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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 15, 2008

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1. President-Elect Obama Hears “Family Jewels” Intel Briefing

Such briefings have “been the beginning of when a new president’s hair starts turning white.”

President-elect Barack Obama recently received his first comprehensive, "above" Top Secret presidential-level intelligence briefing.

In addition to receiving the regular "President’s Daily Brief," or PDB, which consists of analytical summaries of best available intelligence on vital national security matters over the previous 24-hours, intelligence sources told us that Obama's briefing also included the latest analysis on the reconstitution of Al Qaeda and the terrorist organization’s presence in Pakistan and Pakistan's border with Afghanistan; the state of the terrorist/insurgency in Iraq and Pakistan; Al Qaeda’s efforts to acquire nuclear and, especially, biological weapons; Iran and North Korea’s nuclear weapons and ballistic missile developments; and the increasing threat posed to the United States by Mexico’s warring narco-terrorist cartels, which have ties to Colombia’s FARC and Islamist terrorist

organizations with long-established operational infrastructure throughout Central and South America.

Homeland Security Today
<http://tinyurl.com/5uh6w5>

2. Secret Leather-Loving Partner Embroils Law Firm in Scandal

What's a law firm to do when one when a scandal-tinged tragedy drags the firm's name into the spotlight?

Law.com
<http://tinyurl.com/56jjyd>

3. How the Media Covers the Media

From Barbara Paynter, partner at Hennes Communications:

We always encourage our clients to share bad news themselves.

We've helped a number of clients with plant closings, layoffs and other bad news, and they often resist sharing the bad news. But if you've attended one of our seminars, you know the mantra: "Tell the truth. Tell it first. Tell it all." That's our advice because it works. Simply put, if the media doesn't get the details from you, they'll find them elsewhere, which generally results in multiple negative stories that just get worse over time.

But what happens when the media itself is the source of bad news? Too often, they offer no transparency. They try to control the information by not releasing the number of positions being eliminated and not revealing which of their well-known staff members have left-- a foolish approach, at best, since the people being let go are reporters.

Here's what happened when publisher Gannett (owner of USA Today) slashed its payroll:
<http://tinyurl.com/65w7gt>

Speaking of newspaper layoffs, one writer suggests that Barak Obama resurrect the Federal Writers Project (a Roosevelt-era WPA project) and bail out laid-off journalists.

The New Republic
<http://tinyurl.com/56xe5p>

4. More Esquire

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. And in our last issue, we offered "The Falling Man" (<http://tinyurl.com/2fgmwe>).

In this issue of our Crisis Comm E-Newsletter, we offer you "Oh my God – we hit a little girl," John Sacks' legendary account of one company of American soldiers from Fort Dix, New Jersey, who trained for war and who found it in South Vietnam fifty days later, now available in its entirety for the first time online.

Esquire

<http://tinyurl.com/5k9rzc>

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://www.scribd.com/doc/7685131/Red-Cross-Emergency-Preparedness-Radios?secret_password=14hllrx24cl6

Other stuff:

http://www.scribd.com/doc/7685150/Red-Cross-First-Aid-and-Other-Gift-Items?secret_password=bj7sg6hu9qnt:

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

On a related note. From my son-in-law, James, an attorney at Calfee: "A combination of your repeated advice, last night's windstorm, a flashlight battery that did not work during last night's blackout, and baby-on-the-way have finally convinced me that we should heed your suggestions about emergency preparedness. Do you have a checklist we can use to make sure we have all that we need?"

We sure do, James. Check this out: <http://tinyurl.com/5wcax4>

6. Sorry Works !

Hennes Communications is a big fan of Sorry Works ! Though aimed primarily at medical personnel, the concepts behind Sorry Works ! embody universal truths. From their recent newsletter:

At Sorry Works! we strive to teach providers to tell the truth, even when something goes horribly wrong and errors were the culprit. Thankfully, providers and insurers are starting to embrace this message, however, we occasionally hear of doctors & nurses who embrace the message a little too much and/or like to jump the gun.

One of our prime themes at Sorry Works! is teaching providers exactly what patients/families want post-adverse event: The truth, the whole truth, and nothing but the truth. Accepting blame where blame is not assignable (or needed) is NOT the truth. Speculating is NOT the truth. Falling on your sword prematurely is NOT the truth. At Sorry Works! we will NEVER teach or coach a doctor or nurse to admit fault or accept blame when they truly believe no error occurred. We always coach to wait for the results of an investigation before admitting anything. However, there are many stories out there of providers who accepted blame or apologized when an adverse event was just that....an adverse event with no error. We hear stories of providers who think they are telling patients/families what they want to hear (I'm sorry, a mistake happened), when in fact a mistake has not occurred and the off-handed comment deepens the confusion and anger felt by the family - and heightens the chances of

litigation!!

Time out!

At Sorry Works! we teach a three-step disclosure method, and the first step which is most-often deployed immediately following the adverse event is strictly empathy & good customer service: "I am sorry this happened...I feel bad for you and your family. We're going to do an investigation to figure out what exactly happened and have some initial answers in no more than 48 hours. In the meanwhile, is there anything we can do for you....do you need lodging, can we help make phone calls, do you need a minister?"

This is all that is necessary in the aftermath of most adverse events....this is all most patients/families want to hear: That someone cares and someone is in control of the situation and will get them credible/believable answers in a reasonable time frame.

Of course, to make Step 1 - and the two other steps - a success every time, it helps to have a robust disclosure program in place. Such a program will provide training for providers and associated staff well-before any single adverse event. A robust disclosure program will have full-time staff that can & will assist providers through all the steps of the disclosure process.

A Special Offer To Our Readers:

There actually IS a book on the subject of apology and Sorry Works ! wrote that book. Readers of the Hennes Communications Crisis Comm E-Newsletter (i.e. YOU) can purchase the Sorry Works! Book at a special rate of just \$19.99 per copy (regular price of \$24.99/copy), which is a 20% savings. To take advantage of this special offer, readers can order one of three ways: e-mail doug@sorryworks.net; call 618-559-8168, or visit the electronic order form on the Sorry Works! website (<http://tinyurl.com/6aahjy>) and type in "Hennes" next to your name on the order form to receive the discount.

Today's final word on Sorry Works !: The New York Times recently put up a video on their website about the issue of apology and disclosure. You can view that video here: <http://tinyurl.com/5fkpzz>

7. Who Remembers Edward Everett?

The 150th anniversary of the Gettysburg Address was last month. That address, and the story around its creation and delivery, hold lessons for today's modern communicators.

Richard Levick's Bulletproof Blog
<http://tinyurl.com/5mj23c>

8. You, Too, Can be on CNN, FOX or MSNBC

Here are the dos and don'ts for getting yourself, your boss or your client on TV news and information programs as an expert.

Bulldog Reporter
<http://tinyurl.com/68qmo9>

9. Stellar Presentations

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil helps us create better "elevator speeches": <http://tinyurl.com/5vjaeg>

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

>>> From Ebony, Popular Science and New York Magazine to the Bulletin of Atomic Scientists, Google is digitizing millions of magazine articles going back 40+ years. Check it out here: <http://tinyurl.com/6c2c3c>

>>> What if they say bad things about me? Bulldog Reporter <http://tinyurl.com/68dufn>

>>> Communicating bad news effectively. The PRLawyer <http://tinyurl.com/67kfsj>

>>> Small firms are unprepared for disasters. Newsfactor.com <http://tinyurl.com/5bwrkw>

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>.

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/ybfbdeq> If you'd like to post something similar on your own website, Steve Petti is the guy to call. For more info: <http://www.newimagemediacom>

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.

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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...

12/17/08 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 Coshoccon 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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the email. To leave our list, put the word REMOVE in the body of the email.

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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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