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# Crisis Comm & Media Relations E-Newsletter November 15, 2008

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### 1. Supreme Court Justices Debate the F-Bomb

It was an unusual hour on November 4th as Supreme Court justices debated the relative impact of barnyard epithets during arguments in FCC v. Fox Television Stations, with Solicitor General Gregory Garre warning the Court not to rule in a way that could lead to "Big Bird dropping the F-Bomb on Sesame Street." Peppered with references to George Carlin's famous 7 Dirty Words You Can't Say On Television, humor permeated the normally austere court room.

Law.com

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

Speaking of the F-Bomb (please remember – this e-newsletter IS about communications of all kinds), did you happen to catch Joe Scarborough, host of MSNBC's Joe in the Morning television show, unknowingly drop the

F-Bomb last week? It's worth watching to the end: <http://tinyurl.com/5og5xy>

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## 2. Uncertain Times Call for Fortright Communications

Corporate leaders are understandably struggling with how to communicate with employees about the economic crisis. But a national poll shows that the worst thing corporate leaders can say to employees is what they're saying right now: nothing at all.

According to that poll, clear majorities of employees believe economic problems will both hurt them personally and keep the companies they work for from achieving their goals. An equally compelling proportion—74 percent—have heard coworkers talking about the crisis. Yet 54 percent have heard nothing at all from corporate leaders.

Bulldog Reporter  
<http://tinyurl.com/5m2ldc>

Here are 10 Tips for Communicating in Tough Times.

Wall Street Journal MarketWatch  
<http://tinyurl.com/6nptea>

And if you have to lay off employees, our colleague, James David Spellman, has some good advice:  
<http://tinyurl.com/5p9drs>

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## 3. Obama vs. McCain

If you were glued to the TV on Election Night like so many others, it was an historic night, even if you disagreed with the outcome. The concession and victory speeches were both eloquent, moving, patriotic and passionate, certainly worth a watch, if you missed them.

Obama Election Night Victory Speech: <http://tinyurl.com/5od3ac>

McCain Election Night Concession Speech: <http://tinyurl.com/6c2tmc>

The presidential campaign, itself, offers many lessons for communicators.

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

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## 4. 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 stuff: <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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**5. Right Wing Talk Show Radio**

Former news director reveals how right wing radio talk show hosts work to get you angry.

Milwaukee Magazine  
<http://tinyurl.com/5tcmlq>

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**6. Obama Presidency Could Sidestep Media to Get Message Out**

President-Elect Barack Obama's aides and allies are preparing a major expansion of the White House communications operation, enabling them to reach out directly to the supporters they have collected over 21 months without having to go through the mainstream media. Obama is poised to transform the art of political communication, said Joe Trippi, a Democratic strategist.

Washington Post (free registration required)  
<http://tinyurl.com/5857wq>

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**7. Planning & Using a Toll-Free Number During a Crisis**

Though not as ubiquitous in this age of cell phone plans with free long-distance, toll-free services can still be a key differentiator for call centers, small businesses and agencies of all sizes. Extending business reach and enhancing the customer experience, toll-free services may offer even greater value in a time of crisis. Many thanks to our good friends at AT&T for this article.

<http://tinyurl.com/6pg6g6>

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**8. High Marks for Handling an Explosive Situation**

Dresser-Rand, an equipment manufacturer for the oil and gas industry, had an explosion at one of its facilities in New York that injured two workers, one critically. The way they handled the emergency, judging by what we've seen in the news, was exemplary.

Jamal Kheiry's Weblog  
<http://tinyurl.com/5fyrxr>

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**9. Nonprofits Not Prepared**

Many businesses and organizations lack programs that would help them prepare for and recover from crises, says

a study by the Center for Catastrophe Preparedness and Response at New York University and the Public Entity Risk Institute.

Philanthropy Journal  
<http://tinyurl.com/66ady7>

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### 10. The Death of the Corporate Spokesperson

Or maybe we should call this the birth of the Conversant Corporation?

MediaBadger  
<http://tinyurl.com/5d2oh5>

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### 11. Are You Taking Advantage of Web 2.0 ?

C'mon. Dip that toe. Learn a little.

David Pogue/New York Times Circuits  
<http://tinyurl.com/36f6bm>

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### 12. 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.newimagemediacom>

**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. 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

1/22/09 Northeast Ohio Human Resource Planning Society

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

2/24/09 Association of Secondary School Administrators

How the Media Manipulates the News (1 hour)

2/25/09 Medina County Estate Planning Council

How the Media Manipulates the News (.50 hour)

3/27/09 Business Volunteers Unlimited

Business Continuity for Nonprofits (2.5 hours)

<http://tinyurl.com/6jo56n>

Co-Presenters: Robert Goszka; Dr. Nancy Grant; Pam Oliver

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)

<http://tinyurl.com/coshocseminar>

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.



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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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