

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

Date: Sun, 16 Mar 2008 15:12:09 -0400

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Crisis Communications Media Training
Media Relations Litigation Communications
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Crisis Comm & Media Relations E-Newsletter March 15, 2008

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1. New York Governor Eliot Spitzer

As we go to press with this edition of the Hennes Comm Crisis Comm E-Newsletter, New York Governor Eliot Spitzer has announced his resignation, so the issue is now somewhat moot. That said, could he have done anything to salvage his governorship? Could he have hung on? Should his wife have appeared next to him?

As Don Etling at Fleishman-Hillard once said, "You simply can't communicate your way out of a situation you've behaved your way into."

We agree.

Morality aside, there's an argument to be made that what a public figure does in private is his/her own business. But in this particular case, Spitzer's entire career was built on being self-righteous. And if you're going to do

that, you have to be...righteous. At the very least, Spitzer may have opened himself up to blackmail and it may very well turn out that he actually broke the law.

“Sometimes the best ‘spin’ is no spin at all. Just a hard dose of truth and sacrifice,” said crisis comm expert Richard Levick.

Let’s look at what some of our colleagues wrote about this, before and after the governor’s resignation:

- <http://tinyurl.com/ytdma4>
- <http://tinyurl.com/ytx7fr>
- <http://tinyurl.com/yv75md>

On a peripheral note, this story was clearly a monster-size story, a gargantuan Greek tragedy of biblical proportions. But was it easy for the press to cover? Actually, no. In situations like this, responsible editors ask many questions of both their reporters and themselves. Here’s a glimpse at some of those internal and external considerations.

Poynter Institute <http://tinyurl.com/yvtyrm>

2. Doing the Right Things -- and Still Losing

If a company does all the right things in a crisis, yet still loses, there’s only one explanation: It failed to communicate its actions.

Levick Strategic Communications <http://tinyurl.com/26d2ae>

3. When Attacked, Get Loud

Lesley Stahl, from CBS’ 60 Minutes, says the best way to respond when your reputation has been sullied is to get real LOUD. Go on offense with a noisy, unrelenting, niggling, persistent, bellicose warrior’s attack. If you’re swinging and kicking, that’s what people will see (and the press will cover). And the besmirching of you will fade like an old scar.

The Women on the Web <http://tinyurl.com/2a38cc>

4. Special Extreme Crisis Comm Seminar Series Kicks-Off

Attention: Mayors, Police, Fire, Health, Business Communicator, School Board Members, Central Office Administrators, EMS and EMA’s

In extraordinary crisis situations where life, limb and lifestyles are threatened, people get scared fast and can make a serious situation spiral out of control. And when an extreme crisis happens, people turn to their leaders for instant direction.

Will you be able to give it?

We've seen too many natural disasters, like hurricanes, tornadoes, floods ... and too many unnatural disasters, like the attack of 9/11, the shootings at Virginia Tech and Cleveland's Success Tech, the CWRU hostage situation, the blackout here in Cleveland a few summers ago...to pretend it can't or won't happen to us.

At the request of many of you - and under the auspices of The American Red Cross, Greater Cleveland Chapter - we've put together a series of short seminars intended to give government, safety and educational leaders tools you can use in an emergency situation. [You will find complete details below.](#)

Our Extreme Crisis Communications seminars will give community leaders the tools to navigate the harsh realities of speaking to the public, media, students and other stakeholders during an intense public-safety emergency (e.g. mass casualty, pandemic flue, terrorism and other extreme situations and threats to life and limb).

ALL of these seminars are approved for Continuing Professional Training hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General (but you do not have to be a police officer to attend). All of the seminars are co-sponsored by The American Red Cross, Greater Cleveland Chapter's Business Emergency Planning Association and most are co-sponsored by the Cuyahoga County Emergency Management Agency and the Cuyahoga County Mayors & Managers Association, among other sponsoring organizations. In order to keep all of these seminars free, we are donating our services.

If you've taken one of our "Managing the Media" seminars in the past, please know that the vast majority of the material in these seminars is new and not duplicative of what you've heard before.

Note, too, that one seminar is aimed specifically at K-12 school officials and their public safety partners. For that seminar, we will partner with nationally-known school security specialist Ken Trump to do "Proactive School Security & Emergency Preparedness Planning + Extreme Crisis Communications" on April 17.

[You can read about all of these programs towards the bottom of our newsletter](#) or by clicking here: <http://tinyurl.com/3ahdzz>

5. Presentation Training

In this installment of Phil Stella's series on Audience-Centricity, he writes about how to handle audience questions (Part III): <http://tinyurl.com/2d6cew>

Do you have trouble speaking in public? Would you like to present with confidence, impact, power and success? Phil Stella is one of the best executive coaches in the business. He's so good, we asked him join the Hennes Communications team. So if it's time for you, your supervisor or subordinate to move up a notch careerwise, call Hennes Communications at 216-321-7774 for a confidential discussion about how our individualized or group training can be of service.

6. Ten Ways to Use LinkedIn

If you're in business, government or nonprofit, LinkedIn is a social networking site for you. And if you're not sure what "social networking" is, give this a read: <http://tinyurl.com/2fbver>

If you already belong to LinkedIn, connect to us at <http://www.linkedin.com/in/hennescrisiscommunications>

7. Fundamentals of Crisis Comm

What is a crisis? Why does a crisis escalate? When responding to a crisis, you should...

Here's a solid paper on the fundamentals of handling a crisis from Shel Holz: <http://tinyurl.com/2jjuav>

8. We Love Teaching

It's rare I use this newsletter for self-congratulation, but I do want to make an exception by telling you I had the extraordinary privilege of doing media training last week, including our "Extreme Crisis Communications" training, under the auspices of the U.S. State Department and Cleveland Council on World Affairs, for 24 press officers from 24 different U.S. embassies around the world.

These 24 foreign nationals serve as a bridge between the embassy and foreign publics and must explain American policy to local audiences. The purpose of their visit to the U.S., and Cleveland, in particular, was to help them better understand U.S. foreign policy, government and American society at large.

I would like to publicly offer my thanks both to the professionals from the U.S. State Department who accompanied the press officers, as well as to the embassy employees, all of whom are on the frontline, serving our country with professionalism and distinction. I also offer thanks to Holly Harris Bane and Sue Dukeman from the University of Akron, who graciously accommodated us at U of A's new Medina County Campus.

-- Bruce Hennes

9. Storytelling Secrets – 7 Ways to Win Ink

Bulldog Reporter <http://tinyurl.com/3c82rr>

10. Short Takes

>>> **When real-life disasters strike, like a fire or flood, it is sometimes just one conscientious employee who had a tendency to back up data regularly that will save the day.** *IBM* <http://tinyurl.com/2rtfas>

>>> **Nothing is off the record.** *PR Strategist* <http://tinyurl.com/2qznxa>

11. Our Permanent Collection

A. Did you know that your cell phone has its own email address? We're not kidding. You can send a short message (150 characters maximum) to any cell phone in the U.S. by sending that message from your computer or PDA to xxxxxxxxxx@teleflip.com (the x's represent the cell phone's area code and phone number, without the "1" and without any dashes). While this works on most cellular carriers, if you find it doesn't, and if you know the cell phone carrier you're trying to send a message to, here are the exact email addresses you can use to send computer-to-cell phone emails:

- AT&T xxxxxxxxxx@mobile.att.net
- Cingular xxxxxxxxxx@mobile.mycingular.com
- Nextel xxxxxxxxxx@messaging.nextel.com
- Sprint xxxxxxxxxx@messaging.sprintpcs.com
- T-Mobile xxxxxxxxxx@tmomail.net
- Verizon Wireless 10-digit phone xxxxxxxxxx@vtext.com.
- Virgin Mobile xxxxxxxxxx@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://www.google.com/tools/firefox/sendtophone/index.html> 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.

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/ybfdeg> 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>

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. Perhaps it’s time for you to learn this specialized set of media survival skills.

Call Bruce Hennes and the staff at Hennes Communications today at 216/321-7774 and talk to us about media 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....

NOTE: The seminars below are not listed in order.

Our New Extreme Crisis Comm Seminars Series

3/24/08

Crisis Communications AND Extreme Crisis Communications (4.00 hours)

Location: American Red Cross, Greater Cleveland Chapter

Co-sponsored by The Press Club of Cleveland and the American Red Cross, Greater Cleveland Chapter's Business Emergency Planning Association

Government, business, safety, health and other community leaders will receive practical instruction about how to "Manage the Media" to handle everything from good news to bad news in a crisis. This seminar ALSO includes the "Extreme Crisis Communications" material referenced above. This is the single best, most comprehensive "crisis" seminar we offer to the public. This seminar has been approved for four (4) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General. For more information: <http://tinyurl.com/33s9pn>

3/26/08

Extreme Crisis Communications (2 hours)

Location: Northeast Ohio Regional Sewer District

Sponsored by the Cuyahoga County Emergency Management Agency and co-sponsored by The American Red Cross-Greater Cleveland Chapter's Business Emergency Planning Association, Cuyahoga County Mayors & Managers Association and Verizon Wireless

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/34w4fl>

4/2/08

Extreme Crisis Communications (.75 hour)

Location: Cleveland State University

Cleveland State University Emergency Response Conference

This is an abbreviated version of our usual 2-hour Extreme Crisis Comm seminar referenced above. For more information: <http://tinyurl.com/2w8uq5>

4/9/08

Extreme Crisis Communications (2 hours)

Location: Lorain County Community College

Co-Sponsored by Lorain County Community College, the Lorain County Commissioners, the Lorain County Office of Emergency Management and Homeland Security, The American Red Cross, Lorain County Chapter and The American Red Cross, Greater Cleveland Chapter's Business Emergency Planning Association

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/3y747p>

4/17/08

Proactive School Security and Emergency Preparedness Planning + Extreme Crisis Communications (4 hours)

Location: The American Red Cross, Greater Cleveland Chapter

Co-Sponsored by The Cleveland Council of Independent Schools; The American Red Cross-Greater Cleveland Chapter's, Business Emergency Planning Association; Cuyahoga County Emergency Management Agency; Cleveland Council of Independent Schools; Partners for Success & Innovation (PSI); and the Cuyahoga County Mayors and Managers 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>)

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. For further information:

<http://tinyurl.com/32htza>

And now, back to our regular list of upcoming seminars:

4/28/08 Managing the Media (3 hours)

University of Akron – Medina County University Center

Co-Sponsored by The American Red Cross-Greater Cleveland Chapter's Business Emergency Planning Association

Government, business, safety, health and other community leaders will receive practical instruction about how to "Manage the Media" to handle everything from good news to bad news in a crisis. NOTE: This seminar does NOT include the "Extreme Crisis Communications" material referenced above. This seminar has been approved for three (3) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Attorney General. For further information, please call 330-721-2210

4/9/08 Lorain County Safety Council

Crisis Communications (1 hour)

4/16/08 Senior Sales Admissions Marketing Association (Stark County)

How the Media Manipulates the News (1 hour)

9/5/08 Geauga County Safety Council

Crisis Communications (1 hour)

12/18/08 Akron Bar Association

Managing the Media: Attorneys & The Press

COMING SOON:

Extreme Crisis Communications seminar in Lake County, Ohio

NOTE: All of the above are open-to-the-public for a fee, payable to the sponsoring organization. Please call or write us for further information.

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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