

Subject: Crisis Comm & Media Relations E-Newsletter July 15, 2008

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Hennes
Communications
LLC

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

Crisis Comm & Media Relations E-Newsletter July 15, 2008

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There will be no Crisis Comm & Media Relations E-Newsletter on August 1st. We'll be back on August 15.



1. Interview Disaster

Recently, Assistant Treasury Secretary Phillip Swagel briefed reporters on the ailing U.S. economy. In this short video clip (preceded by a 15-second ad), Milbank fumbles badly.

After viewing the video, ask yourself if perhaps some media training might have helped this hapless government official.

The Washington Post
<http://tinyurl.com/6qn254>

2. Online Reputation: 6 Steps to Manage a Crisis

No business can eliminate negative buzz, especially on the web, but you can manage and minimize the impact.

SmartCompany
<http://tinyurl.com/689xn4>

3. Do You Know What Google Says About You?

Most people do not know what a simple search of his or her name brings up until it is too late.

The Charlotte Observer
<http://tinyurl.com/5blz7k>

4. Extreme Crisis Communications

Bruce,

I really enjoyed your presentation particularly as it reinforced my teaching points for a sociology class I teach at UA for sociology, political science, communications and emergency management students - The Social Impact of Disasters. It's always good for the soul when an experienced professional emphasizes the importance of the same points!

AnneMarie Scarisbrick-Hauser, PhD, Adjunct Professor
University of Akron, Ohio
Principal, H.A. Praxis Solutions

We will repeat our two-hour Extreme Crisis Communications seminar (exactly like the one we did on July 8 at the Akron-Canton Airport) on Thursday, August 14 in Akron, Ohio for the American Red Cross-Summit County Chapter. To register: <http://extremecrisiscommakronarc.eventbrite.com/>

5. Vanity Fair Blogopticon

Vanity Fair has produced perhaps the definitive blog matrix, placing the most prominent and influential blogs on a vertical axis of news to opinion (Consumerist to PostSecret) and a horizontal axis of scurrilous to earnest (TMZ to SCOTUSblog). With eye-catching, clickable icons and brief pop-up descriptions of each blog, it's

pretty and practical. (Thanks to cyberjournalist.net for the tip).

Vanity Fair

<http://tinyurl.com/6owctd>

6. Crisis Comm Plans Can Save a Company

Your ability to react and respond to a crisis situation quickly and effectively can have an immense impact on the future course of your company, as well as the perception of internal and external stakeholders, customers, suppliers, media and the community at large.

Milwaukee Small Business Times

<http://tinyurl.com/5jcw68>

7. Phil Stella on Performance Anxiety

You've got to give a speech or make a presentation. And you're scared out of your mind.

Here's presentation guru Phil Stella's take on Performance Anxiety:

<http://tinyurl.com/philstella-performanceanxiety>

If you'd like to engage Phil for one-on-one coaching – or a presentation to your entire department or office – give us a call at 216-321-7774 to schedule a call or visit from Phil.

8. Prepare Your Business for a Disaster

10th Annual Business Continuity Conference

Main Sponsor:

Business Emergency Planning Association American Red Cross-Greater Cleveland Chapter

Co-Sponsors: ASIS, Greater Cleveland Partnership, COSE, Cuyahoga Community College-Public Safety Training Institute Employers Resource Council, Cleveland State University-Center for Emergency Preparedness University of Akron-Emergency Management & Homeland Security Policy Research Center Cuyahoga County Emergency Management Agency, Marsh, International Facility Management Association BOMA of Greater Cleveland, Cleveland Indians, Cleveland Cavaliers BlueBridge Networks

August 14 & 15, 2008

Hawthorne Country Club

Solon, Ohio

Business Continuity Planning - how you stay in business in the event of disaster.

Tornado Snow Emergency Power Failure Water Outage Hacker Attack
Product Failure Windstorm Earthquake Fire Death of a Key Executive/Employee
Computer Virus Avian Flu Terrorist Attack

This conference will help businesses, nonprofits and government agencies "disaster-proof" their operations.

For a full conference brochure: <http://tinyurl.com/bepa-conference>
To register for the conference: <http://www.bepaconference08.eventbrite.com>

SPECIAL NOTE: Readers of this newsletter can receive a "supporting sponsor" discount of \$25 off the two-day or single-day registration. Just be sure to choose the "Supporting Sponsor" ticket when registering and indicate "Friend of the Speaker" when registering.

9. Running for Office

I'm running for political office. For full details, click here:
<http://tinyurl.com/6mw7b4>

10. 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). That said, 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 10-digit phone xxxxxxxxxxx@vtext.com
- Virgin Mobile xxxxxxxxxxx@vmobl.com

For a complete list of all cell phone company 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.

NOTE: Teleflip seems to be working again....try this: send a short email from your computer to a cell phone by using phonenumber@teleflip.com.

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.

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 AND BARB'S SCHEDULE....

8/14/08 IMAC Services Summer 2008 Seminar
Contingency Planning & Execution Strategies for Labor Disputes
Hampton Inn, Philadelphia, PA Airport
(Barbara Paynter)

8/14/08 American Red Cross – Summit County Chapter
Extreme Crisis Communications (2 hours)
To register: <http://extremecrisiscommakronarc.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

9/4/08 Lakeland Community College/Nonprofit & Public Service Center
How the Media Manipulates the News (1.5 hours)

9/5/08 Geauga County Safety Council
Crisis Communications (1 hour)

10/6/08 American Association of Airport Executives Public Relations Conference
AAAE Public Relations Essentials and Advanced Tactics Conference
Renaissance Charleston Hotel Historic District, Charleston, SC
(Barbara Paynter)

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

11/20/08 Business Volunteers Unlimited (3.5 hours)
Crisis Communications & Media Relations

12/11/08 Stark County Bar Association
Managing the Media: Lawyers & The Press (4 hours)

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)
Co-Presenters: Deborah Coleman, Esq.; Terry Gilbert, Esq.

12/18/08 Akron Bar Association
Managing the Media: Attorneys & The Press (4 hours)
Co-Presenters: Orville Reed, Esq.; James Burdon, Esq.

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.

**1/22/09 Northeast Ohio Human Resource Planning Society (1.5 hours)
How the Media Manipulates the News & Crisis Communications**

**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.

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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.

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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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