

Subject: Crisis Comm & Media Relations E-Newsletter February 1, 2008

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From: Bruce Hennes <advocate@stratos.net>



Hennes
Communications
LLC

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

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

Bruce M. Hennes <http://www.linkedin.com/in/hennescrisiscommunications>

Barbara Paynter, APR

Michael Thomas, APR

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1. Authenticity Today Means Being Able to Say You're Sorry

It's becoming clear that one of the greatest effects Web 2.0 has had on public relations is that it's keeping companies honest. Or, better said, forcing companies to be honest . . . about pretty much everything.

Bulldog Reporter

<http://tinyurl.com/27rfdb>

2. Research Reveal Rules of Credible Apologies for Execs

How can you, your organization or clients ensure they craft and execute credible, sincere apologies and mea culpas when bad news strikes and the media comes calling?

Bulldog Reporter

<http://tinyurl.com/ywhude>

3. Why Lawyers Should Not Engage in Media Relations

Taking media cues from Mary-Kate Olsen’s legal team may not be a good idea.

Starkman & Associates

<http://tinyurl.com/2du26m>

4. Presentation Training

In this installment of Phil Stella’s series on Audience-Centricity, he writes Part II about what to put in the middle of your presentations: <http://tinyurl.com/2bsjhu>

Do you have trouble speaking in public? Would you like to present with confidence, impact, power and success? Phil Stella is one of the best executive coaches in the business. He’s so good, we asked him join the Hennes Communications team. So if it’s time for you, your supervisor or subordinate to move up a notch careerwise, call Hennes Communications at 216-321-7774 for a confidential discussion about how our individualized or group training can be of service.

5. Why Blogs Matter, Part II

Does your company need another reason to start paying attention to the blogosphere? Here’s a big one: mainstream media journalists monitor blogs on a regular basis.

Levick Strategic Communications

<http://tinyurl.com/ywncv8>

Extreme Crisis Communications

Are you prepared to communicate with the public during an intense public-safety emergency?

Our “Extreme Crisis Communications” seminar will give mayors, managers, government officials, police, fire, health, education and other 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. pandemic flu, mass casualty, terrorism and other extreme situations).

This seminar will take place on Tuesday, March 11 at the University of Akron – Medina County University Center. It is co-sponsored by the University of Akron, American Red Cross-Greater Cleveland Chapter and Business Emergency Planning Association. This seminar is approved for Continuing Professional Training hours by the Ohio Peace Officer Training Commission. For full details, click here: <http://tinyurl.com/2y9oxv>

6. Target Tells a Blogger to Go Away

Target to the blogosphere: You’re irrelevant.

New York Times (free registration required)

<http://tinyurl.com/yt9aqx>

Let’s see what the blogosphere said in response to Target.

<http://tinyurl.com/34u6t3>

LATE BREAKING NEWS...literally just a few hours before sending this out to you, we received news that Target is backing down off their no-blog policy: <http://tinyurl.com/yt26fm>

7. How Do You Define “Media” In A Crisis?

Fleet Street PR
<http://tinyurl.com/2jhpe6>

8. When the Press Comes to Call

"The last thing I want to do is talk to a reporter." How many times have you heard lawyers at your firm say that or something similar? All too often law firms do not immediately appreciate the potential value of public relations, limiting its use to announcing new hires or highlighting a big win or transaction. But if handled correctly, and with appropriate direction and approval by clients, PR can not only help enhance and protect a firm's reputation but also furthers client goals, particularly with litigation matters.

Law.com
<http://tinyurl.com/yv9oqo>

9. Become a Disaster Action Kid on FEMA Web Site

Play games, enjoy stories, do puzzles, go through mazes, watch videos - welcome to FEMA for Kids, the Web site that is all fun and games. Underneath all the fun is a lot of good information that makes kids and their families better prepared in the event of a disaster. Your child can even become a Disaster Action Kid and get his/her very own certificate to hang on the wall!

Federal Emergency Management Agency
<http://tinyurl.com/2xfxce>

10. Disaster Planning Recovery For All Contingencies

The human, cash flow and management implications of disaster recovery.

Disaster Recovery Journal
<http://tinyurl.com/2er55m>

11. Short Takes

>>> **Bill Gates retired from running the day-to-day ops at Microsoft. Here's how his last day went:**
<http://tinyurl.com/26zwbu>

>>> **Ignorance is not bliss. Last week, the New York Times Science section ran a column that posed the question: What is more dangerous – al Qaeda or homeland security?** Read what Michael Chertoff, Director of the Department of Homeland Security, had to say about that. <http://tinyurl.com/2d78ve>

>>> **Catalog Choice. This is “a free service that lets you decline paper catalogs you no longer wish to receive.”** Register and select catalogs to opt out of receiving, rather than sending or calling individual

merchants. Includes a place to report merchants who do not honor mailing list removal services, a FAQ and privacy statement, quick facts about the impact of paper catalogs, a blog, and information for merchants. A project of the Ecology Center. <http://tinyurl.com/3yascb>

>>> **Five ways to build a business case for Business Continuity Planning.** To win support, emphasize the ways it can give your company a competitive edge. CSO Online <http://tinyurl.com/yo7faz>

12. Our Permanent Collection

A. Did you know that your cell phone has its own email address? We're not kidding. You can send a short message (150 characters maximum) to any cell phone in the U.S. by sending that message from your computer or PDA to xxxxxxxxxx@teleflip.com (the x's represent the cell phone's area code and phone number, without the "1" and without any dashes). While this works on most cellular carriers, if you find it doesn't, and if you know the cell phone carrier you're trying to send a message to, here are the exact email addresses you can use to send computer-to-cell phone emails:

- AT&T xxxxxxxxxx@mobile.att.net
- Cingular xxxxxxxxxx@mobile.mycingular.com
- Nextel xxxxxxxxxx@messaging.nextel.com
- Sprint xxxxxxxxxx@messaging.sprintpcs.com
- T-Mobile xxxxxxxxxx@tmomail.net
- Verizon Wireless 10-digit phone xxxxxxxxxx@vtext.com.
- Virgin Mobile xxxxxxxxxx@vmobl.com.

Another tip: If you use Firefox as your web browser, Google has a cool toolbar "extension" that you can add and use to send messages to cell phones. You need to know the carrier of the phone you are sending to. This is the second best method in our opinion. Download the extension at <http://www.google.com/tools/firefox/sendtophone/index.html> 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/ybfdeg> 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>

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

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. Perhaps it’s time for you to learn this specialized set of media survival skills.

Call Bruce Hennes and the staff at Hennes Communications today at 216/321-7774 and talk to us about media 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.

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'S SCHEDULE....

2/16/08 John Carroll University Entrepreneurs Association
When the S**t Hits the Fan (panel discussion)

2/23/08 North Eastern Ohio Education Association
How the Media Manipulates the News (1 hour)

3/11/08 University of Akron – Medina County University Center

Extreme Crisis Communications (2 hours)

<http://my.stratos.net/~advocate/enewsletter-misc/ExtremeCrisisCommUofA-MedinaSeminar.pdf>

3/24/08 Business Emergency Planning Association, American Red Cross & Press Club of Cleveland

Crisis Communications, including special section on Extreme Crisis Communications (4.00 hours)

4/2/08 Cleveland State University Emergency Response Conference

Extreme Crisis Communications (.75 hour)

4/9/08 Lorain County Safety Council

Crisis Communications (1 hour)

4/16/08 Senior Sales Admissions Marketing Association (Stark County)

How the Media Manipulates the News (1 hour)

4/28/08 University of Akron – Medina County University Center

Managing the Media (3 hours)

COMING SOON:

Extreme Crisis Communications seminars in Lorain and Lake Counties, Ohio

NOTE: All of the above are open-to-the-public for 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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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 QUOTES: 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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2841 Berkshire Road
Cleveland, Ohio 44118
216/321-7774

<http://www.crisiscommunications.com>

