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Hennes
Communications
LLC

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

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1. Are You Prepared?

With just two weeks to go before National Preparedness Month is over, have you taken steps to protect your family, your business or your agency?

You'll find complete information at <http://www.ready.gov> for both your home and office.

As the Red Cross says: Get a kit. Make a plan. Be informed.

Speaking of the Red Cross, we'll bet that virtually every one of you will soon be making gift buying lists for your friends, family and business associates. Instead of candy, bottles of wine or fruit baskets, how about giving the Gift of Safety this year? The American Red Cross has a terrific selection of wind-up radios and first aid kits, all competitively priced. For more information, please call 216-426-5080.

Finally, we received an email from the man in charge of Ready.gov:

Bruce,

Nice to hear from you and Happy Preparedness Month! We have been a little busy around here the last we or so with Hurricane Gustav. Now we welcome Hanna, and Ike, and Josephine, and on and on... I appreciate receiving your Crisis Comm E-Newsletter. We are doing a lot of preparedness messaging ourselves.

We just started something new you might find of interest. We got together with the social networking/new media people in California (Google, MySpace, Facebook, Craig's list, Yahoo, etc.) to discuss how we can better get the word out on Federal help and information during a crisis. We then created a "widget" on Federal disaster sites and made it available to this group to push (see the red highlighted box on our web page at <http://tinyurl.com/5j5pet>). We are also working on a couple of other widget on other subjects. We expect that this will draw a lot of new people to our sites and messaging. Anyone can go to the widget and download it his or her own homepage or web page.

By the way, I also attached the latest internal brief on Gustav so you can get a sense of how we get our reports: <http://tinyurl.com/6ofchn>

Regards,

Ed

J. Edward Fox
Assistant Secretary for Public Affairs
Department of Homeland Security
Washington, DC

2. Chevron Plays Offense in Wrongful Death Suit

Chevron Corp., the second-largest U.S. oil company and the East Bay's largest publicly traded company, has gone on the offensive weeks before the opening of a civil trial in which it faces charges of wrongful death, civil conspiracy, torture and negligence.

East Bay Business Times
<http://tinyurl.com/5n6nv9>

3. Don't Just Say You'll Do It – Test It !!

To: Business Continuity Professionals in the Cleveland Area

As part of September's National Preparedness Month, a Telecommuting Test Night is being organized in the Cleveland-area.

The purpose of this event is to encourage local business to coordinate and plan a brief "work from home" exercise. Working from home is a key solution in many companies' business continuity plans. This event encourages local businesses to perform a "self-check" on the validity of that solution.

Here is a one-page flyer promoting the date and the event: <http://tinyurl.com/6zb6pv>

Please feel free to share with your internal and external business continuity partners as appropriate. If you have any questions, please contact me or Jackie Oergl of the Cuyahoga County Emergency Management agency.

Thanks!

Lori Flickinger, CBCP Certified Business Continuity Professional
KeyBank

4. Frank Sinatra Has a Cold

It's a plain and simple fact that great, well-rounded communicators know how to write. And one of the best ways we know to become a better writer is to read better writing.

This issue of the Crisis Comm E-Newsletter takes a trip back to 1966 to share with you one of the most celebrated magazine stories ever published, a pioneering example of what came to be called New Journalism -- a work of rigorously faithful fact enlivened with the kind of vivid storytelling that had previously been reserved for fiction.

Written by Gay Talese, "Frank Sinatra Has a Cold" is a gem. So settle back, libation in hand and prepare to be taken to a place and time that no longer exists.

Esquire Magazine
<http://tinyurl.com/427oqh>

5. Phil Stella

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil offers a short grab-bag of tips you can use to make more powerful presentations: <http://tinyurl.com/5t9aok>

Want to be a better presenter? Do you have a boss or co-worker whose career would be enhanced with presentation coaching? Give Hennes Communications a call at 216-321-7774 for details about getting some face-time with Phil.

6. Illness & Death in Canada

Over the last month, scores of people have taken ill or died in Canada due to food poisoning traced directly to one of Canada's most prominent food distributors, Maple Leaf Foods.

According to most observers, Maple Leaf has, so far, handled the situation with speed, honesty and clarity.

DaveFleet.com

<http://tinyurl.com/6lqsr2>

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>

8. Apologies Work

Did you ever do something wrong? Maybe something small, like disposing of something you shouldn't have? Or maybe something big, like accidentally killing a patient?

If you've been to one of our seminars, you know the mantra: Tell the truth. Tell it all. Tell it first. Here are some real life examples.

St. Petersburg Times

<http://tinyurl.com/589bb1>

9. Op-Eds Remain Windows to Influencers

“The Op-Ed page is not the most read but it is the most valuable page, other than the front page, because the influencers absolutely read that page” said Robert Sommer, president of The Observer Media Group. “It is the best way to get the president, Senate, or the mayor to pay attention to your position.”

PR Week

<http://tinyurl.com/5nya4r>

10. Learn to Tell Your Story - QUICK

Quick – tell me who you are and what you do in less than a minute.

Chicago Tribune

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

11. Working With Bloggers

Want to influence a reporter covering your business, agency or nonprofit? Then you need to know how to influence the bloggers that reporter reads.

Bulldog Reporter

<http://tinyurl.com/56pleq>

12. For First Responders & Government Officials

Over the last six months, we've trained over 1000 first responders and government officials, teaching them how to communicate during times of "extreme" disasters. If you're one of those who've been thru our classes, here's a short refresher on how vs. what: <http://tinyurl.com/6etebn>

For more info about our upcoming "Extreme Crisis Comm" seminars, please scroll down to see our upcoming schedule.

13. Leadership & The Movies

A look at 10 films that can help teach you how to inspire your organization, earn loyalty and respect from employees, turn crises into triumph.

Inc. Magazine
<http://tinyurl.com/6qcoq3>

14. Guess My Accent

Can you guess where my accent is from? Play the game: <http://tinyurl.com/5qtmu2>

Thanks to Steve Bass at PCWorld for the tip.

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, 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/ybfbdeq> 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>

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. 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.

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



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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 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 & BARB'S SCHEDULE....

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)

10/30/08 Proactive School Security and Emergency Preparedness Planning + Extreme Crisis Communications (4 hours)

Location: Lakeland Community College

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: 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
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)

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

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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 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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