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**Hennes**  
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# Crisis Comm & Media Relations E-Newsletter November 1, 2008

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## IN THIS ISSUE:

1. [Presidential Campaigns & PR](#)
2. [The Final Face-Off](#)
3. [Give the Gift of Safety](#)
4. [Going Around the Media](#)
5. [Regret is a Weasel Word](#)
6. [Stellar Presentations](#)
7. [Newspapers & Democracy](#)
8. [Are They Real or Fake?](#)
9. [Be Prepared Seminar](#)
10. [Economic Crisis Brings Gloom to Workplace](#)
11. [Our Permanent Collection](#)

## [Media Training](#)

[Check Out Bruce & Barbara's Schedule](#)

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### 1. Presidential Campaigns & PR

With each campaign cycle, we are reminded of the central role that political research plays in helping candidates define their opponents and create favorable contrasts. Whether pointing out "irresponsible" votes or quotes, flip-flops on key issues, questionable campaign contributions or unsavory associates, every campaign leverages research to force their opponents to shelve a planned agenda and instead, adopt a defensive posture.

While this element of "combat communications" has long been a staple in the political communicator's arsenal, today we are seeing a similar mindset and tactical application increasingly being used by corporate critics. >From NGOs and unions to plaintiff's attorneys and competitors, a growing number of corporate reputation assailants are creating real vulnerabilities and risks for a cross section of companies. And they're doing it by combining political-style research with earned media and online advocacy campaigns.

Bulldog Reporter

<http://tinyurl.com/5ac85l>

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**2. The Final Face Off**

Written before the last presidential debate held on October 15, this article accurately predicted many of the attacks and parries heard that evening, including references to traditional debate staples and techniques: bridging, hedging, hooking and flagging. Even if you're reading this e-newsletter after Election Day, it's worth a read.

San Francisco Chronicle  
<http://tinyurl.com/5j3ck2>

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**3. The Gift of Safety**

Are you giving gifts to your family, friends or clients this holiday season? This year, consider giving The Gift of Safety.

You can find a wide assortment of emergency wind-up radios (with built-in flashlights and cell phone chargers), first aid kits and other home/business emergency preparation items, all at reasonable prices. Best of all – 100% of the proceeds go directly to The American Red Cross, Greater Cleveland Chapter. All you need to do is download the two PDF's below, print them out and send your order in.

Red Cross Radios: <http://tinyurl.com/6lmqhy>

Other Red Cross safety gifts: <http://tinyurl.com/5a4ybu>

This year – don't give edibles, potables, consumables, decoratives, ephemerals or combustibles. Instead, this year give the Gift of Safety.

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**4. Going Around the Media**

If you've been to one of our Managing the Media seminars, you know we talk about how the media filters everything it touches. In fact, when we're confronted with controversial situations, we often look for ways to go around the media filter. Below a few articles on the subject.

State Department spokesman Sean McCormack has long had it up to here with some in the mainstream media, complaining that they're constantly pushing to be "edgy" rather than just reporting the news. To get around the MSM "filter," the State Department, along with other agencies, has gone to the Internet, presenting online chats, Q&As, and blogs.

Washington Post (free registration required)  
<http://tinyurl.com/59p8nn>

Coverage of the election is driven by the fixations and miniscandals whipped up in the unsleeping election media. With cable and now online outlets that can make anything news at any time, the media formerly known as mainstream are dealing with news that can go through several rounds of attack and counter-attack between the morning paper and the evening news.

Time Magazine

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

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**5. Regret is a Weasel Word**

Recently, Sorry Works! (a coalition believing that the medical malpractice crisis is actually a customer service that has been miscast as a legal problem to be solved by politicians) sharply criticized a document issued by the Canadian medical establishment for emphasizing the word "regret" in favor of the word "sorry."

They said "regret" is a weasel word whereas "sorry" is often the gold standard for patients and families - also for defense attorneys who have heard in deposition after deposition the patient/family complain that no one ever said "sorry."

Sorry Works ! cited a recent incident of a woman who was billed \$162 for waiting in an emergency room for 19 hours for a fractured leg but never saw a doctor. Apparently, the hospital finally saw the light and rescinded the bill which made the woman happy, but, their letter of apology included the phrase, "We regret any inconvenience this may have caused you."

We agree with Sorry Works! What a lousy "apology." Regret? Nineteen hours is an "inconvenience?" For the full story, including Sorry Works! suggested rewording of the hospital's letter, read here:

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

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**6. Stellar Presentations**

Our resident presentation trainer, Phil Stella, is back with another installment of 'Stellar Presentations' and his audience-centric presentation techniques. This issue, Phil talks more about "Eye Control." Here it is:

<http://tinyurl.com/56u8ue>

Do you have a boss or co-worker whose career would be enhanced with presentation coaching? What's stopping YOU from being a more powerful presenter? Give Hennes Communications a call at 216-321-7774 for details about getting some face-time with Phil.

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**7. Newspapers & Democracy**

Despite the fact that newspapers frequently attack our clients - sometimes unfairly and usually without apology - no one laments the decline of newspapers more than us. Without a doubt, there are bad people in our society who do bad things to others. And as newspaper revenues decline and layoffs increase (which is much more about the fact that the newspaper business model has changed rather than a down business cycle), the malfeasants, miscreants, hypocrites and demagogues in our society will get away with high crimes and misdemeanors without scrutiny from the Fourth Estate.

Does the decline of newspapers threaten our democracy? In our haste to move beyond the newspaper page, have we lost something essential to our democratic society?

Hartford Courant  
<http://tinyurl.com/5atz2>

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**8. Are They Real or Fake?**

Read about new ways to tell if a photo is doctored or faked.

Cyberjournalist.net  
<http://tinyurl.com/559ta8>

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**9. Be Prepared Seminar**

Where would your company, nonprofit or government agency be without you and your fellow employees? A successful organization depends on its staff. If they are personally prepared to handle emergencies, they can be more productive and comfortable at work, and recover more quickly if an emergency situation arises.

This 90-minute seminar delves into how you can be better prepared outside the workplace. HR professionals can take what they learn and pass along the information to all their employees to maximize the learning and preparing.

One of the presenters is Bob Goszka, disaster recovery and business continuity specialist extraordinaire. Bob is one of the best in the business. Don't miss this opportunity to hear him speak.

American Red Cross, Greater Cleveland Chapter  
Wednesday, November 12  
<http://tinyurl.com/5ltfnx>

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**10. Economic Crisis Brings Gloom to Workplace**

How to use communications to keep the workplace from slipping into panic.

Washington Business Journal  
<http://tinyurl.com/67xko4>

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**10. Our Permanent Collection**

**A. Our favorite blog on the subject of public and citizen preparedness.** Undoubtedly, you will find it helpful to you, your family, your business, nonprofit, government agency and your community when it comes to preparing for emergencies -- big and small: <http://incaseofemergencyblog.com/> Written by John Solomon, he's also the writer of "It's An Emergency – We're Not Prepared," which can be read here (free registration required): <http://tinyurl.com/5twym9>

**B. Our favorite radio program is Homeland Security Inside & Out. This is a weekly broadcast on the internet featuring interviews with key figures in Homeland Security, crisis and disaster response.** The weekly program can be accessed live via their website, as a podcast email sent to you and listenable on your computer at your leisure or as a free, subscribable podcast, using your iTunes software. For more info: <http://tinyurl.com/5pca64>

**C. Our favorite book about Homeland Security is "Our Own Worst Enemy: Asking the Right Questions About Security to Protect You, Your Family, and America" by Randall Larson, director of the Institute for Homeland Security.** The book provides a solid, practical, logical approach to personal security for all Americans and explains why the government is not prepared to help us in a time of crisis. For more info: <http://tinyurl.com/5ad3dz>

**D. As we learned on 9/11, after the bombing a few years ago in Bombay, India, and especially after Hurricane Katrina, 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, 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 xxxxxxxxxxx@vtext.com

Virgin Mobile xxxxxxxxxxx@vmobl.com

For a complete list of all cell phone company "texting domains", type in <http://sms411.net>.

NOTE: For many phones, you don't need to use the "texting domain." This doesn't work for all phones, so be sure to try it first: send a short email from your computer to a cell phone by using xxxxxxxxxxx@teleflip.com

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.

**E. It's been seven 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>

**F. 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.newimagedmedia.com>

**G. Dan Hanson at GreatLakesGeek.com, interviews Bruce**

**Hennes:**<http://www.greatlakesgeek.com/podaudio/bios/brucehennes.htm>

**H. 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/>

**I. 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.

**J. Pandemic Flu Links:** <http://www.ccep.ca/ccepbird.html>

**K. Disaster Links:** <http://www.disasterlinks.net/>

**L. Business Emergency Planning Association:** We're active with BEPA. You should be, too. For more information: <http://tinyurl.com/bepa-cleveland>

**M. More tips to keep your family & business safe:** <http://att.sbc.com/gen/general?pid=1325>

**N. 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.

**O. When disaster strikes and telephone lines are jammed, how can you assure your critical calls go through?** The National Communications System (NCS), part of the Department of Homeland Security, offers priority telecommunications services to first responders, police, fire and rescue, public safety officials at all levels of government, and other national security and emergency preparedness personnel to ensure ongoing communications during crisis situations. Sign up today at [www.ncs.gov](http://www.ncs.gov) or call 800-NCS-CALL.

**P. Tell me, again, about crisis management:** <http://tinyurl.com/b7no3>

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**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).**

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**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.

And 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.

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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](http://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).

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

**11/17/08 American Red Cross – Lorain County Chapter**  
Crisis Communications (1 hour)

**11/20/08 Business Volunteers Unlimited**

Crisis Communications & Media Relations (3.5 hours)

**12/11/08 Stark County Bar Association**

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

Co-Presenters: Orville Reed, Esq.; Rick Pitinii, Esq.

**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

For details about this 4-hour seminar with Ken Trump, please see the 10/30/08 seminar above.

**1/22/09 Northeast Ohio Human Resource Planning Society**

How the Media Manipulates the News & Crisis Communications (1.5 hours)

**2/25/09 Medina County Estate Planning Council**

How the Media Manipulates the News (.50 hour)

**3/31/09 Ohio Safety Congress**

How the Media Manipulates the News & Extreme Crisis Communications (2 hours)

**4/3/09 Canton Regional Chamber of Commerce**

How the Media Manipulates the News (1 hour)

**4/23/09 Coshocton County Health Department**

Managing the Media AND Extreme Crisis Communications (4 hours)

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**

This email newsletter about Crisis Communications & Media Relations is generally published twice a month.

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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.

**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.

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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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**When your business or reputation is threatened,  
you need a specialist.  
A crisis communication specialist.**



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