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From: Bruce Hennes <advocate@stratos.net>



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Communications
LLC

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

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

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

Barbara Paynter, APR, barb@crisiscommunications.com

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1. The Unthinkable: Who Survives When Disaster Strikes – And Why?

This week's Time Magazine cover story about emergency preparedness focuses on a new book, *The Unthinkable: Who Survives When Disaster Strikes — and Why*. You can read the entire Time Magazine article here: <http://tinyurl.com/5r8k53>

From Publisher's Weekly: *The Unthinkable*, written by Amanda Ripley, an award-winning writer on homeland security for Time, offers a compelling look at instinct and disaster response as she explores the psychology of fear and how it can save or destroy us. Surprisingly, she reports, mass panic is rare, and an understanding of the dynamics of crowds can help prevent a stampede, while a well-trained crew can get passengers quickly but calmly off a crashed plane. Using interviews with survivors of hotel fires, hostage situations, plane crashes and the 9/11 attack on New York City's World Trade Center, Ripley takes readers through the three stages of reaction to calamity: disbelief, deliberation and action. The average person slows down, spending valuable minutes to gather belongings and check in with others. The human tendency to stay in groups can make evacuation take much longer than experts estimate. Official policy based on inaccurate assumptions can also put people in danger; even after 9/11, Ripley says, the requirement for evacuation drills on office buildings is inadequate. Ripley's in-depth look at the psychology of disaster response, alongside survivors' accounts, makes for gripping reading, sure to raise debate as well as our awareness of a life-and-death issue.

Amanda Ripley was interviewed on NPR by Diane Rehm this morning. You can hear the interview on your computer right now:

Windows Media <http://tinyurl.com/3tofgl>

RealAudio <http://tinyurl.com/4yr822>

*“Reading *The Unthinkable* will be life-changing. We live in an age of anxiety that has too many of us rocked back on our heels. Once you’ve feasted on the rich insights and wisdom of this remarkable book, you’ll be standing tall again. While our politicians and media have been keen to exploit and fan our worst fears, Amanda Ripley makes clear that individually and collectively we can meet head-on the hazards that periodically befall us. We need not be afraid!”*

—Stephen Flynn, Senior Fellow for National Security Studies, Council on Foreign Relations, and author of *The Edge of Disaster: Rebuilding a Resilient Nation*

2. Seven Principles for Crisis Comm

Issues explode in an instant and the best organizations, be they corporations, governments, associations or NGOs, come out on top when they adhere to certain principles of assertive and advocacy-based communications, like “put your skin in the game and your butt on the line; silence is not golden – it’s deadly; and treat each issue as a mini-crisis. For all seven principles, check out this Ottawa Business Journal article:

<http://tinyurl.com/667zbs>

Thanks to Gerald Baron from CrisisBlogger for the tip to this article.

3. Ethics in Business, Ethics in Public Relations

"It's up to each one of us to be ethical in how we conduct our business. It's up to us to be honest with clients, media and suppliers. If we can do that, they will trust us and our word—and in PR, our word is the only thing we have," says Howard Rubenstein, whose agency, founded in 1954, has grown to serve over 450 clients, including the New York Yankees, The New York Post, the Guggenheim Museum and even the Empire State Building.

Bulldog Reporter
<http://tinyurl.com/5evh9w>

Speaking more of ethics, one of our main go-to guys in Northeastern Ohio is Davis Young, truly a giant in the field of public relations. Davis is author of "Building Your Company's Good Name," (available here: <http://tinyurl.com/4cukrf>) a tremendous book about reputation management, one that is always within reach of the keyboard this newsletter is typed on. This coming fall, Davis is teaching Values & Ethics Management at Kent State University's School of Journalism and Mass Communication. You need not be enrolled as a Kent State student in order to attend the class (though you do need to register to take the class itself). The class received very high evaluations for its first offering a year ago. For information, contact Davis Young at 440-248-9550 or Dysolon@aol.com.

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. Death by PowerPoint

The many roads to “presentation wasteland.”

Bulldog Reporter
<http://tinyurl.com/6rpag0>

6. Presentation Training

We’re back with Phil Stella, our resident Presentation Training Guru. This time, Phil discusses The Fear Factor – Speaking in Public.

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

...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.

7. How New Media Affected the Clinton Campaign

Being a politician in the YouTube era means being comfortable with giving up control of your message and realizing that everything you say or do can be uploaded within minutes for the whole world to see - and then mashed up into something new.

San Francisco Chronicle
<http://tinyurl.com/48w9b4>

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, call 216-426-5080

9. Cut Out Conversational Placeholders

Some of us, uh, speak with a lot of, you know, hesitating phrases that are usually, well, unintentional, or a result of being, like, nervous. If that sounds like you, New Scientist magazine has some solid evidence that you need to work on getting them out of your system.

LifeHacker
<http://tinyurl.com/59w769>

10. Religion & Politics

Is it ever safe to talk about religion and politics in business or social settings?

Your editor was interviewed on this subject by Cleveland Business Connects, one of our favorite new monthly magazines. Read the whole story here: <http://tinyurl.com/62998a>

11. Kudos to Hennes

Though we normally don't toot our own horn too much in the pages of the Crisis Comm E-Newsletter, at the first Annual Meeting of the Cleveland Metropolitan Bar Association (a result of the recent consolidation of The Cleveland Bar Association and the Cuyahoga County Bar Association), the first-ever President's Award went to Bruce Hennes (Hennes Communications) and two colleagues, James D. Robenalt (Thompson Hine) and Howard A. Schulman (Law Offices of Howard Schulman) for their work on behalf of The Judicial Candidates Rating Coalition, which annually rates judicial candidates, posting the results of those ratings at www.Judge4Yourself.com. Kerin Kaminski, outgoing Co-President of the bar association, stated that because of their activities, it was shown that the various bar associations in town could work together, leading to the consolidation of two of those associations.

Many thanks to the Cleveland Metro Bar Association for the nice honor. It was completely unnecessary – and much appreciated.

12. Fighting Lies and Rumors On the Web

How do you handle lies and rumors about your organization? Do you have a strategy when gossip appears in the blogosphere? What do you do when rumors circulate about layoffs or about the CEO having an affair?

Rumors have always been around. But in the age of social media, they have become far more pernicious. A tiny bit of gossip can begin as a spark on an unknown blog and spread within hours to the mainstream media, creating a public relations wildfire that can do real damage to your organization or client. Here's how presidential candidate Barack Obama's campaign is handling...lies and rumors.

PR Junkie
<http://tinyurl.com/5v5p46>

13. Short Takes

>>> **Here are 12 life-or-death situations and the actions you can take to save yourself** when you can't count on aid from anyone else—including some advice that might surprise you. Reader's Digest
<http://tinyurl.com/6dtp47>

>>> **We hereby give you permission to take a short break from work so you can watch how Rube Goldberg machines have been depicted in film.** Gizmodo.com <http://tinyurl.com/4rrwz8>

>>> **Put the emergency contact information in your cell phone on ICE.** <http://tinyurl.com/5w5ulf>

>>> **People who own Macintosh Computers love them. "Macs are easy. Macs are fun," they say. And**

we're sure you've seen those ubiquitous commercials on TV where people talk about how easy their Macs are to use. Well, here's a slightly different take on Macs: <http://tinyurl.com/3b5shg> Be sure you watch it right thru to the very end. It's worth it. It's easy. It's fun.

14. 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.

Depending upon the recipient's cell phone contract, they may pay a few cents to send or receive a text message; 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.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.”

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'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)**

**10/22/08 COSE 2008 Small Business Conference
Even Small Businesses Need a Crisis Communications Plan (1 hour)**

**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**

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

<http://www.crisiscommunications.com>