

Subject: Crisis Comm & Media Relations E-Newsletter June 1, 2009

From: Bruce Hennes <advocate@stratos.net>

Date: Sun, 31 May 2009 17:45:39 -0400

To: undisclosed-recipients: ;



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Crisis Comm & Media Relations E-Newsletter June 1, 2009

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1. Golden State Warriors Tarnished by Stupid PR Trick

We’ve told you this before: If you’re going to blog, don’t do it under an assumed name; don’t think interested parties can’t ferret out the fact it’s really you doing the blogging – they often can.

The PR guy for the Golden State Warriors didn't take our advice – and the fans are livid. San Francisco Chronicle <http://tinyurl.com/qhmlfv>

2. Notes on a Crisis – What Domino's Can Do to Revive & Thrive

News of the incident spreads like wildfire. Public opinion plummets over night. Executives are reeling from their worst nightmare come true. Employees are demoralized. Sound like the Domino's disgusting video crisis that erupted last month? Actually, this refers to the food poisoning incident that felled another food chain, Jack in the Box, back in the early 1990s.

How do you recover from such a devastating incident? How do you regain people's trust? How do you re-establish your brand?

Fortunately, Jack in the Box figured it out. Today the chain is thriving, enjoying average user visits second only to McDonald's and until recently, it ran 18 consecutive quarters of same-store sales growth (until the effects of the recession set in). Undisputably, the company is recognized as a leader in food safety and the brand enjoys widespread positive perceptions.

It was a long, hard road back, but the lessons learned were valuable and offer guidance to Domino's as it tries to get back on its feet. Media Week <http://tinyurl.com/m2pxy2>

EXTRA: How to prepare for online reputation crises. Continuity Central <http://tinyurl.com/q7aoj2>

3. Do What MOMA Did

If a picture is worth a thousand words, is a motion picture worth a million?

You can easily tell your story with video. It's not that hard.

The Museum of Modern Art in New York City did just that. Take a look at the short, simple and elegant story they told: <http://tinyurl.com/lsf992>

4. For Clevelanders Only: There are Giants Among Us

George Forbes, Mary Rose Oakar, Arnold Pinkney and Patrick Sweeney.

These four people helped shape Cleveland's political landscape over the last 40 years and they will be our guest speakers on Tuesday, June 16 at 7:30 a.m. for "Behind the Headlines," a monthly speaker series sponsored by the Cleveland Leadership Center.

All "Behind the Headlines" programs are modeled after WCPN 90.3 FM's morning program, "The Sound of Ideas." In fact, our moderator will be WCPN's Dan Moulthrop.

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/mwb3vh>

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.

5. We Are Not Prepared For Disaster

Thanks to our colleague, John Solomon, we bring to your attention a terrific new report, Public Role and Engagement In Counterterrorism Efforts: Implications of Israeli Practices for the U.S., prepared for the U.S. Department of Homeland Security's Office of Science and Technology by the Homeland Security Institute.

The 145-page study offers a comprehensive review and analysis of citizen preparedness efforts in U.S. as well as Israel and

then makes some excellent suggestions on how we can learn from Israeli experience in this area. Solomon recommends it to anyone interested in the subject of public readiness, suggesting that Israel provides a helpful model for the U.S. when it comes to civilian preparedness and engagement. Of course, Israel's special circumstances (terror threat, size, militarily-trained populace, etc.) limit the transferability of many of its lessons. Nevertheless, the U.S. needs to move farther down the citizen preparedness continuum towards Israel. The key questions then are how much farther and how we do it. This report should be helpful in answering to both those questions.

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

6. Pandemic Flu – Don't Become Complacent

“This virus may have given us a grace period, but we don't know how long this grace period will last. No one can say whether this is just the calm before the storm,” said Dr. Margaret Chan, Director-General of the World Health Organization. Continuity Central <http://tinyurl.com/melwrx>

7. Starbucks' Social Media Campaign Hijacked by Critics

Companies that attempt to leverage the power of social media need to be aware of the possibility of jujitsu. The Holmes Report <http://tinyurl.com/mzexyt>

8. The David & Goliath Story Never Goes Out of Style

There's an enduring dimension to the David-against-Goliath story that resonates with people. It brings out a fundamental of good storytelling and the unexpected. No one expects a David to beat the proverbial Goliath. The same technique makes for a compelling read in the business world. Ishmael's Corner <http://tinyurl.com/n3nkkr>

9. An Abundance of Talent PLUS Communicating Via Resume

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.

Speaking of people looking for jobs, as you might imagine, we've received an unprecedented number of resumes from job-seekers. Unfortunately, the vast majority of those resumes are simply wretched, virtually guaranteeing that the applicant won't make it past our circular file nor their resumes find serious consideration wherever else sent.

If you know of someone looking for a job, do them a favor and send them to the website of our good friend, Laurie Mitchell, executive recruiter. She knows better than anyone we know what companies are looking for when it comes to written recitations of past positions and responsibilities. Check out Laurie's terrific tips, resume “verb list” and examples for good resume writing: <http://www.lauriemitchellcompany.com/>

Common mistakes that are likely to get your resume tossed into the circular file: electronic resumes sent with the file name “Resume.doc” (the file name for resumes should always be Lastname, Firstname Resume.doc -- this is especially important to recruiters who receive thousands of resumes); functional resumes or resumes that omit job start-stop dates (chronological resumes are absolutely and unalterably mandatory –anyone telling you otherwise has no idea what recruiters and HR professionals actually demand); and the use of the first person (the word “I” should never appear in a resume).

10. 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 laser pointers (or not) and walking around while presenting. Check it out here: <http://tinyurl.com/mwdcjz>

To read or re-read “The Best of Phil Stella” and all of his presentation tips, 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.

11. How Pilots Don't Communicate

Sometimes, it's what you don't say that makes it worse. Salon.com <http://tinyurl.com/n8fqcw>

12. Evidence That What We Teach Works

Many thanks to Christy Mosier from the Coshocton, Ohio County Board of Health who spent much of the last year orchestrating a half-day seminar, held on April 23, for us to speak to 114 public health commissioners, public information officers, mayors, fire chiefs, police chiefs and other public safety and health responders about crisis and risk communications. Little did we suspect that just a few days later we'd be faced with the possibility of a pandemic and the immediate need for some of the communications techniques discussed in this seminar.

As a follow-up to that seminar, we recently received this email from Coshocton County:

“Thanks to Bruce Hennes for coming to Coshocton County, Ohio to do his ‘Extreme Crisis Communications’ presentation. I was glad that our health department was able to support this effort and that so many of our employees - and other government officials - attended. Because of the training, I was able to serve as spokesman for our agency during the recent H1N1 Swine Flu situation and conduct the press conference in a professional manner. We used his forms and techniques to prepare for all of our encounters with the media, predicting all of their questions in advance and serving the public with transparency. You can read about the results of our media relations in a laudatory editorial that ran in a local newspaper here: <http://tinyurl.com/179c3w>. Government and health officials across the board should receive the crisis and risk communications training he offers.”

D. J. McFadden, M.D., M.P.H.
Holmes County (Ohio) Health Commissioner

Also in the seminar audience was the managing editor of the two daily newspapers covering this area, Len LaCara, from the Zanesville Times Recorder and Coshocton Tribune. It's not terribly often we have reporters or editors in the audience for our seminars, so it's always interesting to hear or read what they have to say about the advice we give on “managing the media.” Here's what LaCara wrote in his newspapers after our seminar: <http://tinyurl.com/cm2g34> .

13. Check Out Bruce & Barb's Schedule....

6/18/09 Legal Marketing Association

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)

10/09 (firm date to be scheduled soon) Cuyahoga County Emergency Management Agency

Managing the Media & Extreme Crisis Communications (4 hours)

NOTE: This seminar has been approved for two (2) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

10/12/09 Ohio Association of School Superintendents Association

How the Media Manipulates the News (1 hour)

12/10/09 Akron Bar Association

Managing the Media: Attorneys & The Press (3.75 hours)

Co-Presenter: Orville Reed, Esq.

12/17 Cleveland Metropolitan Bar Association

Managing the Media: Attorneys & The Press (3.75 hours)

Co-Presenters: Deborah Coleman, Esq. and Virginia Davidson, Esq.

5/11/10 Akron Sales & Marketing Executives

How the Media Manipulates the News (1 hour)

11/12/10 Canton Chamber of Commerce

How the Media Manipulates 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.



14. 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://tinyurl.com/c68hrp> and <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.

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.

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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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Version: 8.5.339 / Virus Database: 270.12.46/2145 - Release Date: 05/31/09 05:53:00