

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

**Date:** Tue, 14 Oct 2008 17:30:59 -0400

**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 October 15, 2008

Bruce M. Hennes [bruce@crisiscommunications.com](mailto:bruce@crisiscommunications.com)

<http://www.linkedin.com/in/hennescrisiscommunications>

Barbara Paynter APR [barb@crisiscommunications.com](mailto:barb@crisiscommunications.com)

## IN THIS ISSUE:

1. [Doctors Who Apologize](#)
2. [Group Care Facilities Need Crisis Comm Plan](#)
3. [Fisher-Price Had a Plan in Place](#)
4. [Why You Need an Online Press Room](#)
5. [The Tense Relationship Between CEO's & Reporters](#)
6. [How to Create a Crisis Blog](#)
7. [Ten Steps to Online Reputation Maintenance](#)
8. [Richard Levick – Lawdragon](#)
9. [Do Your Press Releases Make the Grade?](#)
10. [Our Permanent Collection](#)

## [Media Training](#)

[Check Out Bruce & Barbara's Schedule](#)

[Check Out Our New Ad](#)

-----

## 1. Doctors Who Apologize

Say it right now: I'm sorry.

That wasn't so hard, was it? And we can tell you it's a might bit easier than testifying in a long wrongful (fill-in-the-blank) court trial or writing out a whopping-large check.

Two caveats: your apology must be authentic and meaningful.

Trust us - this isn't just for docs.

The National Post

<http://cli.gs/VRAzPM>

-----

## **2. Group Care Facilities Need Crisis Comm Plan**

In our work, we distinguish between business continuity and crisis communication, although the two functions must work very closely together. While you may already have an Incident Response Plan, Hennes Communications can help you develop a comprehensive Crisis Communication Plan to supplement your Incident Response Plan.

While Incident Response deals with an operational response, a Crisis Communication component details who will say what to whom, as well as how and when to communicate in the event of a crisis.

Having a detailed Crisis Communication Plan in place could be the determining factor in how well your staff performs in the event of an actual crisis. With a plan in place, you will be able to spend crucial time implementing the plan rather than trying to figure out where to start.

Let's use group care facilities as an example. We venture to guess that all of them know what to do if a resident runs or if someone pulls a fire alarm. But most don't know what to say to their key stakeholders when controversy hits the media. Here's a short case study to that point: <http://cli.gs/QvYJ2L>

-----

## **3. Fisher-Price Had a Plan in Place**

Fisher-Price faced a massive public relations challenge last year over toy recalls.

Not surprisingly, when the news broke, Fisher-Price and its California-based parent company, Mattel, were flooded with inquiries from customers, the government, the media and other parties. All of them wanted answers, and quickly.

The crisis posed a threat to the Fisher-Price brand, as the company faced questions about its products' safety. The recalls were related to toys with excessive amounts of lead paint, as well as magnets considered potentially harmful if swallowed.

What helped Fisher-Price and Mattel get through the crisis was having a well-organized communications plan in place before the problems ever surfaced,

The Buffalo News  
<http://tinyurl.com/5xygr8>

-----

## **4. Why You Need an Online Press Room**

Journalists are increasingly searching for information online. Not only are they researching ideas for stories, but they're also looking for experts to act as credible sources/spokespeople for those stories. Establishing an online resource center for the media has become the centerpiece of many companies' PR strategy.

Minnesota Public Relations Blog  
<http://tinyurl.com/4hk2lh>

-----

## **5. The Tense Relationship Between CEO's & Reporters**

Today's CEOs have a PR problem: They're getting shellacked by the media. And this is costing companies more than lost reputations — it's making a dent on the bottom line.

PR Tactics & The Strategist Online  
<http://tinyurl.com/3nlppo>

-----

### **6. How to Create a Crisis Blog**

How your company, agency or nonprofit communicates with key stakeholders (the media/employees/investors/etc) during and after the crisis will help determine whether that crisis builds or seriously damages your organization. That's why it is important to develop a crisis communications plan in advance to prepare you for every major eventuality. A good crisis communication plan allows for an honest, relevant and timely response. One component of that plan should be a crisis blog.

Porter-Novelli  
<http://tinyurl.com/4ea9qq>

-----

### **7. Ten Steps to Online Reputation Maintenance**

There are many ways that reputation impacts your business brand. While the online world is transforming business, it is also transforming the way potential customers, employers, employees, and mainstream media is finding out information about your business. The blogosphere has begun transforming search engines into conversations about your reputation.

Intuit  
<http://tinyurl.com/3ny8ou>

-----

### **8. Richard Levick - Lawdragon**

A well-deserved shout-out to our friend and colleague, Richard Levick, Esq., President and CEO of the global high-stakes crisis and litigation communications firm Levick Strategic Communications, who was recently selected by Lawdragon as one of its "100 Legal Consultants You Need to Know."

<http://tinyurl.com/544x39>

(Full disclosure: Bruce Hennes is *of counsel* to Levick Strategic Communications. Even if that were not the case, we'd still have offered Levick our congratulations).

-----

### **9. Do Your Press Releases Make the Grade?**

Try the Press Release Grader.

The grader combs through a press release searching for overused words, missing info, bad link usage and other rookie mistakes.

<http://tinyurl.com/3ums4d>

-----

## 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, after the bombing a few years ago in Bombay, India, and especially 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>.

NOTE: For many phones, you don't need to use the "texting domain." This doesn't work for all phones, so be sure to try it first: send a short email from your computer to a cell phone by using xxxxxxxxxxx@teleflip.com

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.newimagemedia.com>

**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](http://www.ncs.gov) or call 800-NCS-CALL.

**P. 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 [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 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](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 & BARB'S SCHEDULE....**

**10/16/08 Society for Marketing Professional Services**  
How the Media Manipulates the News (1 hour)

**10/21/08 PSI**

How the Media Manipulates the News (1 hour)

**10/22/08 COSE 2008 Small Business Conference**

Even Small Businesses Need a Crisis Communications Plan (1 hour)

**10/28/08 Cuyahoga County Emergency Management Agency**

Managing the Media, Extreme Crisis Communications & Media Training (4 hours)

Co-Sponsored by Cuyahoga County Police Chiefs Association, American Red Cross-Greater Cleveland Chapter and the Business Emergency Planning Association, Cuyahoga County Mayors & Managers Association, Cuyahoga County Board of Health

NOTE: This seminar is open to government, safety and health officials only

Registration information: <http://my.stratos.net/~advocate/ExtremeCrisisComm-CuyCtyEMA4hours10-28-08.pdf>

**10/30/08 Lakeland Community College**

Proactive School Security and Emergency Preparedness Planning + Extreme Crisis Communications (4 hours)

Sponsor: Lakeland Nonprofit and Public Service Center

Co-Sponsors: Lakeland Community College Police Department, American Red Cross of Greater Cleveland Business Emergency Planning Association, Lake County Association of Chiefs of Fire and the Lake County Educational Service Center

Event Flyer: <http://tinyurl.com/4toxw8>

Event Registration: <http://www.eventbrite.com/event/173955305>

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.

**11/20/08 Business Volunteers Unlimited**

Crisis Communications & Media Relations (3.5 hours)

**12/11/08 Stark County Bar Association**

Managing the Media: Lawyers & The Press (4 hours)

Co-Presenters: Orville Reed, Esq.; Rick Pitinii, Esq.

**12/16/08 Sixth Annual Regional Parks Conference**

How the Media Manipulates the News (1 hour)

**12/17/08 Cleveland Metropolitan Bar Association**

Managing the Media: Attorneys & The Press (4 hours)



Co-Presenters: Tom Merriman, Esq.; Terry Gilbert, Esq.

**12/18/08 Akron Bar Association**

Managing the Media: Attorneys & The Press (4 hours)

Co-Presenters: Orville Reed, Esq.; James Burdon, Esq.

**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

For details about this 4-hour seminar with Ken Trump, please see the 10/30/08 seminar above.

**1/22/09 Northeast Ohio Human Resource Planning Society**

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

**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)

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**

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 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).

© Hennes Communications 2008



**When your business or reputation is threatened,  
you need a specialist.  
A crisis communication specialist.**



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

<http://www.crisiscommunications.com>