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# Crisis Comm & Media Relations E-Newsletter September 1, 2008

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1. Are You Prepared for a Disaster?

In support of National Preparedness Month, this issue of the Crisis Comm & Media Relations E-Newsletter is devoted to helping you protect your business, nonprofit, government agency - and your

**family, too.**



It's never too late to protect your family, your business or your agency. Until it is.

The Crisis Comm SWAT Team at Hennes Communications encourages readers of this newsletter to take important preparedness steps that will greatly improve your ability to survive and recover from all types of emergencies, whether natural or man-made. These steps include getting an emergency supply kit, making a family emergency plan, becoming informed about the different emergencies that may affect you and your business and getting involved in community preparedness and response efforts.

We acknowledge that for those of us who live in places, like Ohio, where hurricanes and brushfires are unknown, earthquakes are relatively inconsequential and terrorism just a distant, existential threat, preparedness is difficult. We know, too, that the barriers to preparation are formidable: the daily grind of life putting everything else in the way, laughter from friends who will accuse you of being paranoid and just simple inertia.

We're not suggesting you become a survivalist. We're not asking you to stock 6 months worth of food and buy a home generator. We're simply asking you to read a few articles below and take just one simple step: ask yourself a few questions about what you would do if suddenly faced with one of the following:

Tornado    Snow Emergency    Power Failure    Water Outage    Hacker Attack    Product Failure  
 Windstorm    Earthquake    Fire    Death of a Key Executive/Employee

Computer Virus    Avian Flu    Terrorist Attack    Flood    Rampaging Employee    Railroad Disaster  
 Overturned Truck    Threat to Your Reputation

“National Preparedness Month is an important reminder about each American’s civic responsibility to prepare for emergencies,” said Homeland Security Secretary Michael Chertoff. “Those with the capacity and wherewithal to help themselves must do so in advance, so that in the event of an emergency, responders can first assist those who are unable to tend to themselves. >From wildfires and earthquakes in California, to hurricanes and tropical storms along the Gulf Coast, to flooding in the Midwest, recent events remind us more than ever that we must prepare ourselves and our families for a disaster. This is the time, each year, when every American should ask the question, ‘Am I ready?’”

Get a kit. Make a plan. Be informed.

<http://www.ready.gov/business/index.html>

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**2. Meeting Disaster with More Than a Wing and a Prayer**

THIS is one of those articles that will make you feel guilty. Or smug. Or perhaps a bit of both. It's about being prepared for a disaster.

For most, preparation consists largely of closing our eyes and crossing our fingers.

Disasters, natural or otherwise, are a fact of life, so we know it's inevitable that we'll be tested again. If you're looking for a very simple to-do list, the following are suggestions from experts: <http://tinyurl.com/5wvpna>

Here are the 9 essential things The Washington Post suggests you do to protect your family and business: <http://tinyurl.com/5p5las>

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**3. Create Your Own Business Emergency Plan**

How quickly your company can get back to business after suffering an emergency depends on the planning you do today. Your business or organization can be better prepared if it plans carefully, puts emergency procedures in place, and practices for natural disasters, man-made disasters and other emergencies of all kinds.

If you're in the Greater Cleveland area, two Council of Smaller Enterprises (COSE) Business Emergency Planning Seminars will outline commonsense measures business owners and managers can take to start getting ready. These seminars will provide practical steps to help you plan for your company's future.

The first seminar will take place on Tuesday, September 9 at Corporate College West from 8:30 a.m. - 10:30 a.m. That seminar will be repeated on September 10 at Corporate College East, also from 8:30 a.m. - 10:30 a.m. For info and registration for the September 9 seminar, click here: <http://tinyurl.com/6yomer> For info and registration for the September 10 seminar, click here: <http://tinyurl.com/6ctjp3>

Faculty for each seminar include: Dr. Nancy Grant, University of Akron's Center for Emergency Management; Ron Stupka, Calfee; Bruce Hennes, Hennes Communications; Kevin Goodman, BlueBridge Networks; and Pam Oliver, American Red Cross of Greater Cleveland.

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**4. Council of Smaller Enterprises Update Magazine**

In support of National Preparedness Month, the current COSE Update, a glossy magazine issued monthly by Cleveland's chamber of commerce to over 17,000 member companies, devotes the entire issue to Business Emergency Preparedness. Articles you can use to protect your business include protecting data theft and misuse; "when the dial tone goes dead"; coping with tragedy; creating a crisis communications plan; and "preparation costs less than recovery," among others. You need not be a member of COSE to read the magazine. Here's your copy: <http://tinyurl.com/coseupdatesept2008>

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**5. Knowledge is Power**

There are two places we go, in particular, to find out the latest information about getting our family and our business prepared. Both feature an eclectic, interesting combination of information intended for the layman, as well as easily understandable information more applicable for first responders:

**In Case of Emergency**  
<http://incaseofemergencyblog.com/>

For those of you interested in the subject of public and citizen preparedness, we recommend you go to a blog called "In Case of Emergency - Read Blog." Nationally-known citizen preparedness writer John Solomon offers information about all aspects of public preparedness -- resources, tips, interviews with key decision makers and news about model programs and individuals. 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. John is also the writer of "It's An Emergency - We're Not Prepared," which can be read here (free registration required): <http://tinyurl.com/5twym9>

**Homeland Security Inside & Out**  
<http://homestation.typepad.com/hlsinsideandout/>

This is a weekly broadcast on the internet featuring interviews with key figures in Homeland Security, crisis and disaster response, hosted by Randy Larsen, director of the Institute for Homeland Security in Washington, DC and Dave McIntyre, director of the Integrative Center for Homeland Security at Texas A&M University. 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.

Want a brochure or two for your co-workers and colleagues? Maybe something for the lunchroom wall? A few easy checklists? Check this out: <http://tinyurl.com/5wtvhc>

You'll find more here: <http://tinyurl.com/2fp8nw>

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**6. Emergency Preparedness Complacency**

Your boss, co-workers and family may think preparedness is hogwash. Or even worse, that the government will always ride to the rescue. Ask 'em to read this: <http://tinyurl.com/6oz9qb>

"It keeps me awake at night," said John R. Gibb, New York State's emergency management director who has openly acknowledged concern over the public's complacency toward preparedness.

"There is a culture of complacency when we need to have a culture of preparedness," agreed Lorin Mock, emergency preparedness chief for the Jacksonville, Florida Fire and Rescue Department.

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**7. Business Emergency Planning Association**

We belong to BEPA, a program of the American Red Cross. You should, too. In the Greater Cleveland area, here's how: <http://tinyurl.com/bepa-cleveland>

Speaking of the American Red Cross, Hurricane Gustav's recent visit to New Orleans put a severe strain on the Red Cross' ability to assist. And with Hurricane Hannah and Hurricane Ike on their way to the U.S. mainland, things are bound to get worse. You can help by clicking here: <http://www.redcross-cleveland.org/donate/default.asp>

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**8. Using Your Camera Phone/PDA in an Emergency**

In Case of Emergency, Read Blog  
<http://tinyurl.com/65am5e>

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**9. Why Haven't We Been Attacked?**

More from In Case of Emergency, Read Blog: One of the most common questions that homeland security and law enforcement officials and experts tell me they get asked by their friends and relatives is "Why Haven't We

Been Attacked Again?" It's a question I've been asking them as well. I call these common queries "Barbecue Questions (or "Cocktail Party Questions" in the colder weather) as they are usually asked during social occasions: <http://tinyurl.com/5pv5sx>

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**10. Cultivating Crisis Resilience**

Like individuals, organizations often define themselves by how they respond and perform in crisis situations. While no two organizations (or individuals) respond to crises in quite the same way, there are, according to a new report from New York University's (NYU) Center for Catastrophe Preparedness and Response (CCPR) and The Public Entity Risk Institute (PERI) titled Predicting Organizational Crisis Readiness, a common set of core characteristics which can allow us to predict which corporations and public agencies, whether large or small, will be most capable of resilience when faced with managing crisis or catastrophe.

Homeland Security Today  
<http://tinyurl.com/5vawd3>

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**11. Pandemic Flu Update**

Just because it hasn't been in the news much, don't get lulled into complacency.

We'll be blunt: we're overdue for a pandemic; when it happens, it will overwhelm our hospitals; the moment it surfaces in an industrialized, Western country, you won't have a whole lot of time to prepare. For the latest information: <http://www.pandemicflu.gov>

On a similar note, here's a letter to the editor that ran in The Plain Dealer, Ohio's largest newspaper,

Just in case you missed it, here's a letter to the editor from yesterday's Plain Dealer on August 20, 2008:

**Be Afraid - Be Very Afraid of the Flu**

The Ohio Department of Health (ODH) should be commended for its creation of an edgy campaign to educate Ohioans about the possibility of pandemic flu ("Does the state's flu pandemic ad go too far?" Aug. 15). The science is absolute and undebatable: It's not a question of if, but a question of when. Now is not the time to ignore this issue and hope it won't happen. Individuals and business owners can educate themselves about pan flu - and a host of other threats - by going to [www.ready.gov](http://www.ready.gov).

The subhead in The Plain Dealer article asks if the ODH ads use an ominous tone to get attention. They're appropriately attention-getting.

Bruce Hennes

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**12. For Government & First Responders Only**

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. Government Emergency Telecommunications (GETS) is a nationwide landline priority telecomm service providing priority call routing during emergencies when telecomm networks

become congested due to damaged or destroyed equipment or increased call volume. Wireless Priority Service (WPS), a similar program to GETS, provides priority processing of cellular telephone calls during emergencies. Both services require certain fees. NCS Priority Services can play a crucial role in the continuity of communications for first responders and other emergency management personnel as they deal with emergencies or disasters, but you have to sign up to receive the services. Sign up today at <http://www.ncs.gov> or call 800-NCS-CALL.

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**13. Irish Government Launches Info Campaign re: Emergency Planning**

The Irish government recently launched new public information and awareness campaign on emergency planning. This is designed to reassure the public that government and state agencies have well thought out contingency plans in place in the event of a major emergency. A handbook giving an introduction to these plans will soon be delivered to every household in the country. Even if you live in the U.S., you'll find this booklet to be easy-to-use and helpful. You can have your own copy by clicking here: <http://tinyurl.com/6bn9ve>

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**14. Extreme Survival Quiz**

OK. You've made it this far. You might have even clicked on a few of the links above. Take a break by playing the Extreme Survival Quiz: <http://tinyurl.com/d68lj>

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**15. 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 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, 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 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>

**F. Want a short refresher on crisis communications? Check out this short, six-minute video of Bruce Hennes on the web:** <http://tinyurl.com/ybfdeg> 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 <http://www.ncs.gov> or call 800-NCS-CALL.

**P. Tell me, again, about crisis management:** <http://tinyurl.com/b7no3>

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**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).**

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**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.

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**Call Hennes Communications For Media Training & Crisis Comm Plans**





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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.

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**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](mailto:bruce@crisiscommunications.com).

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**CHECK OUT BRUCE & BARB'S SCHEDULE....**

**9/4/08 Lakeland Community College/Nonprofit & Public Service Center**

How the Media Manipulates the News (1.5 hours)

**9/5/08 Geauga County Safety Council**

Crisis Communications (1 hour)

**10/6/08 American Association of Airport Executives Public Relations Conference**

AAAE Public Relations Essentials and Advanced Tactics Conference

Renaissance Charleston Hotel Historic District, Charleston, SC

(Barbara Paynter)

**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 (8 hours)

**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)

**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: Deborah Coleman, 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

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.

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

How the Media Manipulates the News & Crisis Communications (1.5 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.

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**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.

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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.

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).

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



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