

**Subject:** Crisis Comm & Media Relations E-Newsletter November 15, 2009

**From:** Bruce Hennes <advocate@stratos.net>

**Date:** Wed, 18 Nov 2009 00:03:31 -0500

**To:** Bruce Hennes <hennes@crisiscommunications.com>

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Hennes Communications is now called Hennes Paynter Communications.

To find out why: <http://tinyurl.com/vzgsz5> Check out our new website, too: <http://www.crisiscommunications.com>

## Crisis Comm & Media Relations E-Newsletter November 15, 2009

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**Hennes Paynter Communications is the only agency in Ohio focused exclusively on crisis communications.**

The best way to reach us is by calling 216-321-7774. However, if your situation is extraordinarily critical, please call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771.



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**1. Defending Yourself From Brand Damage in the Marketplace**

In an interview with Larry Smith, Senior VP at Levick Strategic Communications, Chip Babcock of Jackson Walker LLP talks about the impact of public communication on litigation strategies.

Babcock has tried some of the highest-profile cases of our time, including representation of Oprah Winfrey in the suit brought against her by Texas Cattlemen and the successful defense of The Chicago Tribune in the Circuit Court of Cook County Illinois.

Bulletproof Blog <http://bit.ly/2RpDE4>

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**2. The Tyranny & Myth of “Proper” Corporate Communications in Press Releases**

If you want to use “approved” quotes for something, fine. But use ones that sound as if a human actually said them.

AltitudeBranding.com <http://bit.ly/3rTaAd>

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**3. 102 Proven Headline Formulas**

Take these fill-in-the blanks templates and use them to create your own compelling, click-getting headlines for your blogs, tweets, web sites, press releases and the articles you submit for publication in your local papers. True, a few are hackneyed – but if you can’t resist reading articles with headlines like the ones below, neither can your customers and clients:

- The Secret of Getting the Best Price for Your \_\_\_\_\_
- Now You Can \_\_\_\_ for Free!
- Get Rid of Your \_\_\_\_\_ Once and For All
- Could Your \_\_\_\_\_ be a \_\_\_\_\_?
- What Your \_\_\_\_\_ is Not Telling You About \_\_\_\_\_
- The Real Truth About \_\_\_\_\_
- 21 Secrets the \_\_\_\_\_ Experts Don't Want You to Know

AuthorityBlogger.com <http://bit.ly/YOIJm>

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**4. When You’re Hit By A Big Data Breach**

In a data breach crisis there is no such thing as too much communication, as long as it is credible and unfailingly sensitive to the needs of key stakeholders, says Richard Levick from Levick Strategic Communications.

Forbes.com <http://bit.ly/3QoWpH>

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**5. Back to the Basics**

**Public speaking.** A few simple but very powerful tips.

PoynterOnline <http://bit.ly/3hdAtA>

**They’re’s a problem with are grammar.** Twitter and email are not excuses to toss out the rulebook and look less than professional.

PRBreakfastClub <http://bit.ly/7H8zb>

**Look better on the printed page.** 19 Top Typeface Combinations

BonFX.com <http://bit.ly/4ufqOI>

**Install. Inspect. Protect.** Every year in the United States, about 3,000 people die in home fires. Most of these deaths occurred in homes that didn’t have a working smoke alarm. Yes, this has nothing to do with crisis communications or media relations.

This public service message was snuck in here by the good folks at Hennes Paynter Communications on behalf of our many friends in the Ohio Fire Chiefs' Association.

U.S. Fire Administration <http://bit.ly/2mEsq9>

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**6. Brandjacked**

Oh, to have had the forethought not that many years ago to grab insurance.com, autos.com, buy.com, flowers.com, lawyers.com or even Ohio.com or Cleveland.com. Rest assured that proprietary names like mcdonalds.com, continental.com, ford.com, ibm.com and similar websites are in the hands of their rightful owners. And by now, many of you own outright easily-identifiable names for the websites of the companies and agencies you own or work for.

But when it comes to Twitter, the rules are a wee bit different. Pity poor Burger King, Bank of America, General Electric, Macy's, Sears and KFC – they've been brandjacked. And there seems to be nothing they can do about it.

Even if you have no intention of using Twitter, you should consider locking up both your business and personal names so that someone can't grab either and in the course of tweeting, do you-know-what all over your good name.

Advertising Age <http://bit.ly/2VmVg6>

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**7. H1N1 Flu Update**

So far, so good. In some areas bad, but not horrible, though we have yet to hit the peak flu season. But we're not out of the woods yet. These flu bugs are crafty little demons and a little lull in the action could still be precursor to things worse to come. Our suggestions:

<http://www.flu.gov> and <http://www.ready.gov> are still the best places for updated information, plans, templates and policies for your business, agency and home.

Get two flu shots: the "regular" seasonal flu vaccine and the H1N1 swine flu vaccine. If you're not sure or are opposed to doing this, please don't repeat the misinformation and outright lies we've heard bandied about. Here are the facts behind the myths, as written in the New York Times: <http://bit.ly/330j4C>

Hot off the press, H1N1 Flu: A Guide for Community & Faith-Based Organizations at <http://bit.ly/PQzp4>

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**8. Instead of 'Deny, Defend,' It's 'Address, Apologize'**

It's hard to sue someone you like. At least, that's the way Dennis Geiselman sees it. Geiselman is a Fort Wayne attorney who handles injury claims including professional negligence such as medical malpractice.

When bad things happen to patients, a doctor's empathy and caring go a long way to defuse the situation, he says, and reduce the likelihood of a lawsuit. It's not so much the saying "sorry" as taking the initiative in addressing the problem.

Ft. Wayne Journal Gazette <http://bit.ly/46Ldt4>

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**9. An Abundance of Talent PLUS Communicating Via Resume**

Does your business, nonprofit or government agency use writers and researchers from time to time? If so, there is an enormous pool of talent out there right now, all of whom are willing to roll up their sleeves, writing reports, backgrounders and brochures and doing deep-dive research projects, all at a reasonable cost to you. If you have need of those services, call Hennes Paynter Communications at 216-321-7774. We're in touch with many reporters and editors who are now freelancing. On a no charge basis, we'd be happy to play matchmaker, put you in touch with them - and get out of the way so you can do business directly with them.

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Because the world of publishing continues to shrink, we continue to receive resumes from job-seekers. Unfortunately, the vast majority of those resumes are simply wretched, virtually guaranteeing the applicant won't make it past our circular file nor will

their resumes find serious consideration wherever else sent.

If you know of a communicator looking for a position, we suggest you refer them to executive recruiter Laurie Mitchell's web site for useful tips, resume "verb list" and sample resumes. Laurie is the acknowledged expert on what companies seek and what candidates need to know: <http://www.lauriemitchellcompany.com>

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**10. Crisis Communications in the Social Media Age**

We've all learned that good news travels fast online, but bad news travels faster. Now, with social networks, blogs and microblogs, the speed with which bad news can travel online is staggering, as everyone can get in on the conversation almost instantly. What can any of us — individuals, organizations and companies — do to handle a social media communications crisis?

Web Worker Daily <http://bit.ly/4x5Wtl>

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**11. Top 10 Disaster Myths**

In a recently-published book, *The Unthinkable*, Amanda Ripley examines disaster victims' stories to find the secret to survival, examining myths that prevent us from saving ourselves. We've read this book. It's excellent. A few of the myths debunked: plane crashes are always fatal; strength is a virtue; firefighters will save the day; and heroes are fearless.

Since we started this e-newsletter in 2002, we've never insisted our readers buy a certain book. We do now. Trust us. It's a serious book, but not a downer. And it could save your life or someone you love.

TimesOnline <http://bit.ly/1xo15J>

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**12. Check Out Bruce & Barb's Schedule....**

**12/2/09 Center for Community Solutions – Annual Media Workshop for Nonprofits**  
The Media & Nonprofits - Leveling the Playing Field (1.5 hours)

**12/4/09 Ohio Association of County Boards of Developmental Disabilities**  
Essential Elements of a Crisis Communications Plan

**12/10/09 Akron Bar Association**  
Managing the Media: Attorneys & The Press (3.75 hours)  
Co-Presenters: Orville Reed, Esq. and Jim Burdon, Esq.

**12/17/09 Cleveland Metropolitan Bar Association**  
Managing the Media: Attorneys & The Press (3.75 hours)  
Co-Presenters: Deborah Coleman, Esq. and Virginia Davidson, Esq.

**3/9/10 Greater Cleveland School Superintendent Association**  
Extreme Crisis Communications (3.5 hours)  
NOTE: Approval for Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General is pending.

**3/16/10 Stark County Safety Council**  
How the Media Manipulate the News (1 hour)

**3/17/10 Tallmadge Chamber of Commerce**  
How the Media Manipulate the News (1 hour)

**3/30/10 Bureau of Workman's Compensation Annual Safety Congress**  
How the Media Manipulate the News (1 hour)

**3/31/10 Lake County Bar Association**

Managing the Media: Lawyers & The Press (1 hour)

**4/22/10 Mahoning Valley Safety Council**

How the Media Manipulate the News (1 hour)

**5/11/10 Akron Sales & Marketing Executives**

How the Media Manipulate the News (1 hour)

**5/20/10 Heights-Hillcrest Chamber of Commerce**

Media Relations: Tools, Tips & Tactics (1 hour)

**6/11/10 Canton Chamber of Commerce**

How the Media Manipulate the News (1 hour)

**11/18/10 Senior Sales & Marketing Association**

How the Media Manipulate the News (1 hour)

NOTE: Most 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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**13. 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 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>

**C. As we learned on 9/11 and 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

For a complete list of all cell phone company "texting domains", type in <http://sms411.net>.

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.

**D. It’s been eight 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>

**E. 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>

**F. Dan Hanson at GreatLakesGeek.com, interviews Bruce Hennes:**<http://www.greatlakesgeek.com/podaudio/bios/brucehennes.htm>

**G. 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/>

**H. 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; and Westlake 1680-AM. Mentor, Ohio will soon broadcast at 1620 on your A.M. dial. In the event of an emergency, you will find these stations to be an important source of information. If you live in or near one of these communities, you should set your car radio button for one of these stations.

**I. Pandemic Flu Link:** <http://www.flu.gov>

**J. 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.

**K. 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.

**L. Business Emergency Planning Institute.** We’re active with BEPI. You should be, too.

**M. 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 [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com).**

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**Media Training & Coaching**

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?

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?

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, working with a media coach, 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 and coaching, 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, Barbara Paynter and the staff at Hennes Paynter Communications today at 216/321-7774 and talk to us about media, spokesperson and presentation training and coaching 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.

Ask us, too, about how we can help you create, implement and test a crisis communications plan.

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

**\*\*\*\*\* 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 Paynter Communications LLC**

Hennes Paynter 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 Paynter 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 [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com).

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**Administrivia**

This email newsletter about Crisis Communications & Media Relations is generally published twice a month.

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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 Paynter Communications and are not part of our site, so we cannot vouch for their privacy policies.

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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).

**NEW PHOTO AT THE TOP OF THIS NEWSLETTER:** Thanks, Beth Segal  
(<http://www.bethsegalphotography.com>)

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

**A crisis communications specialist.**





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CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

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