

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

From: Bruce Hennes <advocate@stratos.net>

Date: Sat, 04 Jul 2009 15:32:05 -0400

To: undisclosed-recipients: ;



Hennes
Communications
LLC

Crisis Communications Media Training
Media Relations Litigation Communications
www.crisiscommunications.com

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

Special Michael Jackson - Gov. Sanford Edition

Bruce M. Hennes

hennes@crisiscommunications.com [LinkedIn](#)

Barbara Paynter, APR

paynter@crisiscommunications.com [LinkedIn](#)



IN THIS ISSUE:

1. [Michael Jackson](#)
2. [Going for a Walk on the Appalachian Trail](#)
3. [Famous Faux Apologies](#)
4. [Keeping News of the Rohde Kidnapping Off of Wikipedia](#)
5. [It Can't Happen Here. Right?](#)
6. [Zicam Warning a Lesson in Crisis Comm's](#)
7. [Audience-Centricity Presentation Tips by Phil Stella](#)
8. [Iranian Protesters Talk to the World via YouTube](#)
9. [An Abundance of Talent PLUS Communicating Via Resume](#)
10. [Law Firm's Hands-Off Approach to Scandal Has PR Tongues Wagging](#)
11. [Nonprofits: Blood in the Water](#)
12. [Can John Edwards Make a Comeback?](#)
13. [Check Out Bruce & Barbara's Schedule](#)
14. [Our Permanent Collection](#)

[Media Training & Coaching](#)

1. Michael Jackson

A crisis communications case study? Perhaps not. But no self-respecting publication in America can avoid this story – and neither can we. Lest you think we're pandering, let us please remind you that the full name of this zine is the Crisis Comm & Media Relations E-Newsletter. With that, a little media relations...

Here is a collection of major news organizations' websites when the story of Michael Jackson's death was breaking. Poynter.org <http://tinyurl.com/neg4lg>

Michael Jackson has been in countless music videos and commercials. So that you didn't have to, we reviewed every single one of them. Here's our suggestion for The Best Michael Jackson Commercial Ever: <http://tinyurl.com/n6oxmb>

2. Going for a Walk on the Appalachian Trail

When Gov. Mark Sanford of South Carolina gave what has become a ritualistically familiar part of American politics — the news conference on marital infidelity — there was no dutiful political wife to share the spotlight and, by her very presence, imply forgiveness. New York Times (free registration may be required) <http://tinyurl.com/pugraa>

Here's what Governor Sanford SHOULD have said. The Wall St. Journal <http://tinyurl.com/lj3hwa>

What Gov. Sanford and Nevada Senator John Ensign have to teach CEO's. Richard Levick's BulletProof Blog <http://tinyurl.com/ns2hdb>

3. Famous Faux Apologies



Governor Mark Sanford's press conference. Did you watch it? Let's see how it compares to some of our favorites:

- Blago?
- Spitzer's one minute apology?
- Clinton's initial denial?
- Terrel Owens' crying press conference?
- Congressman Mark Foley's attorney blaming priests and booze?
- Rudy Giuliani's pre-9/11 classic, "I am telling the press about my separation from my wife before I tell my wife."
- Nixon's last press conference?

You can see 'em all here: Gawker <http://tinyurl.com/mum39g>

4. Keeping News of the Rohde Kidnapping Off of Wikipedia

For seven months, The New York Times managed to keep out of the news the fact that one of its reporters, David Rohde, had been kidnapped by the Taliban. But that was pretty straightforward compared with keeping it off Wikipedia, where details of his capture cropped up time and again. New York Times <http://tinyurl.com/lgrf6p>

5. It Can't Happen Here. Right?

Experts are predicting a more serious outbreak of H1N1 Swine Flu in the U.S. in the fall.

We'll be short and blunt: Are you REALLY going to ignore this and wait until the last minute to prepare your family, business or agency?

If you are willing to listen to reason, how about this, from the University of Minnesota's Center for Infectious Disease Research and Policy. We hope you'll give it a skim.

In Case of Emergency Blog <http://tinyurl.com/n3a2ox>

6. Zicam Warning a Lesson in Crisis Comm's

Matrixx Initiatives, maker of Zicam, received an FDA warning to discontinue use of their company's product. Normally, that's a shot through the heart, but Matrixx is playing this hand of crisis management very well. Mobile Times Herald-Record <http://tinyurl.com/ndsd3e>

7. Audience-Centricity Presentation Tips by Phil Stella

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about using your hands while making a presentation: <http://tinyurl.com/ksl5qq>

To 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.

8. Iranian Protesters Talk to the World via YouTube

Thousands of Iran-related videos are being uploaded to YouTube every day, revealing first-hand accounts of the crisis to the world. Some are incredible, some are eye-opening, and other shock you to your very core. Here are ten of these incredible videos, in a chronological order, that help provide context to the crisis in Iran. Cyberjournalist.net & Mashable.com <http://tinyurl.com/lzht63>

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 being out of work, everyone thinks they know how to network and build relationships – the truth is that only 1 or 2% of business people really know how to network. There is, quite simply, a huge disconnect and one that does not bode well for people who are currently or may soon be looking for a job. In life and business, we can't think of anything worse than thinking you are good at something when the exact opposite is true.

More than 80% of jobs come from networks, not online postings or classifieds. When less than 2% of people know how to build a network and actually leverage their network effectively to find a job, it's no wonder that so many people are struggling in this down economy. Besides the financial toll, the emotional toll is just devastating.

A few of our good friends, including David Akers and Jeff Nischwitz, recently hosted two events called, “Jump Start Your Job Search.” Those events were specifically targeted to individuals who were out of work or worried about being professionally “transitioned.” Attendees at both their first and second events raved about the insights, inspiration and ready-to-implement tools that were provided to them.

Because of that response, they are doing three events in the coming weeks, at Executive Caterers at Landerhaven on July 15; the Westlake Holiday Inn on July 23; and at the Fairlawn Country Club on July 28.

For full details, click here: <http://tinyurl.com/lh5zun> or register at <http://www.jumpstartyourjobsearch.eventbrite.com>.

Continuing on the same subject, 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. Law Firm’s Hands-Off Approach to Scandal Has PR Tongues Wagging

Ten years ago, it would have been no more than the stuff of law firm gossip.

But in the age of e-mail, blogs and text messaging, the story of a messy affair between a Miami corporate attorney and a married mother of four has spiraled into a much bigger headache for the century-old law firm White & Case. Law.com <http://tinyurl.com/l363ch>

11. Nonprofits: Blood in the Water

It can't happen to you, right? You're not that big, your board is careful about whom it puts in as CEO, the local press love the services you provide, you've never had problems like this.

OK, we'll grant all that—and still tell you with assurance that your organization WILL face a media crisis—probably multiple crises—during your career. Guidestar <http://tinyurl.com/nvfd2a>

12. Can John Edwards Make a Comeback?

Gene Grabowski, PRNews' Crisis Manager of the Year in 2007 and one of D.C.'s top crisis comm guys with the firm of Levick Strategic Communications, says yes, he can. And here's how.

Bulletproof Blog <http://tinyurl.com/kkatc3>

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

7/21/09 Ohio Fire Chiefs Association Annual Conference

Extreme Crisis Communications (2.5 hours)

8/19/09 Summit County Safety Council

How the Media Manipulate the News (1 hour)

9/10/09 Knox County MRDD

Managing the Media & Extreme Crisis Communications (4.5 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.

9/15/09 Home Builders Association of Greater Cleveland

Property Rezonings (panel discussion)

9/16/09 Ohio Association of Secondary Schools Administrators Safety and Security Conference

Crisis Communications for Principals (2.5 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.

9/17/09 Ohio Human Resource Conference

Standing Tall: When Your Company is In the Media's Crosshairs (1.25 hours)

9/30/09 Lake County Bar Association

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

10/20/09 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 Secondary Schools Administrators

How the Media Manipulates the News (1 hour)

11/13/09 Ohio Grantmaker's Forum

Reputation Management for Corporate Philanthropies (1 hour)

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.

3/10/10 Greater Cleveland School Superintendent Association

Extreme Crisis Communications (3.5 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.

3/17/10 Tallmadge Chamber of Commerce

How the Media Manipulates the News (1 hour)

5/11/10 Akron Sales & Marketing Executives

How the Media Manipulates the News (1 hour)

5/20/10 Heights-Hillcrest Chamber of Commerce

Media Relations: Tools, Tips & Tactics (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

******* 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.

SUBSCRIBE/REMOVE: A subscription to our Crisis Comm & Media Relations E-Newsletter is free. To subscribe, please

send an email to hennes@crisiscommunications.com with the word SUBSCRIBE in the body of the email. To leave our list, put the word REMOVE in the body of the email.

COPYRIGHT: Unless otherwise noted, Hennes Communications LLC owns the material contained in this newsletter. However, we don't own the copyright for most of the articles we reprint or link to nor do we have permission to grant secondary reprint rights to you. Should you want to reprint any copyrighted material, we suggest you contact the author directly.

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).

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

© Hennes Communications 2009



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

A crisis communications specialist.



2841 Berkshire Road
Cleveland, Ohio 44118

216-321-7774

<http://www.crisiscommunications.com>

Checked by AVG - www.avg.com

Version: 8.5.375 / Virus Database: 270.13.3/2217 - Release Date: 07/03/09 18:11:00