

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

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

Crisis Comm & Media Relations E-Newsletter June 1, 2008

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1. I'm Sorry. I'm REALLY Sorry.

For decades, malpractice lawyers and insurers have counseled doctors and hospitals to "deny and defend." Many still warn clients that any admission of fault, or even expression of regret, is likely to invite litigation and imperil careers.

But with providers choking on malpractice costs and consumers demanding action against medical errors, a handful of prominent academic medical centers, like Johns Hopkins and Stanford, are trying a disarming approach.

Reporter Kevin Sacks, winner of the 2003 Pulitzer Prize for Reporting, tells us how "I'm sorry" limits damages, not just for health care providers, but for anyone who does harm.

New York Times
<http://tinyurl.com/5jbgpo>

2. Twenty Rules for Effective Comm's in a Crisis

If you do this, you may not need us.

Disaster Recovery Journal
<http://tinyurl.com/595vlt>

3. Extreme Crisis Communications

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.

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/4q3fqj> and for online registration: <http://www.extremecrisiscommatcak.eventbrite.com>.

4. Presentation Training

We're back with Phil Stella, our resident Presentation Training Guru. This issue, Phil discusses how to use slides during a presentation – and how to avoid “Death By PowerPoint.”

Check out what Phil wrote here: <http://tinyurl.com/6eg2m8>

...and if you like what you read and you're ready to take your presentations up to the next level of professionalism, give us a call at 216-321-7774 to discuss how Phil can customize a training session for you or your team.

5. Texting In An Emergency

When there's an emergency and your home and office phones won't work, cellular text messages can often get through. Do you know how to text?

In Case of Emergency Blog

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

6. 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, will take place at Hawthorne Valley Country Club in Solon, Ohio on June 19 & 20. There are three tracks, For full information:

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

7. Strategy for Data Breaches

Security breaches happen even to the prepared, even to the properly secured. But though losing personal data to thieves takes control from the hands of IT, CIOs do maintain some control over what happens afterward. Experts say readiness is the key to a successful breach notification response.

CIO Mid-Market.com

<http://tinyurl.com/65w7vj>

8. Influence vs. Control

Generally speaking, you can't control what a reporter writes or reports. But you can influence their actions – if you know what to do and especially what not to do.

Bulldog Report

<http://tinyurl.com/63wjfp>

9. Short Takes

>>> **Relief groups turn to Twitter.** PRWeek <http://tinyurl.com/3qewuf>

>>> **Veteran reporter in #1 major market makes history by using a family-unfriendly word on TV (not safe for work – or for little ears). Big oops. Huge oops, actually.** YouTube <http://tinyurl.com/6bjr9w> (thanks to Bill Weisinger for this tip. Bill’s “baby” is the Sunday Oldies Jukebox on WSTB-FM in Stow, Ohio. Check ‘em out at <http://www.sundayoldiesjukebox.com>

>>> **Scoring big with anniversary stories.** Bulldog Reporter <http://tinyurl.com/5qxjoq>

10. Antidote to Doom & Gloom

Yes, we do tend to focus on the negative. But, hey, that’s our job. As our friend and colleague, Carolyn Carlson, BCP expert at Amtrust Bank and a honcho at the Contingency Planners of Ohio, once told us, “We think about bad things so you don’t have to.”

We hope you’ll check out our Permanent Collection of articles and “Bruce’s Schedule” below, but before we go, we’d like to put a smile on your face. We love the world...and you will, too, after you view this video: <http://tinyurl.com/6qybaa>

11. 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.

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.

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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 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.

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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/4q3fqg>

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

9/5/08 Geauga County Safety Council

Crisis Communications (1 hour)

10/16/08 Society for Marketing Professional Services

How the Media Manipulates the News (1 hour)

12/16/08 Sixth Annual Regional Parks Conference

How the Media Manipulates the News (1 hour)

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

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 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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