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

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NOTE: For those of you keeping track, we skipped the August 1, 2009 issue.

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1. Air Force One New York City Flyover Fiasco

Those involved in the screw-up knew just how big of a mistake the flight was. Unfortunately, that understanding was recognized after the fact.

The Christian Science Monitor <http://tinyurl.com/lvaupx>

2. Questions re: Law School Dean Resigns During Prostitution Investigation

In this type of situation, there are not only perception issues but ethical concerns, says Ellen Toplin, from StarToplin. It behooves any organization to assume the worst will happen and prepare for it by getting ahead of the situation and making sure the organization's key stakeholders are told in a timely and forthright manner.

Law.com <http://tinyurl.com/nlsm9s>

3. A Tweet in Time Can Avert PR Mess

A growing number of businesses are tracking social-media outlets such as Facebook and Twitter to gauge consumer sentiment and avert potential public-relations problems. Ford Motor Co., PepsiCo Inc. and Southwest Airlines Co., among others, are deploying software and assigning employees to monitor Internet postings and blogs. They're also assigning senior leaders to craft corporate strategies for social media. Maybe it's time for you to do so, too?

The Wall Street Journal <http://tinyurl.com/ld2rddy>

4. A Few Quick Takes

>> **Now that Walter Cronkite has passed on, who is America's most trusted newscaster?** We bet it's not who you think. Time Magazine <http://tinyurl.com/m68x7e>

>> **73 ways to become a better writer.** Copyblogger <http://tinyurl.com/nnpup7>

>> **Great brands are held to a higher standard.** Even if your organization isn't a "national" brand, it may still be held in similar regard by your customers, clients and other stakeholders. Richard Levick, Levick Strategic Communications' Bulletproof Blog <http://tinyurl.com/l9pswg>

>> **"The only thing harder than preparing for a disaster is explaining why you didn't,"** said Dr. Rex Archer, Director of the Kansas City, Missouri Health Department, testifying before the House Oversight and Government Reform Committee on State and Local Pandemic Preparedness. Thanks to our good friend, Christy Mosier, PIO for the Coshocton County, Ohio Health Department, for passing this along.

5. Eight Words & Phrases to Avoid in LGBT Communications

Despite being well-meaning, some words and phrases will sound wrong in gay and lesbian communications contexts. To make it easier to determine what not to say or write and why, we found a list of eight words or phrases to avoid in LGBT communications.

Out Front Blog <http://tinyurl.com/lpo3hj>

6. Four PR Tactics We Hope You Will Never Have to Use

The death of a key employee can be devastating to a family, an organization or even an entire community.

Next Communications Blog <http://tinyurl.com/l2r3a4>

7. Ten Words to Ban from Press Releases

For as long as press releases have been around, they've contained the same words, rendering them completely meaningless in most cases and contexts. The author of this piece wonders what the world would be like if ten words were henceforth permanently banned from all press releases.

TechCrunch <http://tinyurl.com/lw98kr>

8. Back to Basics: Getting Coverage in the Trades

Want to get into The Wall Street Journal or New York Times? You gotta think small first.

Chief Marketer Direct <http://tinyurl.com/rb6h5b>

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 play matchmaker and get out of the way.

Continuing on a similar 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/>

10. Amazon Screws Up

Can you imagine buying a book from your local bookstore and in the middle of the night, the bookstore sneaks into your home and steals the book away without notice? That's virtually what Amazon.com did when they made legally-purchased copies of Orwell's 1984 literally vanish from customers who'd downloaded the electronic book into their Kindles. An incredibly stupid fumble on Amazon's part - followed by a brilliant recovery.

Amazon.com <http://tinyurl.com/lhdrbc>

11. How to Perfect Your Elevator Pitch

You're in the elevator with the hiring manager of Dream-Job Corporation. As the door slides shut, you feel a combination of adrenaline and slight nausea: you've got 15 seconds, if that, to communicate your value as a potential employee in a compelling way — just 15 seconds to cram in a whole resume's worth of work and accomplishments and late nights and successes.

Harvard Business Publishing <http://tinyurl.com/cxw8ed>

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

8/19/09 Summit County Safety Council

How the Media Manipulate the News (1 hour)

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)

Bruce's appearance is sponsored by PSI

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)

10/20/09 Cuyahoga County Emergency Management Agency

Managing the Media & Extreme Crisis Communications (4 hours)

This seminar is for only those employed in government, safety, health, education and elected officials

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)

Bruce's appearance is sponsored by PSI

11/11/09 Cuyahoga County Safety Council

How the Media Manipulate 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.

3/16/10 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)

3/31/10 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)

11/12/10 Canton Chamber of Commerce

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.



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 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.

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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).

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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