

Subject: Crisis Comm & Media Relations E-Newsletter - Special Super Bowl Issue - February 1, 2009

Date: Sat, 31 Jan 2009 00:01:22 -0500

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LLC

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Crisis Comm & Media Relations E-Newsletter February 1, 2009

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Special Super Bowl Issue

IN THIS ISSUE:

1. [Sneak Peek - Super Bowl Commercials](#)
2. [Obama Inauguration](#)
3. [Life Imitates Art: Blagojevich & Eric "Otter" Stratton](#)
4. [Crisis Prevention: How To Do It, How To Make It Work](#)
5. [Companies Tell Their Side of the Story by Blogging](#)
6. [Pitching Stories to Reporters: Fact vs. Fluff](#)
7. [Need a Speaker?](#)
8. [Stellar Presentations](#)
9. [Eulogies to Remember](#)
10. [Our Permanent Collection](#)

[Media Training](#)

[Check Out Bruce & Barbara's Schedule](#)

1. Sneak Peek - Super Bowl Commercials

We all know that many advertisers roll out their biggest and best TV ads of the year on Super Bowl Sunday. But there's no need to wait and watch with noisy friends who are more interested in the football than the ads. So for you advertising and media junkies out there, we have a sneak peek at the 2009 Super Bowl ads:

Bridgestone Tires

Mr. Potato Head <http://tinyurl.com/abky8z>

Space Cadets <http://tinyurl.com/as2ftg>

GoDaddy.com

Shower with Danica Patrick <http://tinyurl.com/azbkw9>

Enhanced with Danica Patrick <http://tinyurl.com/azbkw9>

(both ads on the same page above)

Heineken

John Turturro <http://tinyurl.com/dgsprn>

Coca-Cola

Heist <http://tinyurl.com/chjpo3>

Avatar <http://tinyurl.com/cwvop8>

National Football League

Players & Stories <http://tinyurl.com/bd4bn6>

PepsiMax

Mocking Monkey <http://tinyurl.com/c673lj>

Ingredients <http://tinyurl.com/c84uvf>

General Electric

Scarecrow <http://tinyurl.com/cc47u3>

And our absolute favorite: The E-Trade Baby Outtakes <http://tinyurl.com/bb8m8k>

Thanks to MediaPost (<http://www.MediaPost.com>) for all the links to the above clips.

2. Obama Inauguration

While President Obama did not mention the issue of citizen preparedness explicitly in his inaugural address, he did strike several themes in the speech directly relating to the subject. It is why we believe that preparedness can be a key element in implementing the President’s vision of increasing the public’s level of involvement and engagement in their communities and the nation.

In Case of Emergency, Read Blog <http://tinyurl.com/dj86j3>

Let’s take a look at the inauguration through the eyes of photojournalists. Here are 48 photos that capture the spirit, pageantry, patriotism and magnitude of the event.

Boston Globe <http://tinyurl.com/7j4f83>

And finally, front pages of this historic day from newspapers all over the world. From Cleveland, Chicago and New York to Casablanca, Paris or Minsk, the cover of your hometown paper is probably here.

The Newseum <http://tinyurl.com/9alln>

3. Life Imitates Art: Blagojevich & Eric “Otter” Stratton

We were struck by the commonalities between now-impeached former governor Rod Blagojevich’s swan song speech in the well of the Illinois Senate where he pleaded for his job and a similar speech given by Eric “Otter”

Stratton where he pleaded with Dean Wormer and the Student Senate not to kick Delta House off campus. Apparently, we're not the only ones who drew that conclusion.

Ragan.com <http://tinyurl.com/autv3t>

Trivia Note: Otter was played by actor Tim Matheson, who later went on to play Vice President John Hoynes on The West Wing.

4. Crisis Prevention: How To Do It, How To Make It Work

Len Biegel is an international crisis management expert, based in Washington D.C. As one of the most sought-after experts in the field, his experiences include the landmark Tylenol tampering and work on 9/11 and Hurricane Katrina. He's also the author of the 2008 book, "Never Say Never: The Complete Executive Guide to Crisis Management." (Brick Tower Press, NY). We asked him to write a few words for our readers about preventing a crisis: <http://tinyurl.com/b62rou>

5. Companies Tell Their Side of the Story by Blogging

During past downturns, layoffs were mostly a private affair. Big companies tended to issue vague press releases filled with jargon about "downsizing," and start-ups often gave people the pink slip without telling the world anything at all. Not anymore. In the age of transparency, the layoff will be blogged.

New York Times (free registration required) <http://tinyurl.com/dnl5t9>

6. Pitching Stories to Reporters: Fact vs. Fluff

"The one over-riding thing I've learned in 30 some years in this business about PR people is that the most effective ones are those who get the information out as quickly as possible in the most even-handed way," says Tim Smart, managing editor, U.S. News & World Report. What does "even-handed" mean to Smart? "Ideas and pitches that aren't over the top or contrived," he explains. "In PR classes, I'm sure they say you have only ten seconds to hook us — but that often results in people going to extremes with hype, exaggeration, clichés and so on. I understand why you might want to do that, considering the huge volume of emails we get every day — but it really is counterproductive." Check out the rest of this article, chock full of pitching do's and don'ts.

Bulldog Reporter <http://tinyurl.com/dmft3z>

7. Need a Speaker?

From short breakfast and lunch talks to keynotes, Bruce Hennes and Barb Paynter are available for speaking engagements. One of our talks, "How the Media Manipulates the News" (yes, we know that "manipulates" should be singular, but it just doesn't sound right that way) has proven to be popular, offering many media takeaways and still somewhat entertaining. Call us at 216-321-7774 for more information.

While we're on the subject, Dan Hanson over at Great Lakes Geek maintains a list of excellent speakers who can talk to your organization on a wide variety of topics. You can access that list here: <http://tinyurl.com/25dwkh> While you're on that page, roam around a bit and see what else Great Lakes Geek has to offer. You'll be glad you did.

8. Stellar Presentations

Our resident presentation trainer, Phil Stella, is back with another installment of his “Audience-Centricity” presentation techniques. This issue, Phil helps us slowwww down: <http://tinyurl.com/cto27q>

Want to be a better presenter? Do you have a boss or co-worker whose career would be enhanced with presentation coaching? Our one-on-one executive sessions and group seminars can help you inject personality and experience into your delivery; display confidence in front of any audience; help you triumph over stage fright; apply body language effectively; be persuasive; and prevail in Q&A situations. Give Hennes Communications a call at 216-321-7774 for details about getting some face-time with Phil.

9. Eulogies to Remember

It's a tremendous honor to be invited to write and speak the words that will sum up another's life. If you're like most people, this may be the hardest speech you'll ever write. Don't blow it. <http://tinyurl.com/altmpp>

10. 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.newimagedmedia.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. 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>

Q. 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

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 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.

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



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******* 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.

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CHECK OUT BRUCE & BARB'S SCHEDULE....

2/9/09 Political Candidate University – Medina, Ohio Chamber of Commerce
Managing the Message (1.50 hours)

2/11/09 American Marketing Association – Cleveland, Ohio Chapter
How the Media Manipulates the News (1 hour)

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>

5/13/09 Lake County Communicators

How the Media Manipulates the News (1 hour)

5/14/09 Portage County Safety Council Annual Meeting

How the Media Manipulates the News (1 hour)

6/22/09 American Red Cross Ohio Training Institute Disaster Day

Extreme Crisis Communications (2 hours)

7/21/09 Ohio Fire Chiefs Association Annual Conference

Extreme Crisis Communications (2.5 hours)

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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