

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

**Date:** Tue, 01 Jul 2008 20:25:23 -0400

**From:** Bruce Hennes <advocate@stratos.net>



**Hennes**  
Communications  
LLC

Crisis Communications Media Training  
Media Relations Litigation Communications  
[www.crisiscommunications.com](http://www.crisiscommunications.com)

## Crisis Comm & Media Relations E-Newsletter July 1, 2008

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

Barbara Paynter, APR, [barb@crisiscommunications.com](mailto:barb@crisiscommunications.com)

### IN THIS ISSUE:

1. [It's An Emergency – And We're Not Prepared](#)
2. [Raise High the Rafters](#)
3. [And We Quote...](#)
4. [Extreme Crisis Communications](#)
5. [Speak Now !!](#)
6. [How to Pitch a Reporter a Story](#)
7. [Do Clownish Ads Work?](#)
8. [Prepare Your Business for a Disaster](#)
9. [PR's Seat at the Table](#)
10. [For Example, etc.](#)
11. [Religion & Politics](#)
12. [Short Takes](#)
13. [Our Permanent Collection](#)

[Media Training](#)

[Check Out Bruce's Schedule](#)



## 1. It's An Emergency – And We're Not Prepared

Your family's safety and the ability of our community and our nation to respond to major disasters might depend on your fellow citizens' preparedness.

Washington Post

<http://tinyurl.com/5twym9>

More resources for your business and family:

<http://www.ready.gov>

<http://incaseofemergencyblog.com/>

-----

## 2. Raise High the Rafters

At the Democratic convention, Obama will have to prove he's more than just a brilliant speech giver—by giving the most difficult speech of his meteoric career. A rhetorical analysis.

New York Magazine

<http://tinyurl.com/58drfu>

-----

## 3. And We Quote...

"The best way...to deal with a journalist is to treat the reporter like a hungry teenager," says Reuters technology correspondent Eric Auchard. "We're impatient, we need things, we're on deadlines and we need to be fed. If we're not fed, we get angry and have tantrums. If you feed us, we'll be satisfied and move on to terrorize someone else," assures Auchard. "Reporters who aren't getting what they need become a lot more dangerous to you," he stresses. "But if you are helping them fill in the pieces of their stories and they trust you, then you're in a much better position to get your side of any situation or story out."

Source: Bulldog Reporter

-----

## 4. Extreme Crisis Communications

*Bruce,*

*We had a chemical spill in Madison Village, Ohio on May 29, 2008. The entire incident was handled well because our Police Chief, Road Superintendent and I had been to your Extreme Crisis Comm seminar, recently held at Lakeland Community College.*

*Thank you for all of the excellent information. If we have a major incident in the future, your company will be the first place I call.*

*Sincerely,*

*Matthew R. Zapp, Village Administrator*

Many of you have taken our “Managing the Media” seminars, where you learned how to deal with reporters, why print interviews are different than TV or radio interviews and how to keep “control of the message.”

So what is “Extreme Crisis Communications” ?

In “extreme situations” (e.g. mass casualty, pandemic flu, terrorism and other circumstances involving threats to life and limb), people respond differently, especially when they’re scared or in panic mode. This seminar will give safety, health, school, government officials and other community leaders the tools to navigate the harsh realities of speaking to the public, media, partners and stakeholders during an intense public-safety emergency.

If you’d like to hear the same seminar that Matthew Zapp heard (thanks for the terrific quote above, Matt !!), our next “Extreme Crisis Comm” seminar will take place on Tuesday, July 8, 2008 at the Akron-Canton Airport. This seminar is sponsored by the Akron-Canton Airport and co-sponsored by the Stark County Emergency Management Agency, University of Akron - Emergency Management and Homeland Security Policy Research Center and The Greater Akron Chamber.

This seminar has been approved for two (2) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General (but you do not need to be a police officer to attend).

For more information: <http://tinyurl.com/4q3fqg> and for online registration: <http://www.extremecrisiscommatcak.eventbrite.com>.

-----  
**5. Speak Now !!**

During a critical incident, if the media doesn’t get information from you, they’ll get it from someone else.

CrisisBlogger  
<http://tinyurl.com/6eyz9z>

-----  
**6. How to Pitch a Reporter a Story**

Here are the basics.

Bulldog Reporter  
<http://tinyurl.com/5l9odq>

-----  
**7. Do Clownish Ads Work?**

No, they’re a total waste of money.

Denny Hatch’s Business Common Sense  
<http://tinyurl.com/5omlsg>

-----  
**8. Prepare Your Business for a Disaster**

What do the Cleveland Indians, Cleveland Cavs, Cuyahoga County Emergency Management Agency, CSU, Tri-C, University of Akron, ASIS, BlueBridge, Marsh, Greater Cleveland Partnership/COSE, IFMA, Inventus and BOMA all have in common? They want your business to be prepared to withstand a disaster, be it tornado, flood, nearby train derailment, hacker attack, death of a key executive...or worse.

The 10th Annual Business Continuity Conference, hosted by The American Red Cross, Greater Cleveland Chapter's Business Emergency Planning Association, and co-sponsored by all of the abovementioned organizations, will take place at Hawthorne Valley Country Club in Solon, Ohio on August 14 & 15 (rescheduled from June 19 & 20). For full information, <http://tinyurl.com/5w6tvr> or call 216-426-5080. Online registration is available at <http://bepaconference08.eventbrite.com>

-----

**9. PR's Seat at the Table**

Crisis management too often is a case of too little and way too late. When the wheels are falling off they call us in and expect us to make it go away. Even then we are fed bits and pieces of the mess in some vain hope that keeping us in the dark will keep the lid on the problem.

Bulldog Reporter  
<http://tinyurl.com/5tpmyg>

-----

**10. For Example, etc.**

Let's talk about i.e., e.g., etc. & et al.

PR Squared  
<http://tinyurl.com/5e4u43>

-----

**11. Religion & Politics**

Once again, thanks to CBC Magazine for interviewing me in a recent issue on the subject of how to talk about religion and politics in social settings. You can read that article here: <http://tinyurl.com/62998a>

We reprint this information again because Cleveland Business Connects Magazine has offered our readers more than 50% off the cover price. For full details: <http://www.cbcmagazine.com/subscribe.php>

-----

**12. Short Takes**

>>> 100 Great movies in 2 minutes (safe for work) <http://tinyurl.com/5dhh4a>

>>> Inserting international characters, comparing documents side by side, using the functionality of the ruler, and learning about the word count feature in Word for Windows. <http://tinyurl.com/5jelcr>

-----

**13. Our Permanent Collection**

**A. As we learned on 9/11 and after the bombing a few years ago in Bombay, India, 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 to a cell phone, just like a regular email, but you must know the cell phone carrier used by the recipient. 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 10-digit phone xxxxxxxxxxx@vtext.com.

Virgin Mobile xxxxxxxxxxx@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://tinyurl.com/s7za5> 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.

NOTE: In previous issues of this newsletter, we told you about a service called Teleflip.com that made computer-to-cell phone text messages easier. As of 3/1/08, this Teleflip services appears to no longer work in this manner.

**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.newimagemediacom>

**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](mailto: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.

-----

**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.

-----  
**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).

#####

**CHECK OUT BRUCE'S SCHEDULE....**

**7/8/08 Extreme Crisis Communications (2 hours)**

Location: Akron-Canton Airport

Sponsored by the Akron-Canton Airport. Co-sponsored by Co-sponsored by the Stark County Emergency Management Agency; University of Akron - Emergency Management and Homeland Security Policy Research Center; and The Greater Akron Chamber.

This seminar will give safety, health, school, government officials and other community 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. mass casualty, pandemic flu, terrorism and other extreme situations involving threats to life and limb).

This seminar has been approved for two (2) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General.

For more information: <http://tinyurl.com/4q3fqq>

For online registration: <http://www.extremecrisiscommatcak.eventbrite.com>

**8/15/08 Business Emergency Planning Association Annual Conference**

Business Continuity, Emergency Planning & Crisis Communications

<http://www.academicventures.com/bepa/images/Aug1415BEPAConferenceBrochure.pdf>

Co-Presenter: Dr. Nancy Grant, University of Akron

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

How the Media Manipulates the News (1 hour)

**10/16/08 Society for Marketing Professional Services**

How the Media Manipulates the News (1 hour)

**10/22/08 COSE 2008 Small Business Conference**

Even Small Businesses Need a Crisis Communications Plan (1 hour)



**10/28/08 Cuyahoga County Emergency Management Agency (8 hours)**

Managing the Media, Extreme Crisis Communications & Media Training

**12/16/08 Sixth Annual Regional Parks Conference**

How the Media Manipulates the News (1 hour)

**12/17/08 Cleveland Metropolitan Bar Association**

Managing the Media: Attorneys & The Press (4 hours)

**12/18/08 Akron Bar Association**

Managing the Media: Attorneys & The Press (4 hours)

**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

This seminar is specifically for school administrators, school board members, central office and building administrators and school public safety partners (police, fire, EMS and EMA).

Co-Presenter: Ken Trump, National School Safety and Security Services (<http://www.schoolsecurity.org>)

NOTE: Ken was recently featured in a New York Times article on school safety: <http://tinyurl.com/yo6lrw>

The first two hours of this seminar will provide leaders with information on the latest trends in school crime, violence and emergency preparedness issues. Emphasis will be placed on practical, cost-effective best practices for improving school security and better preparing for crisis situations which cannot be prevented.

The second two hours of this seminar will give officials and 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. mass casualty, pandemic flu, terrorism and other extreme situations involving threats to life and limb).

This entire seminar has been approved for four (4) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General.

**4/10/09 Canton Regional Chamber of Commerce (1 hour)**

How the Media Manipulates the News

**4/23/09 Coshocton County Health Department (4 hours)**

Managing the Media AND Extreme Crisis Communications

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.

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.

**SUBSCRIBE/REMOVE:** A subscription to our Crisis Comm & Media Relations E-Newsletter is free. To subscribe, please send an email to [bruce@crisiscommunications.com](mailto:bruce@crisiscommunications.com) with the word **SUBSCRIBE** in the body of the email. To leave our list, put the word **REMOVE** in the body of the email.

**COPYRIGHT:** Unless otherwise noted, Hennes Communications LLC owns the material contained in this newsletter. However, we don't own the copyright for most of the articles we reprint or link to nor do we have permission to grant secondary reprint rights to you. Should you want to reprint any copyrighted material, we suggest you contact the author directly.

**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.

**LEGALESE:** This e-newsletter is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sent with the understanding that Bruce Hennes, Hennes Communications LLC, the 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 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).

© Hennes Communications 2008



**2841 Berkshire Road  
Cleveland, Ohio 44118  
216/321-7774**

**<http://www.crisiscommunications.com>**