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Communications  
LLC

Crisis Communications Media Training  
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# Crisis Comm & Media Relations E-Newsletter April 1, 2009

## Our Special April Fool's Issue

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**Editor's Note:** Our friend, David Webster, litigator, conservationist, actor, inventor and president-elect of the Cleveland Metropolitan Bar Association recently passed away at age 46, just two very short months after a diagnosis of cancer. Our prayers go out to David's family. To read more about David, please click here: <http://tinyurl.com/crcog3>

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1. You Can't Do THIS In A Newsletter !!

Welcome to our special April Fool's special section. Most of what you will read/watch here is true. But not all of it. You've been warned.

**NCAA Expands March Madness to Include 4,096 Teams** <http://tinyurl.com/defku2>

**NEWS FLASH: Apple Rolls Out Revolutionary New Laptop with No Keyboard** <http://tinyurl.com/9uabaa>

**The 20 Weirdest Interviews of All Time** <http://tinyurl.com/bymnmd>

**NASA Simulator Prepares Astronauts for Rigors of an Interview with Larry King** <http://tinyurl.com/653r2s>

**What News Anchors Actually Do During Commercial Breaks** <http://tinyurl.com/dxd2au>

**Inept Weathermen – We Salute You** <http://gawker.com/5147435/inept-weathermen-we-salute-you>

**Side Effects**

This newsletter may cause joint pain, nausea, head-ache, or shortness of breath. You may also experience muscle aches, rapid heartbeat, and ringing in the ears. If you feel faint, call your doctor. Do not consume alcohol while reading this newsletter; likewise, avoid red meat, shellfish, and vegetables. O.K. foods: flounder. Under no circumstances eat yak.

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

**Pogue-O-Match Product Finder** (free registration may be required at this NYTimes link) <http://tinyurl.com/66dqe>

**Prague's Franz Kafka International Named World's Most Alienating Airport** <http://tinyurl.com/coamb7>

**Coyote vs. Acme** <http://tinyurl.com/yypgdw>

**Coyota vs. Acme: The Response** <http://tinyurl.com/d8uel8>

**Do you like Skittles?** <http://tinyurl.com/cs3hld>

**The Lost Hitchcock Script**

Famed film director Martin Scorsese films a lost Hitchcock script. A brilliant advertisement and a complex homage to Alfred Hitchcock and Bernard Hermann, this is one of our favorites. So, settle back, invite your office buddies to watch and settle back for this 9-minute video clip. <http://tinyurl.com/yrvmvj>

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**2. The Art of Political Distraction**

The A.I.G. bonuses. It was a sliver of news, seemingly a side issue, run amok. In the grand scheme of today's taxpayer expenditures — \$787 billion for economic recovery; another \$700 billion to shore up shaky financial institutions; who knows how many more billions tomorrow — the A.I.G. bonuses amount to small change. But the small change became a big deal in an instant, dominating the talk shows. Regardless of your political persuasion or position on what the president and congress should be doing, this is a fascinating case study about "meta-narratives."

New York Times <http://tinyurl.com/c7fsfh>

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**3. Jon Stewart vs. Jim Cramer – The Last Word**

A few short comments on the subject from The Holmes Report: <http://tinyurl.com/coyycc>

Before we leave the subject of Stewart vs. Cramer, this is as good a time as any to remember 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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**4. "Forgiveness, Reconciliation and the Law"**

Is it possible to say “I’m sorry...I’m really, really sorry” without incurring major legal liability?

This question and many others will be answered on April 10, 2009 when Case Western Reserve University School of Law’s Center for the Interdisciplinary Study of Conflict & Dispute Resolution presents a symposium on “Forgiveness, Reconciliation and the Law” from 9:30 a.m. – 3:15 p.m. This event is free to the public. There is a \$200 fee for attorneys who receive CLE credit.

This symposium will integrate theory and legal practice in the area of forgiveness and reconciliation.

- The first panel features theorists who will discuss forgiveness and apology from the philosophical and social science perspectives.
- In the second panel, legal scholars will discuss forgiveness in the context of family law, with an emphasis on healing divorce; and therapeutic jurisprudence, moving from adversarialism to greater mutuality in the practice of law. In addition, Doug Wojcieszak, Founder of The Sorry Works! Coalition, who promotes full disclosure in medical malpractice cases, will speak about the actual and potential impact of his organization's approach on health care costs.

For further information and registration: <http://tinyurl.com/c3j9pq>

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**5. Financial Services Providers: Run to the Light, Control the Narrative**

When corporate crises strike, the first (and quite natural) inclination of executives and board members is often to hunker down and say nothing – lest someone make a mistake that could make a bad situation worse. But according to a recent survey of more than 100 traditional journalists who cover the financial services industry, failing to promptly provide the media with information or access to key personnel is the biggest mistake that a company in crisis can make.

Levick Strategic Communications Bulletproof Blog <http://tinyurl.com/d5bbwm>

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**6. An Abundance of Talent (Plus a Little Help for Your Friends)**

Undoubtedly, your local newspaper laid off writers and editors during the past year. In fact, it's been gut-wrenching to watch many of our friends and professional acquaintances lose these jobs, positions they all thought they had for life. However, there is always opportunity in the face of crisis - and this situation is no different.

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 Communications at 216-321-7774. We're in touch with many of these reporters and editors who are now freelancing. On a no charge basis, we'd be happy to put them in touch with you and get out of the way.

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Maybe it isn't a freelancer you need, but, instead, a full timer. Here are 10 Reasons You Should Hire a Journalist:  
<http://tinyurl.com/desx4f>

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On a peripheral note, the March 21, 2009 issue of The New York Times included a column titled "Layoff Survivor's Duty to the Less Fortunate."

This is, we hope you'll agree, one of those columns that deserves to be sent out in an exponential manner (i.e. you send it to 2 people who each forward it to 2 people who then each forward it on and on and on....in just a handful of iterations, it'll circle the globe...do the math).

We all have friends and colleagues who've lost their jobs. Perhaps this column will help ease the burden and maybe lead to a job, or, at least, some freelance or consulting work.

We hope you will consider reading and forwarding this link (free registration may be required at this NY Times link):  
<http://tinyurl.com/notlaidoff>

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**7. The Criminalization of Risk**

Whereas attorneys dwell in the world of legal nuance, crisis communications is all about painting plausible alternative narratives to the allegations at hand with a very broad brush. There are, however, crimes that are so monstrous or unambiguous that there is nothing that can be done to paint them as anything but a desolate landscape.

Huffington Post <http://tinyurl.com/c99qt9>

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**8. Goodbye to the Age of Newspapers (Hello to a New Era of Corruption)**

Why American politics and society are about to be changed for the worse.

The New Republic <http://tinyurl.com/cw4b5c>

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**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 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

Virgin Mobile xxxxxxxxxxx@vmobl.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.

**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. More tips to keep your family & business safe:** <http://att.sbc.com/gen/general?pid=1325>

**M. 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.

**N. 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.

**O. Give your family, friends and clients The Gift of Safety.** You can find a wide assortment of emergency wind-up radios (with built-in flashlights and cell phone chargers), first aid kits and other home/business emergency preparation items, all at reasonable prices. Best of all – 100% of the proceeds go directly to The American Red Cross, Greater Cleveland Chapter. All you need to do is download the two PDF's below, print them out and send your order in.

Red Cross Radios: <http://tinyurl.com/6lmqhy> Other emergency gifts: <http://tinyurl.com/5a4ybu>

**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 [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 and the staff at Hennes 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 Communications For Media Training & Crisis Comm Plans**



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

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



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)  
<http://tinyurl.com/coshocseminar>

5/13/09 Lake County Communicators  
How the Media Manipulates the News (1 hour)

5/14/09 Portage County Safety Council Annual Meeting  
How the Media Manipulates the News (1 hour)

6/22/09 American Red Cross Ohio Training Institute Disaster Day  
Extreme Crisis Communications (2 hours)

7/21/09 Ohio Fire Chiefs Association Annual Conference  
Extreme Crisis Communications (2.5 hours)

9/17/09 Ohio Human Resource Conference  
Standing Tall: When Your Company Is In the Media's Crosshairs (1.25 hours)

10/12/09 Ohio Association of School Superintendents Association  
How the Media Manipulates the News (1 hour)

5/11/10 Akron Sales & Marketing Executives  
How the Media Manipulates the News (1 hour)

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.

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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, Barbara Paynter, 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 communications specialist.**



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**216-321-7774**

<http://www.crisiscommunications.com>

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Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 8.5.285 / Virus Database: 270.11.32/2030 - Release Date: 03/30/09 08:40:00