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LLC

Crisis Communications Media Training
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Crisis Comm & Media Relations E-Newsletter August 15, 2008

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1. The Changing Newsroom

Meet the American daily newspaper of 2008.

It has fewer pages than three years ago, the paper stock is thinner, and the stories are shorter. There is less foreign and national news, less space devoted to science, the arts, features and a range of specialized subjects. Business coverage is either packaged in an increasingly thin stand-alone section or collapsed into another part of the paper. The crossword puzzle has shrunk, the TV listings and stock tables may have disappeared, but coverage of some local issues has strengthened and investigative reporting remains highly valued.

The newsroom staff producing the paper is also smaller, younger, more tech-savvy, and more oriented to serving the demands of both print and the web. The staff also is under greater pressure, has less institutional memory, less knowledge of the community, of how to gather news and the history of individual beats. There are fewer editors to catch mistakes.

A new study just released captures an industry in the grips of two powerful, but contradictory, forces. On one hand, financial pressures sap its strength and threaten its very survival. On the other, the rise of the web boosts its competitiveness, opens up innovative new forms of journalism, builds new bridges to readers and offers enormous potential for the future. Many editors believe the industry's future is effectively a race between these two forces. Their challenge is to find a way to monetize the rapid growth of web readership before newsroom staff cuts so weaken newspapers that their competitive advantage disappears.

Your challenge as a businessperson, attorney, nonprofit director or government agency head is to understand the journalism landscape in order to level the playing field during your encounters with the press.

This Project for Excellence in Journalism study can be found here: <http://tinyurl.com/66hugv>

2. Making a Speech?

Know thyself, thy medium, thy audience.

Denny Hatch's Business Common Sense
<http://tinyurl.com/66tnd9>

3. September is 5th Annual Preparedness Month

Being prepared means being ready for any kind of emergency, be it hurricane, utility disruption or man-made disaster.

Get a kit. Make a plan. Be informed.

<http://www.ready.gov/business/index.html>



4. Learning to Translate Reporter's Lies

If you are ever in the midst of a tragedy or a media maelstrom, you will thank us for this.

If you are one of the many members of the media who read our Crisis Comm & Media Relations E-Newsletter, this will make you very, very uncomfortable.

Gawker
<http://tinyurl.com/5945kv>

5. Lou Grant

You've got to love the internet. As the business model of journalism and publishing changes - and as standards erode - the information below caught our eye and thought we'd share it with you:

46 episodes of the old Lou Grant show are now available online for free viewing:
<http://www.hulu.com/lou-grant>

Here's what one blogger had to say about this:

I grew up during the late 60s and went to college during the early 70s. I studied journalism in high school and telecommunications in college. When Lou Grant originally aired, in 1977, it was one of the few television series I watched religiously. The show dealt with the sea change in journalism during a time when the information age was still pretty much a dream. The series broke a lot of new ground for television drama, injecting some continuing storylines concerning the characters, before Hill Street Blues introduced Americans to story arcs. This is one of those series for which I've been patiently waiting to show up on DVD, so I was really happy to see the first season (editor's note: two seasons are now available) here on Hulu. It seemed amazing that this series hasn't had any exposure. It won 13 emmys and a host of other awards and is one of those shows for which fan sites canvas the internet. I've watched three of the episodes, in order, as of this writing.

The opening credit sequence, with it's twin bird bookends, jazzy score, and the sly sardonic attitude, culminating with the newspaper's end use in a birdcage, rushed immediately back into memory. Ed Asner, as Lou Grant, aged 50 as the series starts, is the perfect "benign but crusty" television hero. In the 21st century, this character has completely disappeared from television, replaced with young and beautiful stars. Asner isn't physically beautiful, and therein lies the beauty of the show.

Filled with real characters and real situations, much of the "ripped from the headlines" feel of shows later developed by Steven Bochco and David E. Kelley, all have their roots in Lou Grant. This series was a "spin off" from The Mary Tyler Moore Show, the first drama from Grant Tinker and the MTM stable. Nancy Marchand, so memorable in the Sopranos, had her signature role here as Mrs. Pyncheon. Linda Kelsey and Robert Walden as Billie and Rossi. (The use of first names for the women and last names for the men has been noted elsewhere, but the show was made in 1977, still close to the beginnings of the feminist movement.) A lot of the "movements" of the time were documented in the series, which mixed newsgathering techniques with the ethical treatment of news, along with stories concerning the lives of the many characters in this ensemble drama.

It's interesting to note that Lou Grant moves from telecommunications back to print journalism, something that probably wouldn't happen today. This is an excellent series, and I'm glad to have seen it for the first time since it aired, when I was in my twenties, and the ideals of both myself and the country seemed a bit brighter. As I watch the episodes, I see that some things have changed, but a lot has stayed the same, for better or worse.

I love when Lou checks out the computer terminal in the first episode.

6. Protecting Your Online Rep

You have a good reputation around town, but how does your online reputation stack up?

Wired Educator
<http://tinyurl.com/6eap2t>

7. Newsroom Nomenclature

Out: Copy boys, slugs, rims, stringers and picas.

In: News clerks, story name, correspondents and pixels.

So what does all of this mean to you? Knight Digital Media Center blogger Michelle McLellan's take: "Your focus should be to get acquainted with how your local papers are reshaping their roles, coverage and responsibilities."

Bulldog Reporter
<http://tinyurl.com/6kx83>

8. Just What the Heck is Social Media

Not safe for work.

PR-Squared
<http://tinyurl.com/5jkh9c>

9. Circuit City Not MAD

Circuit City got mad at MAD.

This let's-make-a-mountain-out-of-a-molehill situation clearly could have gotten totally out of hand, but some smart crisis communicator stepped in and totally did the right thing. Lessons learned, dear reader.

The Consumerist
<http://tinyurl.com/58o9ue>

10. Our Permanent Collection

A. As we learned on 9/11 and after the bombing a few years ago in Bombay, India, 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>.

NOTE: For many phones, you don't need to use the "texting domain." This doesn't work for all phones, so be sure to try it first: send a short email from your computer to a cell phone by using xxxxxxxxxxx@teleflip.com

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.

B. It's been six 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>

C. 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>

D. Dan Hanson at GreatLakesGeek.com, interviews Bruce Hennes: <http://www.greatlakesgeek.com/podaudio/bios/brucehennes.htm>

E. 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/>

F. 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.

G. Pandemic Flu Links: <http://www.ccep.ca/ccepbird.html>

H. Disaster Links: <http://www.disasterlinks.net/>

I. Business Emergency Planning Association: We're active with BEPA. You should be, too. For more information: <http://www.redcross-cleveland.org/bepa/aboutbepa.asp>

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

K. 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.

L. Tell me, again, about crisis management: <http://tinyurl.com/b7no3>

M. When asked to describe what a business continuity expert does, Michael Selves, director of Emergency Management & Homeland Security in Johnson County, Kansas, said, "Our job is to tell you things you don't want to hear, asking you to spend money you don't have for something you don't believe will ever happen."

Did someone forward this e-newsletter to you? You can get your own subscription at no charge simply

by sending your request to bruce@crisiscommunications.com.

Media Training



photo by Stroinski

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?

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 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, 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 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.

******* 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 bruce@crisiscommunications.com.

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CHECK OUT BRUCE & BARB’S SCHEDULE....

9/4/08 Lakeland Community College/Nonprofit & Public Service Center

How the Media Manipulates the News (1.5 hours)

9/5/08 Geauga County Safety Council

Crisis Communications (1 hour)

10/6/08 American Association of Airport Executives Public Relations Essentials & Advanced Tactics Conference

Renaissance Charleston Hotel Historic District, Charleston, SC
(Barbara Paynter)

10/16/08 Society for Marketing Professional Services

How the Media Manipulates the News (1 hour)

10/21/08 PSI

How the Media Manipulates the News (1 hour)

10/22/08 COSE 2008 Small Business Conference

Even Small Businesses Need a Crisis Communications Plan (1 hour)

10/28/08 Cuyahoga County Emergency Management Agency (8 hours)

Managing the Media, Extreme Crisis Communications & Media Training

11/20/08 Business Volunteers Unlimited (3.5 hours)

Crisis Communications & Media Relations

12/11/08 Stark County Bar Association

Managing the Media: Lawyers & The Press (4 hours)

12/16/08 Sixth Annual Regional Parks Conference

How the Media Manipulates the News (1 hour)

12/17/08 Cleveland Metropolitan Bar Association

Managing the Media: Attorneys & The Press (4 hours)
Co-Presenters: Deborah Coleman, Esq.; Terry Gilbert, Esq.

12/18/08 Akron Bar Association

Managing the Media: Attorneys & The Press (4 hours)
Co-Presenters: Orville Reed, Esq.; James Burdon, Esq.

1/13/09 Proactive School Security and Emergency Preparedness Planning + Extreme Crisis Communications (4 hours)

Location: To Be Determined

Sponsored by The Greater Cleveland School Superintendents Association

This seminar is specifically for school administrators, school board members, central office and building administrators and school public safety partners (police, fire, EMS and EMA).

Co-Presenter: Ken Trump, National School Safety and Security Services (<http://www.schoolsecurity.org>)

NOTE: Ken was recently featured in a New York Times article on school safety: <http://tinyurl.com/yo6lrw>

The first two hours of this seminar will provide leaders with information on the latest trends in school crime, violence and emergency preparedness issues. Emphasis will be placed on practical, cost-effective best practices for improving school security and better preparing for crisis situations which cannot be prevented.

The second two hours of this seminar will give officials and leaders the tools to navigate the harsh realities of speaking to the public, media, partners and stakeholders during an intense public-safety emergency (e.g. mass casualty, pandemic flu, terrorism and other extreme situations involving threats to life and limb).

This entire seminar has been approved for four (4) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General.

1/22/09 Northeast Ohio Human Resource Planning Society (1.5 hours)

How the Media Manipulates the News & Crisis Communications

4/10/09 Canton Regional Chamber of Commerce (1 hour)

How the Media Manipulates the News

4/23/09 Coshocton County Health Department (4 hours)

Managing the Media AND Extreme Crisis Communications

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.

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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 communication specialist.**



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