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**Hennes**  
Communications  
LLC

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## Crisis Comm & Media Relations E-Newsletter February 15, 2008

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**1. Super Bowl Ads**

As regular readers of this e-newsletter know, we love advertisements, especially TV ads. Whether creating an alternative universe, making the audience laugh, wrinkle their nose, confront a painful reality or cry, TV ads are a unique artform.

And the best of the best are usually found during the Super Bowl. Did you see them all? Well, here they are, all four quarters-worth, in order: <http://tinyurl.com/2y8keu>

Take a few minutes, crank those speakers up, find the button on the viewer that expands the ad to full-screen on your computer's monitor and prepare to be entertained. Maybe they'll help you better tell the story of your business or agency, so take a few notes, too.

Our favorite ads this year? The "Pepsi Stuff" ad near the end of the second quarter and the E-Trade Ad with the "Trading Baby" that ran in the third quarter of the game.

Before we move on, let's read a contrarian view of the Super Bowl ads from Steve Hall, a blogger from Adrants, who asks, "Just because 100 million or more people saw the Amp high-energy soda spot didn't mean it was 'successful.' In fact, most people thought it was crap." His point: "The metrics that matter are the ones they'll never tell us—things like resulting sales, increase in brand awareness and so on. Whatever their business goals are, those are the metrics we should want to hear about, not all this buzz about the coolest spots. Everybody yells about how good or bad the spots were—but it's all irrelevant, really," believes Hall.

What, then, is the real value of a much-hyped (and watched) Super Bowl ad? Read more here: <http://tinyurl.com/382wlp>

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**2. Managing the Court of Public Opinion**

With legal issues increasingly "tried" in the court of public opinion, it's important to have the right counsel in place, both inside and outside of the courtroom.

*The Law Blog*  
<http://tinyurl.com/33snld>

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**3. Political Branding**

Before you decide who to support for president, ask yourself, what are you really voting for?

Without any doubt whatsoever, your choices are heavily influenced by marketing and branding. Almost anything you experience around you has been carefully strategized by a professional to make you react and think in a certain manner.

*The Brand*  
<http://tinyurl.com/2rjbdj>

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**4. The Making of the Perfect Speech**

All communicators can learn from the greatest speech in American history.

Ragan.com

<http://tinyurl.com/2ngd32>

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**5. Presentation Training**

In this installment of Phil Stella’s series on Audience-Centricity, he writes about how to handle audience questions: <http://tinyurl.com/2sbsuo>

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.

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**6. Scared To Talk In Public?**

The secret is preparation.

*Chicago Tribune*

<http://tinyurl.com/3byqyh>

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**7. 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/2jocs6>

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**8. Take the Jargon OUT of Your Business**

*Wall Street Journal*

<http://tinyurl.com/3e4u44>

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**9. The Secrets of a Great Media Interview**

Don’t be afraid of the interview; don’t wing it; don’t answer if you’re not sure of the reporter’s question; and nothing is off-the-record.

*PRWeek*

<http://tinyurl.com/34faj8>

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**10. The Public Bias Against the Press**

The public bias against the press is a more serious problem for American democracy than the bias (real or perceived) of the press itself.

*The Poynter Institute*

<http://tinyurl.com/2lwn67>

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**11. In Defense of the Horserace**

The back-to-back power of the Super Bowl and Super Tuesday provides an opportunity to reflect on why sports matter so much in American culture -- perhaps in every culture. The reasons, the author suspects, exist on two levels, one on the surface of society, and another much deeper.

*The Poynter Institute*

<http://tinyurl.com/2nhp7h>

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**12. Pandemic Flu – Or Pandemic Fatigue?**

The media hype has died down, few people are talking about it publicly, you're on to other things (like running a business or satisfying clients) and it's out of sight, out of mind.

But is it? If it's not going to happen, why does virtually every Fortune 500 company have a plan and why are respected scientists and doctors still pounding the drums in frustration?

If you're among the majority of people who aren't thinking about this, do yourself a favor and read this article from a respected source and get the latest thinking on this subject.

*Homeland Security Today*

<http://tinyurl.com/2oshz2>

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**13. Short Takes**

>>> **Expert says an on-air apology will help Tilghman.** *Pantagraph.com* <http://tinyurl.com/3xjlgw>

>>> **Need a Speaker in Greater Cleveland?** <http://www.greatlakesgeek.com/speakers/cleveland.htm>

>>> **As newspapers struggle to survive with heavy emphasis on the Web, bulked-up local coverage and leaner staffs, they are dramatically revamping the way newsrooms operate.** *American Journalism Review*  
<http://tinyurl.com/364xwe>

>>> **How to stay cool in the hotseat.** *CSO Online*<http://tinyurl.com/2w72gx>

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**14. 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/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.”**

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**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](mailto:bruce@crisiscommunications.com).

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**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.

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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](mailto: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.

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**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](mailto: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://tinyurl.com/2jocs6>

**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)

<http://tinyurl.com/33s9pn>

**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)

**9/5/08 Geauga County Safety Council**

Crisis Communications (1 hour)

**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.

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**Administrivia**

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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.

**PRIVACY STATEMENT:** We value your privacy. Your name, company or email address will never get shared, traded, sold, delivered, revealed, publicized or marketed in any way shape or form. Please know, however, that the websites we link to are not endorsed by Hennes Communications and are not part of our site, so we cannot vouch for their privacy policies.

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**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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