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Crisis Comm & Media Relations E-Newsletter April 15, 2009

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1. Joe Friday, Eddie Haskell and Howard Beale

Treasury Secretary Tim Geithner is often compared to Eddie Haskell. This is fine -- if you realize that Haskell was the know-it-all neighbor of Beaver Cleaver on "Leave it to Beaver."

Those who grew up watching that show might also get the recent Los Angeles Times reference to the “Cleaverization” of Michelle Obama, or Rachel Maddow’s characterization of herself as “a bit of a Wally Cleaver” (and there IS a difference

between the two "Clever" references).

References to Joe Friday, Howard Beale and even The Fonze can be considered retrotalk: employing terminology rooted in our past that may not be familiar to younger readers. Or immigrants. Or anyone at all, for that matter.

Ralph Keyes, author of "I Love It When You Talk Retro: Hoochie Coochie, Double Whammy, Drop a Dime and the Forgotten Origins of American Speech," says that retrotalk alienates. Editor & Publisher <http://tinyurl.com/dgvkbg>

And now, a contrarian point of view, also from Editor & Publisher: <http://tinyurl.com/cp67kv>

2. "State of Play" Is Like a Bookend to "All the President's Men"

"State of Play," with Russell Crowe, Helen Mirren, Ben Affleck and Robin Wright Penn, opens this weekend. It's about a team of investigative reporters working alongside a police detective to solve the murder of a congressman's mistress.

"This movie feels like a *memento mori* for newspapers -- and not just because its closing credits scroll over loving shots of newspaper presses that we all know will sooner than later forever grind to a halt," writes Simon Dumenco. "It's watching Russell Crowe's character do what he does so well -- extract important information, for the public good, from actual sources -- that really broke my heart. Who's going to do that anymore?" AdAge.com <http://tinyurl.com/d96y44>

Stacy Finz, in a sad elegy to her profession, "Why I Am a Newspaperwoman," asks, "Who is going to question the military, the federal government or the mayor when we're gone?" San Francisco Chronicle <http://tinyurl.com/d69wts>

3. The Cleveland Media – "We're Watching You"

The Plain Dealer reaches 800,000 people every day and 1 million on Sundays.

Crain's Cleveland Business reaches more than 20,000 weekly.

Cleveland Magazine reaches about 37,000 monthly.

Lanigan and Malone on WMJI reach more than 200,000 daily.

Q: What do they have in common? A: They provide Northeast Ohio with the latest information on issues affecting the region AND they're participating in the Cleveland Leadership Center's Behind the Headlines series. Don't miss your opportunity to get close up and personal with the people who are making the news in Northeast Ohio.

This "Behind the Headlines" breakfast takes place on Wednesday, April 22 at 7:30 a.m. The topic that morning will be "We're Watching You - How the Media See Northeastern Ohio and Where We're Going." Our astute observers of the scene that morning include:

- * Susan Goldberg, Editor of The Plain Dealer
- * Jimmy Malone, WMJI 105.7 FM
- * Erick Trickey, Cleveland Magazine
- * Jay Miller, Crain's Cleveland Business

Who are these powerful media people? Do they have an agenda? Or do they merely hold a mirror up to what they see?

All Behind the Headlines programs are modeled after WCPN's morning program, "The Sound of Ideas." In fact, our moderator will be WCPN's Executive News Editor, David Molpus.

This series is open to the public. If you're an alum or current participant in a Cleveland Leadership Center flagship program, the cost is \$20. All others are \$30.

To register for this event, click here: <http://tinyurl.com/cm8dcz> All events take place at Trinity Commons, located at 2230 Euclid Ave (free parking behind off Prospect Ave.).

This event is co-sponsored by Hennes Communications, Ideastream/WCPN and the St. Lukes Foundation.

4. A Bad Legal Strategy

And a worse PR strategy.

Let's examine for just a very brief moment, shall we, a lawsuit recently filed by Goldman Sachs against a lone blogger. The Holmes Report <http://tinyurl.com/cwhjs9>

5. Forgive and Forget? Not So, For Jim Cramer

A month after the Jon Stewart/Jim Cramer Daily Show interview, the Mad Money host is talking about the appearance and his feelings since it aired. Hint: he's still pissed. Cramer talks with Dan McKeever of Ohio State University's The Lantern, ahead of his taping there next week. "It was a complete and utter ambush," he said. "He told my staff..." MediaBistro.com <http://tinyurl.com/cadsbr>

6. A Twitter Primer

All you need to know about Twitter. Psst: it's not going away. Ragan.com <http://tinyurl.com/czgdXu>

Jon Stewart and The Daily Show twitters. Err...tweets, that is. Cyberjournalist <http://tinyurl.com/d6ugum>

7. An Abundance of Talent

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.

8. Stellar Presentations

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about using notes while making presentations: <http://tinyurl.com/cvkvup>

To read or re-read "The Best of Phil Stella," click here: <http://tinyurl.com/cb8yh4>

Would you like to speak, argue, cajole, motivate, encourage, articulate and present with power and authority? Phil is available for one-on-one executive coaching and/or group presentations. Just give us a call at 216-321-7774 to tell Phil what your needs are and he'll put together a custom quote for you or your organization.

9. Peanut Recall – Bad; Pistachio Recall – Good

At first glance, news that a million pounds of pistachio nuts have been recalled due to potential salmonella contamination may seem like a rerun of a movie we've seen before. Wasn't it just last month that we finally saw the end of our six-week national nightmare over the recall of products made by the now-defunct Peanut Corporation of America?

But while public anxiety about food safety has reached fever pitch, consumers should know that the pistachio and peanut recalls differ substantially.

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

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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.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. 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 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>

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.

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.

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.

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.

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



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.

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.

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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 communications specialist.



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