

Subject: Crisis Comm & Media Relations E-Newsletter January 1, 2009 - Special New Years Issue

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Hennes
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Crisis Communications Media Training
Media Relations Litigation Communications
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Crisis Comm & Media Relations E-Newsletter January 1, 2009

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Special New Year's Edition

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1. Happy New Year !!!

Happy new year, dear reader. And as our New Year's gift to you, we offer you....Kenny G. Yes, THE Kenny G. The guy with the long hair who plays sweet "smooth Jazz" songs.

Not everyone cares for Kenny G's music; some find his music to be a tad bit too-mellow.

But when you put together the sentiments behind Auld Lang Syne and iconic film and television images of our nation's history from the late 1930's through 9/11 and the present day, the combination can be powerful.

Someone with the internet "handle" dvdjgfunk put together a compelling montage of sights and sounds that we think merits a few minutes of your time: <http://tinyurl.com/9gkfum>

Speaking of New Year's, the first issue of the Hennes Communications Crisis Comm & Media Relations E-Newsletter appeared near the end of 2002, making this our 127th issue. Many thanks to you for reading us, for sending us story ideas and especially to those of you who took the time to let us know that you appreciate the information we offer in each issue.

From everyone at Hennes Communications, best wishes for a happy, healthy new year.

Bruce Hennes & Barb Paynter

2. It Was the Best of Times, It Was the Worst of Times

Our Annual Compendium of Best/Worst Lists.

The Best & Worst Ads of 2008
The New York Times (free registration required)
<http://tinyurl.com/7sfaz2>

Time's Top 10 Magazine Covers
The Hennes Communication's choice for the top magazine cover of '08: New York Magazine's cover with Eliot Spitzer
<http://tinyurl.com/5tku3w>

Time's Top 10 Scandals
<http://tinyurl.com/6mvs7h>

Time's Top 10 TV Ads
<http://tinyurl.com/5b7u8z>

The Five PR Resolutions You Should Make
AbileneBiz Magazine
<http://tinyurl.com/89u6k7>

Top 10 Things To Do When Faced With an Informal Inquiry or Subpoena >From the SEC's Enforcement Division
Thompson Hine
<http://tinyurl.com/9ck8t2>

The Year in Newspapers: Trends to Follow
Editors Weblog – World Editor Forum
<http://tinyurl.com/aypqzg>

The Top 10 Media Blunders of 2008
The Politico
<http://tinyurl.com/82rlu8>

The Top 10 List of Reputations in Crisis for 2008
The Reputation Doctor
<http://tinyurl.com/9n8p6p>

The Top 10 Newspaper Industry Stories of the Year

Editor & Publisher

<http://tinyurl.com/887y44>

The Top Buzzwords of 2008

How 'bout Lipstick on a Pig? Epic Fail? Frugalista? Obamanation? Tweet? And our favorite: Terrorist Fist Jab !!

The New York Times (free registration required)

<http://tinyurl.com/9nseca>

Five Gifts PR People Should Give to Reporter/Editors

Bulldog Reporter

<http://tinyurl.com/8vdjkl>

3. Regret the Error

Once a year, Regret the Error publishes a round-up of the year's best newspaper errors. As in the past, this year's list is a doozy. Here are just two of our favorites:

The Guardian:

We said that, in the American TV drama 24, Jack Bauer, the counter-terrorism agent, resorted to electrocution to extract information. You cannot extract information from someone who has been electrocuted because they are dead (Questioning, the Jack Bauer way, page 1, April 19).

The Sunday Mail (Australia):

AN ARTICLE published on July 20 stated that Chris Evert admitted in an interview to having an affair with Greg Norman while both were married to their previous partners, and the affair caused the demise of their marriages. That article was incorrect because Ms. Evert did not make that admission. The Sunday Mail apologizes to Ms. Evert and Mr. Norman for the error.

To read the entire list, click here: <http://tinyurl.com/6gz29c>

4. Inspirational Speeches

For the New Year: 40 inspirational speeches in just 2 minutes.

<http://tinyurl.com/62qfq4>

5. The Gift of Safety

The holidays are over, but it's not too late to 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 stuff: <http://tinyurl.com/5a4ybu>

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.

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.

7. Resolve to Be Ready

WASHINGTON, D.C. — With the new year approaching, the U.S. Department of Homeland Security's (DHS) Ready Campaign is reminding Americans to Resolve to be Ready in 2009. Resolve to be Ready is a nationwide effort designed to encourage individuals, families, businesses and communities to take action and prepare for emergencies in the new year.

"Individual planning is the cornerstone of emergency preparedness," said Homeland Security Secretary Michael Chertoff. "Since establishing this department and Ready, we have come a long way in raising the baseline of preparedness in this country, but we still have a long way to go. As 2009 approaches, I urge all Americans to consider the importance – and real value – of being prepared for all hazards."

Being Ready for emergencies can be an easy new year's resolution to keep by following the Ready Campaign's three simple steps: 1) Get an emergency supply kit; 2) Make a family emergency plan; and 3) Be informed about the types of emergencies that can happen in your area and their appropriate responses.

By taking these three steps – in particular having an emergency supply kit both at home and in the car – Americans will be prepared for winter mainstays like power outages and icy roads. Each of these kits should include basic necessities such as water, food and first aid supplies to help you survive if you are without power or become stranded in your vehicle. Complete checklists for each kit are available at www.ready.gov.

By making the decision to Resolve to be Ready in 2009 and following the simple preparedness steps in advance, Americans will minimize the impact of emergencies on themselves, their family and their businesses. By visiting <http://www.ready.gov> or calling 1-800-BE-READY, individuals can access free materials that will help them make and keep a new year's resolution that will bring their families peace of mind.

February 2008 marked the Ready Campaign's fifth year at the Department of Homeland Security. Launched in 2003 in partnership with The Advertising Council, Ready is designed to educate and empower Americans to prepare for and respond to emergencies, including natural disasters and potential terrorist attacks. It has proven to be one of the most successful campaigns in Ad Council's more than 65-year history. Since its launch, the campaign has generated more than \$756.5 million in donated media support. Individuals interested in more information about family, business and community preparedness can visit www.ready.gov.

8. Movies, Documentaries & TV Shows

This is the list of films, documentaries and TV programs incoming students to USC’s film school are supposed to have seen before matriculating.

<http://tinyurl.com/9q2poq>

9. Google News Alerts

Thanks to Dan Hanson (check out his Great Lakes Geek Blog at <http://www.greatlakesgeek.com/>) for this timely tip (first printed in Inside Business Magazine):

Set up a Google alert on your name, company name or any other words you want to follow. You can get alerts when they appear, daily or weekly. Decide if you want all references or just when your previous moniker appears on Web pages, blogs, videos, news sites or groups. You will get emails with links to items that mention your keywords. Sure, you can use it for narcissistic reasons, to track a sports team or a former flame, but business applications are obvious. You can track the news on a competitor, vendor, supplier or entire industry without spending time searching. If you are in the kind of business where Carl Monday might show up at your door, you can keep track of any bad press that may be out there - and react swiftly and appropriately.

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/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.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 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?

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.

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....

1/13/09 Proactive School Security and Emergency Preparedness Planning + Extreme Crisis Communications (4 hours)

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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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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