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**Hennes**  
Communications  
LLC

Crisis Communications Media Training  
Media Relations Litigation Communications  
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# Crisis Comm & Media Relations E-Newsletter October 1, 2008

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## 1. On Election Day, Remember 9/11

We are in the middle of a presidential campaign. Some call it Silly Season. Instead of policy issues, the candidates, their handlers and the media focus too much on lipstick for pigs, mooseburgers and character flaws: some imagined; some real; some ridiculous.

The Crisis Comm & Media Relations E-Newsletter you hold in your hands studiously avoids partisan politics. We know our readers range from the far Left to the far Right, with doctrinaire R's and D's in the middle.

Because the world has become so dangerous - and because we worry about your family and your livelihood - permit us to put a single policy issue on the table: nuclear proliferation.

Jeffrey Goldberg, national correspondent for The Atlantic, said in a recent New York Times op-ed piece the following: **The next president must do one thing, and one thing only, if he is to be judged a success: He must prevent Al Qaeda, or a Qaeda imitator, from gaining control of a nuclear device and detonating it in America. Everything else - Fannie Mae, health care reform, energy independence, the budget shortfall in Wasilla, Alaska - is commentary. The nuclear destruction of Lower Manhattan, or downtown Washington, would cause the deaths of thousands, or hundreds of thousands; a catastrophic depression; the reversal of globalization; a permanent climate of fear in the West; and the comprehensive repudiation of America's culture of civil liberties.**

You can read the entire piece here: <http://cli.gs/Yt4LE9>

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**2. The Language of Market Turmoil**

For most of the country, the financial crises of the last few weeks have offered an education in economics. For journalists, they have been a lesson in semantics. Each day presents new evidence that finance companies are uniquely vulnerable to a loss of confidence among creditors, trading partners, investors or customers. As a result, rumor, speculation and fear can cripple a bank with shocking speed. That has reporters and editors, so often accused of hyperbole and sowing alarm, parsing their words with unusual care, the NY Times reports.

So in most of the news, stocks have "slid" and markets "gyrated" but not "crashed." Companies have "tottered" and "struggled" rather than moved toward failure and bankruptcy, reports Times writer Richard Perez-Pena.

Bulldog Reporter  
<http://cli.gs/hZEuba>

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**3. Anticipating Corporate Crises**

This month's meltdown of several financial giants exposed a serious flaw in corporate governance: Many U.S. boards don't cope well with a crisis. But some directors are now ratcheting up efforts to anticipate, and avert, trouble.

The Wall Street Journal  
<http://cli.gs/NXrj8L>

Hennes Communications can help with vulnerability audits and crisis simulations. Contact us at 216-321-7774 for further details.

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**4. Financial Ads Stress Experience**

Most financial companies haven't much to brag on these days. Except, for the lucky ones, survival. Which may explain why some institutions are stressing in print ads how long they've been around: such as Franklin Templeton Investments boasting more than 165 years of "experience" (the sum experience of its three management groups), AXA Equitable touting 149, BB&T Capital Markets, 136, and Fidelity Investments, 60. Credit Suisse boasts "since 1856." And Wachovia Securities' ads tout 120 years. While the ads aren't generally new, it's no accident that they're running right now.

USA Today  
<http://tinyurl.com/5xj82f>

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**5. Phil Stella**

Our resident presentation trainer, Phil Stella, is back with another installment of his “Audience-Centricity” presentation techniques. This issue, Phil talks about “Harnessing the Power of Eye Control”:  
<http://tinyurl.com/4extgq>

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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**6. The Host Whisperer**

From the longer news programs on your town’s NPR affiliate to the local “Morning Zoo” (don’t laugh too hard – those shows often enjoy ratings that dwarf every other station in town during drive time), radio remains an excellent way to reach target audiences.

Here’s what we tell our clients before they do radio: 1. Radio stints (TV, too) are public presentations requiring "performances" in every sense of the word, using different skill sets than the one, say, you use when writing. 2. We never suggest you become an actor or someone you're not. But you CAN be a better you.

Do you want to sound better on radio? Here's some advice from the man they call "the Host Whisperer.”

The Washington Post  
<http://tinyurl.com/6lnvyc>

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**7. Magazine Covers**

Next to television and print commercials and ads, our next favorite advertising medium is magazine covers. Like roadside billboards, they’re designed to attract and grab you within seconds. The best are a perfect blend of words and graphic art - compact, succinct, compelling.

The best of the best of those covers have been nominated by the American Society of Magazine Editors for their annual awards...and the finalists are:  
<http://tinyurl.com/4vda2l>

Our votes goes to New York Magazine’s “Eliot Spitzer’s Brain,” and “Short Stance” from The New Yorker.

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**8. Social Media & Crisis Response**

For any corporate communicators who have turned up their noses at social media, rating it as nothing more than a channel for entertainment and mindless chatter, they need look no further than the way companies, individuals and the news media have put these technologies into use during the latest hurricane in the Gulf of Mexico.

Reputation Notebook  
<http://tinyurl.com/3l9wox>

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**9. Two Sides to a Story**

Remember the “Fake FEMA News Conference” a year ago? Maybe it wasn’t quite the way it was portrayed in the media.

Here’s the story you didn’t read in your local newspaper.

The Crisisblogger  
<http://tinyurl.com/45hvt3>

Even if you don’t read the article above, these takeaways, written by John Philbin, former director of External Affairs for FEMA, are important for every one of our readers:

First, speed to report information appears to be more important than accuracy. The business pressures to acquire audience share and ratings undermine one of the traditional views of journalism, which is to make the significant relevant.

Second, organizations that rely on the mass media to get information to those who matter most do so at their own risk. The traditional paradigm that governs many organizational communication programs to leverage the power of the mass media is terribly out of step with the technology and environment in which they operate. Today, people want to learn directly from organizations about issues that are relevant to them.

Third, individuals generally tend to follow their predispositions without seeking information contrary to these positions. Unfortunately, bad information and lies repeated often enough seem to become the truth. And, our natural predispositions to associate with like-minded perspectives only serve to reinforce what we may already believe rather than the truth.

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### **10. Doctored Photos**

Tell the truth. Tell it all. Tell it first. That’s our mantra.

Doctored photos violate the first rule above. We really didn’t need to tell you that, did we?

But if you’re ever tempted and morality alone doesn’t dissuade you, technology now makes it easier than ever to uncover doctored photos.

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

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### **11. Tylenol – Still the Cure for Crisis Pain**

This week marks the 26th anniversary of the Tylenol tampering crisis. To this day, the famous 1982 incident is presented as the successful case study in how corporations should handle any crisis involving food, drug, or consumer products. Johnson & Johnson’s swift action in recalling more than 31 million Tylenol bottles nationwide – within days of the cyanide-related deaths in the Chicago area being linked to the over-the-counter pain reliever – reassured the public at a “bet-the-company” moment and saved one of America’s favorite brands. The lessons of the Tylenol crisis are enduring and they provide a blueprint for crisis managers today.

Gene Grabowski, Crisis Manager of the Year (according to PRNews) and Senior Vice President at Levick Strategic Communications, offers five lessons from the Tylenol crisis:  
<http://tinyurl.com/423tns>

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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.newimagemedia.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. 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 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....**

**10/6/08 American Association of Airport Executives Public Relations Conference**  
AAAE Public Relations Essentials and Advanced Tactics Conference

(Barbara Paynter)

**10/16/08 Society for Marketing Professional Services**

How the Media Manipulates the News (1 hour)

**10/21/08 PSI**

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)

**10/28/08 Cuyahoga County Emergency Management Agency**

Managing the Media, Extreme Crisis Communications & Media Training (4 hours)

Co-Sponsored by Cuyahoga County Police Chiefs Association, American Red Cross-Greater Cleveland Chapter and the Business Emergency Planning Association, Cuyahoga County Mayors & Managers Association, Cuyahoga County Board of Health

NOTE: This seminar is open to government, safety and health officials only

Registration information: <http://my.stratos.net/~advocate/ExtremeCrisisComm-CuyCtyEMA4hours10-28-08.pdf>

**10/30/08 Lakeland Community College**

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

Sponsor: Lakeland Nonprofit and Public Service Center

Co-Sponsors: Lakeland Community College Police Department, American Red Cross of Greater Cleveland Business Emergency Planning Association, Lake County Association of Chiefs of Fire and the Lake County Educational Service Center

Event Flyer: <http://tinyurl.com/4toxw8>

Event Registration: <http://www.eventbrite.com/event/173955305>

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.

**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)

**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.

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**LEGALESE:** This e-newsletter is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sent with the understanding that Bruce Hennes, Hennes Communications LLC, the authors or individuals quoted above are not engaged in rendering legal or other professional service. If legal advice or other expert assistance is required, the services of a competent professional person should be sought.

**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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