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Hennes
Communications
LLC

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

Crisis Comm & Media Relations E-Newsletter December 1, 2008

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1. The Blogosphere: A General Counsel's Crystal Ball & Bully Pulpit

The blogosphere is as effective an early warning system as any that corporate legal departments have ever had at their disposal.

Whether posts are written by disgruntled consumers, industry watchdogs, or plaintiffs' attorneys themselves, they often highlight issues that may evolve into the next litigation or corporate crisis long before they reach the mainstream media.

Richard Levick's Bulletproof Blog

<http://tinyurl.com/6q56bh>

2. Law Firm Bombings Should Prove Urgency of Security, Crisis Planning

A recent bomb blast at a Dalton, Georgia law firm and a mail bomb that injured a partner at Armstrong Teasdale in St. Louis should be a stark reminder to law firm leaders to examine their security procedures as well as their crisis communications plans.

From the crisis communications side, here are some questions law firm management should be asking themselves all the time:

Views on Reputation Blog
<http://tinyurl.com/5qxxbt>

3. Tossing Aside Legal Considerations

Maple Leaf Foods is likely to restore its reputation, despite its possible role in a deadly listeriosis outbreak, thanks to a public relations crisis response that tossed aside legal considerations, say communications experts.

Law Times
<http://tinyurl.com/5625px>

4. The Falling Man

It's a plain and simple fact that great, well-rounded communicators know how to write. And one of the best ways we know to become a better writer is to read better writing.

A few issues ago, we offered you "Frank Sinatra Has a Cold" (<http://tinyurl.com/427oqh>), one of the most-celebrated magazine stories ever published. Thanks to those of you who read the story and sent thank you notes.

We now take you back to the World Trade Center, in the midst of the terrible attack on the day now known simply as 9/11. "In the picture, he departs from this earth like an arrow. Although he has not chosen his fate, he appears to have, in his last instants of life, embraced it. If he were not falling, he might very well be flying. He appears relaxed, hurtling through the air. He appears comfortable in the grip of unimaginable motion. He does not appear intimidated by gravity's divine suction or by what awaits him. His arms are by his side, only slightly outriggered. His left leg is bent at the knee, almost casually. His white shirt, or jacket, or frock, is billowing free of his black pants. His black high-tops are still on his feet. In all the other pictures, the people who did what he did -- who jumped -- appear to be struggling against horrific discrepancies of scale. They are made puny by the backdrop of the towers, which loom like colossi, and then by the event itself."

Written by Tom Junod and originally running in September, 2003, "The Falling Man" is a compelling work of non-fiction, written not for the fainthearted.

Esquire Magazine
<http://tinyurl.com/2fgmwe>

5. The Gift of Safety

Are you giving gifts to your family, friends or clients this holiday season? This year, consider giving 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 stuff: <http://tinyurl.com/5a4ybu>

This year, don't give edibles, potables, consumables, decoratives, ephemerals or combustibles. Instead, this year give the Gift of Safety.

6. Multi-Screen Mad Men

If you are confused by Facebook, Twitter, YouTube, blogs, MySpace and all that other newfangled stuff on the Internet – and especially if you figure this is all just a passing fad that you can wait out – this article is for you.

New York Times (free registration required)

<http://tinyurl.com/6jlx3m>

7. When Tragedy Strikes

If you work at a university - or anywhere where others look to you to protect their loved ones - you have but one chance to get it right if tragedy strikes.

Here's a case study on one university that did.

Ken Gullette's Strategic Public Relations Blog

<http://tinyurl.com/5fnqt5>

8. The Top 15 Mistakes You Can Make in Crisis Management

Here they are:

- Not running vulnerability audits
- Poor scenario planning
- No PR crisis plan
- No crisis exercises
- Poor internal communications
- Poor external communications
- Treating the media like an enemy
- Initiating ostrich management strategies
- Not communicating frequently
- Poor use of messaging
- No crisis team
- Poor use of the company website
- Downplaying the severity of the crisis
- Not reconnecting with staff and customers after the crisis

- Not holding a crisis post-mortem.

Do we have your attention now? Click below for details.

Bizcommunity.com

<http://www.bizcommunity.com/Article/196/18/29789.html>

9. Stellar Presentations

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil offers tips for outgoing voicemails: <http://tinyurl.com/5nkjkg>

Want to be a better presenter? Do you have a boss or co-worker whose career would be enhanced with presentation coaching? Give Hennes Communications a call at 216-321-7774 for details about getting some face-time with Phil.

10. Short Takes

>>> **Why Time Stands Still for Watchmakers...**watches in ads are almost always pictured with the hands set at 10:10. Years ago it was 8:20. Why? New York Times (free registration required): <http://tinyurl.com/64lqb3>

>>> **Life Photo Archive Now On Google...**search millions of photographs from the LIFE photo archive, stretching from the 1750s to today. Most were never published and are now available for the first time through the joint work of LIFE and Google: <http://tinyurl.com/66sohm>

>>> **Theme Park Prepare for Disaster:** <http://tinyurl.com/6atxmw>

11. 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>.

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.

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.newimagemedia.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. Business Emergency Planning Association: We're active with BEPA. You should be, too. For more information: <http://tinyurl.com/bepa-cleveland>

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

N. 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.

O. 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.

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 bruce@crisiscommunications.com.

Media Training

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.

Call Hennes Communications For Media Training & Crisis Comm Plans



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?

Hennes Communications provides crisis communications, media training and media relations services to high-profile individuals and other clients in business, industry, government and nonprofit management. We can also help you create and implement a crisis communications plan.

For more information, please contact Bruce Hennes at bruce@crisiscommunications.com or by calling 216/321-7774.

******* 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. Also, if you'd like to see the seminar first before bringing us to your firm, please come see this seminar at one of the three upcoming bar association presentations, listed below.

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...

12/11/08 Stark County Bar Association

Managing the Media: Lawyers & The Press (4 hours)
Co-Presenters: Orville Reed, Esq.; Rick Pitinii, Esq.
<http://tinyurl.com/59hq86>

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: Tom Merriman, Esq.; Terry Gilbert, Esq.
<http://tinyurl.com/63m6ke>

12/18/08 Akron Bar Association

Managing the Media: Attorneys & The Press (4 hours)
Co-Presenters: Orville Reed, Esq.; James Burdon, Esq.
<http://tinyurl.com/v5lzt>

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

1/22/09 Northeast Ohio Human Resource Planning Society

How the Media Manipulates the News & Crisis Communications (1.5 hours)

2/24/09 Association of Secondary School Administrators

How the Media Manipulates the News (1 hour)

2/25/09 Medina County Estate Planning Council

How the Media Manipulates the News (.50 hour)

3/27/09 Business Volunteers Unlimited

Business Continuity for Nonprofits (2.5 hours)
<http://tinyurl.com/6jo56n>
Co-Presenters: Robert Goszka; Dr. Nancy Grant; Pam Oliver

3/31/09 Ohio Safety Congress

How the Media Manipulates the News & Extreme Crisis Communications (2 hours)

4/3/09 Canton Regional Chamber of Commerce

How the Media Manipulates the News (1 hour)

4/23/09 Coshocton County Health Department

Managing the Media AND Extreme Crisis Communications (4 hours)
<http://tinyurl.com/coshocseminar>

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 communications specialist.



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