

**Subject:** Crisis Comm & Media Relations E-Newsletter October 15, 2009

**From:** Bruce Hennes <advocate@stratos.net>

**Date:** Thu, 15 Oct 2009 15:18:46 -0400

**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 October 15, 2009

Bruce M. Hennes                    hennes@crisiscommunications.com [LinkedIn](#)  
Barbara Paynter, APR            paynter@crisiscommunications.com [LinkedIn](#)

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.



### IN THIS ISSUE:

1. [David Letterman Seizes Control of His Own Story](#)
2. [Roman Polanski, Politics and PR](#)
3. [Air France Rio-Paris Plane Crash](#)
4. [Extreme Crisis Comm for Safety, Health, Education & Government Officials](#)
5. [H1N1 Swine Flu Update](#)
6. [Fifteen Ways to Make a Bad Impression](#)
7. [You Can't Spin Your Way Out of Bad Behavior](#)
8. [The 100 Greatest Viral Videos of All-Time](#)
9. [An Abundance of Talent PLUS Communicating Via Resume](#)
10. [Short Takes](#)
11. [Preparation for Disaster, Like a Zombie Attack](#)
12. [Check Out Bruce & Barbara's Schedule](#)
13. [Our Permanent Collection](#)

[Media Training & Coaching](#)

-----  
**1. David Letterman Seizes Control of His Own Story**

Tell the truth, tell it all and tell it first. That's the mantra for handling crisis communications today.

But is that what David Letterman did a few weeks ago when he fed fodder to water cooler conversations across the U.S. by using his opening monologue to disclose tales of office romances and a \$2 million dollar blackmail threat?

He certainly told it first. And from what we can tell, he told most of it, though at press time, there is mounting doubt he told it all nor can we totally rely on his version of the truth, the whole truth and nothing but the truth.

Despite threats from the attorney representing Joe Halderman, the alleged blackmailer, that Letterman's claim of victimhood is misguided, there's no doubt Letterman has the upper-hand. Virtually everyone we've spoken with talks about the blackmail and threats. Few talk about the young (though over-21) interns and assistants or the morality (or lack thereof) of having sex with subordinates under any circumstances. By talking first, Letterman controls the story.

We're watching this one. Regardless of the way it goes, the lessons for crisis communicators are fascinating. For a few takes from others:

Gene Grabowski at Levick Strategic Communications <http://tinyurl.com/yhtgpgw>

Kenton's Infotainment Scan <http://tinyurl.com/yzlnbjb>

-----  
**2. Roman Polanski, Politics and PR**

What Roman Polanski did in 1977 to a 13 year old girl is abhorrent and beyond dispute. Why he was suddenly imprisoned is about politics and public relations.

In the Court of Public Opinion Blog <http://tinyurl.com/yfbh67f>

-----  
**3. Air France Rio-Paris Plane Crash**

Following the crash of flight AF 447 Rio-Paris, Air France had to face the worst possible type of incident an airline could experience: the loss of a plane with all of its crew and passengers. In this type of situation, communication is the cornerstone of the crisis management strategy. On the one hand, it must highlight the company's ability to manage an exceptional situation and also help preserve the quality of its relationships with target audiences worldwide. The slightest dissonance in this communication could destabilize the whole business and make it more vulnerable than ever.

Magazine de la Communication de Crise & Sensible <http://tinyurl.com/yhe8q42>

-----  
**4. Extreme Crisis Comm for Safety, Health, Education & Government Officials**

When it really hits the fan, will you know what to do or say? Our 4-hour Managing the Media + Extreme Crisis Comm Seminar, specifically aimed at police/fire chiefs, mayors, board of health, education and safety officials, will prepare you for a wide variety of communications challenges. This seminar is approved for two Continuing Professional Training (CPT) hours by the Ohio Peace Officer Training Commission, Office of the Ohio Attorney General.

We're doing this seminar for the Cuyahoga County Emergency Management Agency on October 20 and repeating the same seminar for the Summit County Emergency Management Agency on November 16.

For full registration information: October 20 Seminar (<http://tinyurl.com/ccema10-20-09>); November 16 Seminar (<http://tinyurl.com/scemaNov162009>)

-----  
**5. H1N1 Swine Flu Update**

We rarely editorialize on the pages of the Crisis Comm & Media Relations E-Newsletter, but we're going to make an exception to discuss the growing hysteria about the H1N1 Swine Flu.

We are simply appalled at the misinformation on the internet and on cable television, in particular.

Rather than repeat that misinformation and counter it line by line, we urge you to spend time reading and listening to scientific and medical sources that have long-established credibility – and tune out the others.

If you own or run a business, school, nonprofit or agency, you need credible and actionable information. To that end, we offer these to you:

>>> <http://www.flu.gov>

>>> Dr. Paul Offit, the chief of the infectious diseases division of the Children's Hospital of Philadelphia, debunks four myths suggesting the H1N1 vaccine is dangerous: <http://tinyurl.com/yhw99qa>

>>> Here, Dr. Offit is interviewed on NPR's Talk of the Nation. Especially interesting are the phone calls from listeners who flatly assert their refusal to take the vaccine or let their children be immunized.

Listen to the program: <http://tinyurl.com/ygelrur> Read the transcript: <http://tinyurl.com/yf7e7tv>

>>> "H1N1 Rap by Dr. Clarke" won the Health & Human Services Citizen Flu Prevention Public Service Announcement Contest. Check it out here at John Solomon's In Case of Emergency, Read Blog <http://tinyurl.com/yhjr9v>

Now – go wash your hands.

-----

### 6. Fifteen Ways to Make a Bad Impression

Giving truly great presentations requires skill, work, and practice. Giving catastrophic presentations is far easier.

Business Week <http://tinyurl.com/maj2rb>

-----

### 7. You Can't Spin Your Way Out of Bad Behavior

A 17-year-old girl is denied a liver transplant by Cigna, the insurance company that "covered" her. The girl's parents travel to Cigna headquarters in Philadelphia, accompanied by nurses, to protest the decision and demand an apology from the company. During the protest, the mother is heckled by CIGNA employees and given the finger by one worker.

The Holmes Report <http://tinyurl.com/yf4519h>

-----

### 8. The 100 Greatest Viral Videos of All-Time

While you're goofing off at work today, try taking this test to see how much you actually goof off at work. Here's a 4-minute video of the 100 Greatest Viral Videos of All-Time on YouTube, as determined (one presumes) by the editor who compiled it. If you recognize more than 30, you sure do spend a lot of time watching videos online. If you recognize 60 or more, you've got a problem. And if you recognize 80 or more, there's already a note in your personnel file. (Exemption: Media professionals who watch this on the job are not "goofing off." They're staying current.)

Media Bistro & Huffington Post <http://tinyurl.com/yf3oysx>

-----

### 9. An Abundance of Talent PLUS Communicating Via Resume

Undoubtedly, your local newspaper laid off writers and editors during the past year. In fact, it's been gut-wrenching to watch many of our friends and professional acquaintances lose these jobs, positions they all thought they had for life. However, there is always opportunity in the face of crisis - and this situation is no different.

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 of these reporters and editors who are now freelancing. On a no charge basis, we'd be happy to play matchmaker and get out of the way.

Continuing on a similar subject, as you might imagine, 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, suggest they check out executive search consultant 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**

>>> **Nine reasons why people leak to the media.** The Bing Blog <http://tinyurl.com/ycldtf5>

>>> **The Lost Symbol, the latest novel by The Da Vinci Code author Dan Brown, has gone on sale. Here are 20 of the clumsiest phrases from it and from his earlier works.**

The Telegraph <http://tinyurl.com/r6tye2>

>>> **The Federal Trade Commission is going to regulate bloggers who accept freebies without disclosure to their readers.** One must ask, how's come the FTC isn't doing the same for the Mainstream Media? Bill Sledzik's Tough Sledding Blog <http://tinyurl.com/yfa955r>

>>> **It seems that the Hyatt Hotels & Resorts group is the latest company to find out the hard way that in the social media age a crisis can get out of hand faster than a traditional PR department can respond.** The Holmes Report Blog <http://tinyurl.com/yjocsyj>

>>> **Did you miss National Punctuation Day?** It's not too late to celebrate. <http://www.nationalpunctuationday.com/>

-----  
**11. Preparation for Disaster, Like a Zombie Attack**

If you've been to any of our seminars, you know we preach preparation. >From a full-blown Business Continuity Plan to a Strategic Crisis Communications Plan, every business, nonprofit and government agency should have a plan for disaster.

When we're retained to help a business, organization or agency write a plan, we always go through an exercise where we look at scores of vulnerabilities and what-if situations, ranking them according to likelihood and severity. Hacker attacks, loss of data, product/food defect and death of a key executive are often on the list of situations worth preparing for.

The University of Florida, like virtually every other university, has a Business Continuity Plan in place. That plan also includes their emergency response to a Zombie attack.

Hey – we don't make this stuff up. It's absolutely true. Read all about it. The Gainesville Sun <http://tinyurl.com/yawgv9t>

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

**10/20/09 Cuyahoga County Emergency Management Agency**

Managing the Media & Extreme Crisis Communications (4 hours)

Co-Sponsors: Cuyahoga County Fire Chiefs' Association, Cuyahoga County Mayors & Managers Association, Cuyahoga County Board of Health, American Red Cross - Greater Cleveland Chapter,

The Business Emergency Planning Institute

This seminar is for elected officials, police, fire, health, education and others employed in allied fields

Seminar flyer: <http://tinyurl.com/ccema10-20-09>

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.

**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.

**12/10/09 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.

**3/10/10 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)

**3/31/10 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)

**11/12/10 Canton Chamber of Commerce**

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; 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.

**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](http://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](mailto: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](mailto:hennes@crisiscommunications.com).

-----

**Administrivia**

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

**SUBSCRIBE/REMOVE:** A subscription to our Crisis Comm & Media Relations E-Newsletter is free. To subscribe, please send an email to [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com) with the word SUBSCRIBE in the body of the email. To leave our list, put the word REMOVE in the body of the email.

**COPYRIGHT:** Unless otherwise noted, Hennes Paynter Communications LLC owns the material contained in this newsletter. However, we don't own the copyright for most of the articles we reprint or link to nor do we have permission to grant secondary reprint rights to you. Should you want to reprint any copyrighted material, we suggest you contact the author directly.

**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>

© Hennes Paynter Communications 2009



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

**A crisis communications specialist.**



CRISIS COMMUNICATIONS | MEDIA TRAINING | LITIGATION COMMUNICATIONS

2841 Berkshire Road  
Cleveland, Ohio 44118  
216-321-7774

<http://www.crisiscommunications.com>

---

Checked by AVG - [www.avg.com](http://www.avg.com)

Version: 8.5.421 / Virus Database: 270.14.18/2437 - Release Date: 10/15/09 03:57:00