market-leading product allegedly blows up and decapitates people!
When, while all your competitors are expanding in London, your law firm is the only one to close its office there?

Our colleague and crisis management expert Richard Levick, president of Levick Strategic Communications in Washington, has the answer to these questions: <http://tinyurl.com/3llcwf>

Extreme Crisis Communications

This July 8 seminar at the Akron-Canton Airport 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.

<http://extremecrisiscommatcak.eventbrite.com/>

6. Visualizing Your Content with PowerPoint Slides

And now, another word from presentation trainer extraordinaire Phil Stella, writing about Best Practices when it comes to designing PowerPoint slides: <http://tinyurl.com/3h7gja>

If you, your boss or staff would benefit from presentation training, give Hennes Communications a call at 216-321-7774, we'll help you ascertain your individual or group coaching needs, put together a custom quote and get Cleveland's best trainer, Phil Stella, out to see you.

7. Case Study: Emergency Management at James Madison University

On the evening of Nov. 16, 2003, a pinched extension cord caught fire under a couch at a doctor's office at James Madison University (JMU). Soon the doctor's office and an entire building at JMU were engulfed in flames. The building held some of the university's most vital information and was considered the financial backbone because it housed the financial services offices.

Fortunately nobody was killed or injured in the fire, but the university sustained heavy administrative losses. Materials destroyed included payroll, accounts payable and receivable, and cash; and IT equipment such as servers, phone switches for campus buildings, and grants and contracts. All computer systems in the building were destroyed - either by the fire or water used to douse the flames. JMU also lost paper files stored in the building, including all its employees' W-4 forms. More than 50 JMU employees were forced to move into temporary offices on campus.

Yet amid the disarray, the payroll department could still issue paychecks three days after the fire. The disaster revealed a resilient emergency plan as well as prepared staff at the university. Read how they did it here:

<http://tinyurl.com/4b6edo>

8. Stylebooks

Is it alright or all right? Between or among? Complement or compliment? Email or E-mail? Further or farther? Fewer or less?

The answer to these questions, and many more, are found in stylebooks. The Associated Press puts out one that's perhaps the best-known, but if you want something concise, try this, from The Poynter Institute:

<http://tinyurl.com/49gquj>

Text messaging and quickie emails aside, improper word usage or spelling shows a lack of professionalism. Stylebooks should be mandatory reading for your staff.

9. Short Takes

>>> **Do-it-yourself display ads may reshape online marketing.** *The Wall Street Journal*

<http://tinyurl.com/5oz38m>

>>> **Don't kill the press release – yet.** *Bulldog Reporter* <http://tinyurl.com/3nggxe>

>>> **Presentation killers – Ten ways to torpedo your pitch.** *Forbes.com* <http://tinyurl.com/4uvcp2>

>>> **It's been one year since the tragic shootings at Virginia Tech.** *Cyberjournalist.net*

<http://tinyurl.com/59ykbz>

10. 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.”

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....

7/8/08
Extreme Crisis Communications (2 hours)
Location: Akron-Canton Airport

Sponsored by the Akron-Canton Airport.
Co-Sponsors currently in formation.

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.

<http://extremecrisiscommatcak.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 (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>)

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.

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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