

Subject: Crisis Comm & Media Relations E-Newsletter November 1, 2009

From: Bruce Hennes <advocate@stratos.net>

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To: undisclosed-recipients: ;



Hennes Communications is now called Hennes Paynter Communications.

To find out why: <http://tinyurl.com/yzzgsz5> Check out our new website, too: <http://www.crisiscommunications.com>

Crisis Comm & Media Relations E-Newsletter November 1, 2009

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Hennes Paynter Communications is the only agency in Ohio focused exclusively on crisis communications. The best way to reach us is by calling 216-321-7774. However, if your situation is extraordinarily critical, please call our 24/7 Emergency Crisis Comm Hotline at 216-223-8771.



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1. Sully's Journey Provides Lasting Crisis Lessons

In the months since he safely landed U.S. Airways flight 1549 on the Hudson River after a collision with birds took out both engines, the word "miracle" has been used time and again to describe Captain Chesley "Sully" Sullenberger's heroic crisis response. But the more we learn about the man who saved 155 lives on that faithful day, the more we see that this was no miracle at all. Sully was the right man, in the right place, at the right time not by luck; but because of the countless lessons learned (both in and out of the cockpit) that prepared him to masterfully navigate his moment of truth.

Levick Strategic Communications' Bulletproof Blog <http://bit.ly/2JspWw>

2. Hospitals Offer New Take on Medical Mistakes

All Donald Platt wanted was an apology. The tumor on his kidney was the size of a baseball by the time his cancer was detected in a CT scan - five years after his doctor misdiagnosed his symptoms and failed to order the right tests.

Physorg.com <http://bit.ly/4sdFEz>

3. Embracing Controversial Causes

Public relations is not a popularity contest; it's not about trying to make everyone like you. Public relations is about deciding what you stand for, and then standing for it.

The Holmes Report Blog <http://bit.ly/3GsCzD>

4. How the Pros Defend Their Brand Reputations

When your organization is attacked, minutes count. In a wide-ranging interview, here's what Levick Strategic Communications' Dallas Lawrence tells his clients about brand equity, brand advocacy and defense using social media and the blogosphere proactively and reactively.

BusinessPundit.com <http://bit.ly/3oxRKS>

5. Social Media at the Mayo

The Mayo Clinic's Lee Aase explains why social media, because of its low cost and ease-of-use should be part of every nonprofit's communication plan.

PRDaily.com <http://tinyurl.com/n4x5ye>

6. Kerik Goes to Jail for Leak

Here's an interesting story about how former New York City Police Commissioner Bernard Kerik was sent to jail pending three federal criminal trials he faces on corruption and other associated charges.

In the Court of Public Opinion <http://bit.ly/2IqC3X>

7. Audience-Centricity Presentation Tips by Phil Stella

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about the fact that practice does NOT make perfect: <http://bit.ly/2d4PEO>

To read "The Best of Phil Stella" and all of his presentation tips, click here: <http://bit.ly/2DFzSI>

Would you like to speak, argue, cajole, motivate, encourage, articulate and present with power and authority? Phil is available for one-on-one executive coaching and/or group presentations. Just give us a call at 216-321-7774 to tell Phil what your needs are and he'll put together a custom quote for you or your organization.

8. Stop Putting People to Sleep With PowerPoint

Here are six tips to building a better PowerPoint presentation.

The Viral Garden <http://bit.ly/4lwRBj>

9. An Abundance of Talent PLUS Communicating Via Resume

Does your business, nonprofit or government agency use writers and researchers from time to time? If so, there is an enormous pool of talent out there right now, all of whom are willing to roll up their sleeves, writing reports, backgrounders and brochures and doing deep-dive research projects, all at a reasonable cost to you. If you have need of those services, call Hennes Paynter Communications at 216-321-7774. We're in touch with many reporters and editors who are now freelancing. On a no charge basis, we'd be happy to play matchmaker, put you in touch with them - and get out of the way so you can do business directly with them.

Because the world of publishing continues to shrink, we continue to receive resumes from job-seekers. Unfortunately, the vast majority of those resumes are simply wretched, virtually guaranteeing the applicant won't make it past our circular file nor will their resumes find serious consideration wherever else sent.

If you know of a communicator looking for a position, we suggest you refer them to executive recruiter Laurie Mitchell's web site for useful tips, resume "verb list" and sample resumes. Laurie is the acknowledged expert on what companies seek and what candidates need to know: <http://www.lauriemitchellcompany.com>

10. Short Takes

>>> **Fake press releases. Are you prepared?** Crisisblogger.com <http://bit.ly/NqnSS>

>>> **Is there a best time to reach journalists?** Journalistics <http://bit.ly/4E0pzs>

>>> **Nine PR rules my daughter learned in kindergarten.** Next Communications <http://bit.ly/qdwLQ>

>>> **Voicemail vs. email.** ReputationXchange.com <http://bit.ly/3Y2IAN>

>>> **Ten words we'd love to see banned from press releases.** TechCrunch <http://bit.ly/3QHzTT>

11. Houston, We Have a Problem

An exhaustive, three-year search for some tapes that contained the original footage of the Apollo 11 moonwalk has concluded that they were probably destroyed during a period when NASA was erasing old magnetic tapes and reusing them to record satellite data.

National Public Radio <http://bit.ly/29AN0M>

Some good news: When Neil Armstrong and Buzz Aldrin walked on the moon for the first time, the special lunar camera used to record that walk recorded in an odd format that was incompatible with the format used for broadcast TV. So when the footage was received on Earth back, it had to be converted for the live television broadcast. The conversion degraded the images, and hundreds of millions of TV viewers saw dark, murky pictures. Now, you can see the restored and enhanced footage, side-by-side with what you saw on television in 1969: <http://bit.ly/3Za4sl>

12. Check Out Bruce & Barb's Schedule....

11/11/09 Cuyahoga County Safety Council

How the Media Manipulate the News (1 hour)

11/13/09 Ohio Grantmaker's Forum

Reputation Management for Corporate Philanthropies (1 hour)

11/16/09 Summit County Emergency Management Agency

Managing the Media & Extreme Crisis Communications (4 hours)

Seminar flyer: <http://tinyurl.com/scemaNov162009>

NOTE: This seminar has been approved for two (2) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

12/2/09 Center for Community Solutions – Annual Media Workshop for Nonprofits

The Media & Nonprofits - Leveling the Playing Field (1.5 hours)

12/10/09 Akron Bar Association

Managing the Media: Attorneys & The Press (3.75 hours)

Co-Presenters: Orville Reed, Esq. and Jim Burdon, Esq.

12/17/09 Cleveland Metropolitan Bar Association

Managing the Media: Attorneys & The Press (3.75 hours)

Co-Presenters: Deborah Coleman, Esq. and Virginia Davidson, Esq.

3/9/10 Greater Cleveland School Superintendent Association

Extreme Crisis Communications (3.5 hours)

NOTE: This seminar has been approved for two (2) Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

3/16/10 Stark County Safety Council

How the Media Manipulate the News (1 hour)

3/17/10 Tallmadge Chamber of Commerce

How the Media Manipulate the News (1 hour)

3/30/10 Bureau of Workman's Compensation Annual Safety Congress

How the Media Manipulate the News (1 hour)

3/31/10 Lake County Bar Association

Managing the Media: Lawyers & The Press (1 hour)

4/22/10 Mahoning Valley Safety Council

How the Media Manipulate the News (1 hour)

5/11/10 Akron Sales & Marketing Executives

How the Media Manipulate the News (1 hour)

5/20/10 Heights-Hillcrest Chamber of Commerce

Media Relations: Tools, Tips & Tactics (1 hour)

6/11/10 Canton Chamber of Commerce

How the Media Manipulate the News (1 hour)

11/18/10 Senior Sales & Marketing Association

How the Media Manipulate the News (1 hour)

NOTE: Most 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.



13. 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 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>

C. As we learned on 9/11 and 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
- For a complete list of all cell phone company "texting domains", type in <http://sms411.net>.

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.

D. It's been eight 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>

E. 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>

F. Dan Hanson at GreatLakesGeek.com, interviews Bruce Hennes:<http://www.greatlakesgeek.com/podaudio/bios/brucehennes.htm>

G. 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/>

H. 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; and Westlake 1680-AM. Mentor, Ohio will soon broadcast at 1620 on your A.M. dial. In the event of an emergency, you will find these stations to be an important source of information. If you live in or near one of these communities, you should set your car radio button for one of these stations.

I. Pandemic Flu Link: <http://www.flu.gov>

J. 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.

K. 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 or call 800-NCS-CALL.

L. Business Emergency Planning Institute. We're active with BEPI. You should be, too.

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

Did someone forward this e-newsletter to you? You can get your own subscription at no charge simply by sending your request to hennes@crisiscommunications.com.

Media Training & Coaching

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?

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?

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, working with a media coach, 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 and coaching, 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, Barbara Paynter and the staff at Hennes Paynter Communications today at 216/321-7774 and talk to us about media, spokesperson and presentation training and coaching 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.

Ask us, too, about how we can help you create, implement and test a crisis communications plan.

Call Hennes Paynter Communications For Media Training & Crisis Comm Plans

******* 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 Paynter Communications LLC

Hennes Paynter 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 Paynter 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 hennes@crisiscommunications.com.

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.

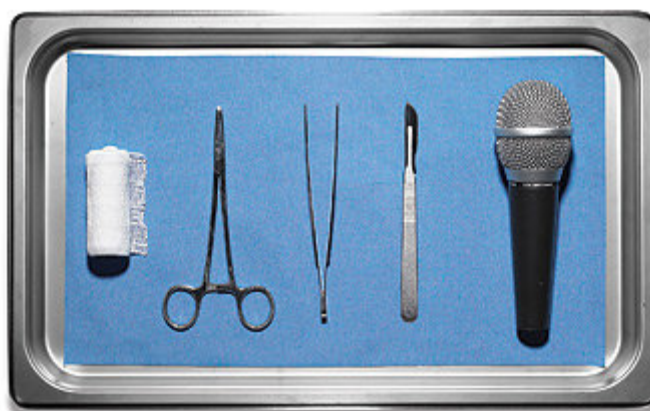
LEGALESE: This e-newsletter is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sent with the understanding that Bruce Hennes, Barbara Paynter, Hennes Paynter Communications LLC, the authors or individuals quoted above are not engaged in rendering 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).

NEW PHOTO AT THE TOP OF THIS NEWSLETTER: Thanks, Beth Segal
<http://www.bethsegalphotography.com>

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

A crisis communications specialist.



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