

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

From: Bruce Hennes <advocate@stratos.net>

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Hennes
Communications
LLC

Crisis Communications Media Training
Media Relations Litigation Communications
www.crisiscommunications.com

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

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Hennes 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.

Special National Preparedness Month Issue



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1. Are You Prepared for a Disaster?

In support of National Preparedness Month, this issue of the Crisis Comm & Media Relations E-Newsletter is devoted to helping you protect your business, nonprofit, government agency - and your family, too.

It's never too late to protect your family, your business or your agency. Until it is.

The Crisis Comm SWAT Team at Hennes Communications encourages readers of this newsletter to take important preparedness steps that will greatly improve your ability to survive and recover from all types of emergencies, whether natural or man-made. These steps include getting an emergency supply kit, making a family emergency plan, becoming informed about the different emergencies that may affect you and your business and getting involved in community preparedness and response efforts.

We acknowledge that for those of us who live in places, like Ohio, where hurricanes and brushfires are unknown, earthquakes are relatively inconsequential and terrorism just a distant, existential threat, preparedness is difficult. We know, too, that the barriers to preparation are formidable: the daily grind of life putting everything else in the way, laughter from friends who will accuse you of being paranoid and just simple inertia.

We're not suggesting you become a survivalist. We're not asking you to stock 6 months worth of food and buy a home generator. We're simply asking you to read a few articles, check out a few of the credible websites we recommend and take just one simple step: ask yourself a few questions about what you would do if suddenly faced with one of the following:

Tornado Snow Emergency Power Failure Water Outage Hacker Attack Product Failure Windstorm
Earthquake Fire Death of a Key Executive/Employee Computer Virus H1N1 Pandemic Flu Terrorist Attack
Flood Rampaging Employee Railroad Disaster Overturned Truck Threat to Your Reputation

Every business should have an emergency plan. It can save lives, company assets – and your entire business.

Get a plan. Get trained. Be informed. And the best place to start is here: <http://www.ready.gov>

2. H1N1 Pandemic Influenza

[To skip to the next item and start reading our usual Crisis Comm E-Newsletter articles, click here.](#)

As of today (Tuesday, September 1, 2009), the news about the H1N1 (swine flu) remains troubling. Media hysteria aside, we know this to be true:

- Most who get this particular H1N1 (swine flu) do recover.
- In comparison to “seasonal flu,” which comes back every single fall and winter and kills more than 36,000 people each year in the U.S. alone, relatively few people have died from the H1N1 flu around the world. The big difference between H1N1 flu and “seasonal flu” is this: those who die from the “seasonal flu” are usually the very young or the very old. The majority of people who die from the current H1N1 flu are young and healthy.
- This H1N1 swine flu is a “new” flu. It hasn't been seen before, which means that no one in the world has built-in immunity (though there is an unproven possibility that some people over the age of 50 may have some built-in immunity from a previous flu from their youth). If the H1N1 flu spreads, almost everyone who “catches” this flu will become sick.
- The single best way to protect yourself from getting this particular flu is to frequently wash your hands, practice good hygiene and avoid people who are obviously ill. Those who are ill should remain at home or in the hospital.
- It remains possible this flu virus will subside will come roaring back in the fall and winter, perhaps in a mutated and more deadly form – which is what happened during the deadly Influenza Pandemic Flu of 1918 that killed 50 million to 100 million world-wide – or if it will be more like the 1957 Asian flu and 1968 Hong Kong flu that killed far fewer.

- If this flu, which is currently not particularly lethal, mutates AND becomes more deadly (i.e. a higher percentage of people who get it die) and it spreads across the world, the simple fact is this: schools will close, as will movie theaters, restaurants, malls, sports venues and other places people congregate; we may not have the correct anti-flu vaccine to inoculate everyone; and our hospitals simply do not have the capacity for this kind of surge. In addition, experts suggest that as much as 40% of your workforce may not show up for work for an extended time because they are either home sick – or they are home caring for children and/or others who are sick.
- In our opinion, the vast majority of government and health officials have handled the potential for a pandemic flu exactly in the right manner by being objective, sticking to scripts that have been well-prepared in advance and neither overstating nor understating the situation.
- We vociferously disagree with politicians and news commentators who accuse these officials of fanning the flames of hysteria. The fact is that if officials wait too long and understate things – and then the situation takes a dramatic and dangerous turn – they will be accused of failure to adequately respond by the same politicians and commentators accusing them now of exactly the opposite. From the May 5, 2009 edition of The New York Times: “It’s the classic problem in public health, trying to prove a negative,” said Laurie Garrett, senior fellow for global health at the Council on Foreign Relations. “If, after an intervention, nothing happens, then everybody says, ‘What was the big deal?’” You can read more about this from the authoritative In Case of Emergency Blog: <http://tinyurl.com/llogsn>

So what does this mean for your business, government agency or nonprofit? Now is the time to pull out your crisis communications plan and make sure everything is up to date. Do you have current contact information for your staff and a mechanism in place to quickly notify them if, for example, one of your employees is diagnosed with the flu? Do you have a way for employees to quickly notify you if they are affected by the illness? Have you communicated your policies about what they should do if a member of their family becomes ill?

While the current H1N1 Swine Flu situation remains fluid and problematic, at this point, your communications should be precautionary: dispelling rumors; telling your employees and stakeholders what preventive measures to take, what symptoms to look for, what to do if they or a family member become ill; and how to find accurate information. It’s important to let your stakeholders know that you are monitoring the situation and how they will receive updated information from you as it becomes available.

Transparency is very important, especially in this tough economy. If employees are worried about losing their jobs, they are more likely to come to work even if they might be a carrier for the illness. Test the tone of your communications now to make sure that you’ve not only adopted the right policies but that you’re communicating those policies in a credible fashion. So that you can quickly dispel rumors, consider setting up a way for your employees to get their questions answered anonymously. This will be especially important if this develops into a full-fledged emergency.

If you don’t have a crisis communications plan, start immediately to gather the information you need to communicate quickly and effectively. Everything you do should reinforce the message that there is no need to panic because you are in control of the situation.

Here’s the bottom line sum-up from Barbara Reynolds, a Center for Disease Control communications adviser, and Dr. Richard Besser, who heads the CDC’s Coordinating Office for Terrorism Preparedness and Emergency Response: Be first; be right; don’t be afraid to give out information in chunks (Twitter’s made it more acceptable to parcel out information in stages since you only get 140 letters); be credible; be empathetic; give people things to do; don’t give out mixed messages; don’t be paternalistic; don’t treat people like children (invite public into the process); counter rumors; don’t turn down media requests; acknowledge the public’s fear and uncertainty - but then turn it into planning and action.

If you need help creating a crisis communications plan, please give us a call at 216-321-7774. We’re happy to assist you so that H1N1 pandemic flu does NOT lead to a crisis for your organization. On an ongoing basis, we suggest you ignore the misinformation on TV and on talk radio. Instead, spend a little time on official websites and know how to access and navigate those websites in an emergency.

We believe these are among the most-credible resources for information about H1N1 (swine flu):

- Center for Disease Control (CDC) <http://www.cdc.gov>
- Flu.gov <http://www.flu.gov/plan/workplaceplanning/guidance.html>
- WebMD <http://webmd.com> or <http://my.clevelandclinic.org>
- Here’s a good Q&A about the flu virus, what to do if you’re ill, etc., from The New York Times:

<http://tinyurl.com/c2cjtI> (free registration may be required)

- Some additional common sense advice from The New York Times about hygiene to share with your staff, in an article titled, “Swine Flu: First, Sow No Panic”: <http://tinyurl.com/djtdd8> (free registration may be required)
- If you’re located in the Greater Cleveland area and would like local information about H1N1, you can check the following local health department websites. All three post a daily local update on issues as well as all press releases and statements:
 - Cuyahoga County Board of Health 216-201-2091 <http://www.ccbh.net>
 - Cleveland Department of Public Health 216-664-3609 <http://www.clevelandhealth.org>
 - Shaker Heights Department of Health 216-491-3170
<http://www.shakeronline.com/services/safety/HealthServices.asp>
- For a more in-depth look at this situation, the U.S. H1N1 Flu Preparedness Summit was recently held at the campus of the National Institutes of Health (NIH) in Bethesda, Maryland. The all-day event was organized by the Obama Administration to focus attention on preparation for and response to a possible more serious H1N1 outbreak in the fall. Five hundred public health officers came from all over the nation to hear presentations from federal, state and local officials and discuss lessons learned from the outbreak earlier this year. The In Case of Emergency Blog has an excellent distillation of that meeting here: <http://tinyurl.com/l4f8vq>

You will find essential information about putting together a basic Business Continuity Plan (aimed at the operational side of your business or organization) at <http://www.ready.gov/>. If your needs are more complex, please call Hennes Communications and we can refer you to people in our community who are adept at putting operational plans together.

The Business Emergency Planning Institute is another excellent source for businesses and nonprofit organizations on the subject of planning for a pandemic flu: www.bepinstitute.com

Without a doubt, social media (e.g. Twitter) is a useful tool and it’s here to stay. Check out Brian McDaniels’ comments about the use of social media in public health situations: <http://tinyurl.com/cak524>

3. Netflix Had Me at “We’re Sorry”



When one step backward = ten steps forward. TechCrunch <http://tinyurl.com/lx2mfv>

4. Whole Foods CEO Sparks Customer Protests

Here’s what happens when your CEO and customer base are out of sync. BBC News <http://tinyurl.com/l2utt4>

5. Lawyer to Lawyer – How to Weather a PR Storm

No matter which direction misfortune comes from and whether the subject is systemic corporate fraud, swine flu or sexual harassment by the chief executive, companies need to know how to react before their market capitalization and their retail following are annihilated. Financial Post <http://tinyurl.com/nddhaq>

6. A Few Quick Takes

- >> **Google Docs automatically translates documents into 42 languages at no cost.** LifeHacker <http://tinyurl.com/kp6wyn>
- >> **Business Basic: Create a crisis comm plan.** AZBiz.com <http://tinyurl.com/lmzk9y>
- >> **Feds to help with city's PR after a controversial shooting.** Rockford Register Star <http://tinyurl.com/lyttrg>
- >> **Transcripts of favorite, missed or maddening stories on NPR used to cost \$3.95 each, but now they are free on NPR.org** <http://tinyurl.com/m293hu>

7. Rebuilding Your Reputation

Those seeking to rebuild their reputation don't have to move. Contrary to popular belief, successful second acts have a lot less to do with geography than they do with understanding what the public needs to forgive, move forward, and forget. For more on what our colleague, Gene Grabowski, at Levick Strategic Communications has to say about this, check this out: Bulletproof Blog <http://tinyurl.com/nwlp3j>

8. Ben Stiller Explains Twitter to Mickey Rooney

Need we say more? Mediaite <http://tinyurl.com/ksrpgv>

9. Phil Stella's Stellar Presentations

Our resident presentation trainer, Phil Stella, is back with another installment of his "Audience-Centricity" presentation techniques. This issue, Phil writes about changing slides while using PowerPoint. Check it out here: <http://tinyurl.com/mchq3b>

To read or re-read "The Best of Phil Stella" and all of his presentation tips, click here: <http://tinyurl.com/cb8yh4>

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.

10. Meryl Streep on Newspaper Reading

This vintage Meryl Streep commercial on behalf of newspapers still resonates. New York Times Media Decoder Blog (free registration may be required) <http://tinyurl.com/n293ex>

11. 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 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've received an unprecedented number of resumes from job-seekers. Unfortunately, the vast majority of those resumes are simply wretched, virtually guaranteeing that the applicant won't make it

past our circular file nor their resumes find serious consideration wherever else sent.

If you know of someone looking for a job, do them a favor and send them to the website of our good friend, Laurie Mitchell, executive recruiter. She knows better than anyone we know what companies are looking for when it comes to written recitations of past positions and responsibilities. Check out Laurie's terrific tips, resume "verb list" and examples for good resume writing: <http://www.lauriemitchellcompany.com/>

12. Texting While Driving

Is a new video about the dangers of texting while driving, prepared by a European police department, too graphic? You be the judge: <http://tinyurl.com/mg9zoz>

Opinion is divided on the efficacy of scaring people to change their behavior. New York Times (free registration may be required) <http://tinyurl.com/lk28pf>

13. How to Write a Killer Bio

Written bios are posted on websites; abbreviated bios show up on sites like LinkedIn; even shorter ones appear next to profiles on Twitter; and snappy taglines trail the bottoms of emails. And if you're being introduced before you make a presentation, do you want someone to introduce you any old which-way? Or would it perhaps be better to hand them a written bio?

Shine from Yahoo <http://tinyurl.com/nktymm>

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

9/15/09 Home Builders Association of Akron

Property Rezoning (panel discussion)

9/16/09 Ohio Association of Secondary Schools Administrators

Safety and Security Conference

Crisis Communications for Principals (2.5 hours)

Bruce's appearance is sponsored by PSI

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.

9/17/09 Ohio Human Resource Conference

Standing Tall: When Your Company is In the Media's Crosshairs (1.25 hours)

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.

10/12/09 Ohio Association of Secondary Schools Administrators

How the Media Manipulates the News (1 hour)

Bruce's appearance is sponsored by PSI

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)

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.



15. 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

Virgin Mobile xxxxxxxxxxx@vmobl.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 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>

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.newimagemediamedia.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. Disaster Links: <http://www.disasterlinks.net/>

K. 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.

L. 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.

M. Give your family, friends and clients 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 emergency gifts: <http://tinyurl.com/5a4ybu>

N. 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 and the staff at Hennes 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.

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Call Hennes 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.

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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 hennes@crisiscommunications.com.

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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.

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 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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<http://www.crisiscommunications.com>

Checked by AVG - www.avg.com

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