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Crisis Communications Media Training  
Media Relations Litigation Communications  
[www.crisiscommunications.com](http://www.crisiscommunications.com)

## Crisis Comm & Media Relations E-Newsletter September 15, 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.



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**1. A Legal Battle: Online Attitude vs. Rules of the Bar**

Sean Conway was steamed at a Fort Lauderdale judge, so he did what millions of angry people do these days: he blogged about her, saying she was an “Evil, Unfair Witch.” But Mr. Conway is a lawyer. And unlike millions of other online hotheads, he found himself hauled up before the Florida bar, which in April issued a reprimand and a fine for his intemperate blog post. New York Times (free registration required) <http://tinyurl.com/myyatw>

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**2. H1N1 Swine Flu – Take a Few Moments to Prepare**

H1N1 Swine Flu. We know – many of you are already tired of hearing about it; many think it’s going to be like Y2K, a lot of hullabaloo about not much. Let’s hope you’re right. So far, it seems to be relatively benign. You get sick, you get better; few die (unlike the “seasonal flu” that comes ‘round year after year, killing hundreds of thousands of people...but we don’t hear much about THAT, do we).

However, there are significant differences. Do yourself a favor, as well as the employees, clients and children you may be responsible for, and read just this one single page of information: <http://www.flu.gov/professional/business/smallbiz.html>

We’ll leave you with these simple suggestions: get your regular “seasonal flu” shot; get the separate H1N1 flu shot (when it becomes available); wash your hands frequently and practice other safe hygiene measures; if you’re sick, stay home; and ignore the hysterics on cable TV and go to <http://www.flu.gov> frequently for updated information.

Bonus Article #1: Down-to-earth talk about H1N1, your kids and how scared should you be, from The New York Times (free registration required) <http://tinyurl.com/mo25w2>

Bonus Video #1: A humorous take on the flu <http://tinyurl.com/nx8grl>

Bonus Video #2: Get the facts. Not the flu. <http://tinyurl.com/kple3c>

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**3. September Is National Preparedness Month**

September is National Preparedness Month.  
Get a kit. Make a plan. Be informed.  
<http://www.ready.gov>

The Red Cross is launching a new campaign: “Do More Than Cross Your Fingers.”  
In Case of Emergency Blog <http://tinyurl.com/mfecq6>

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**4. Public Apologies – How Not To Do It**

Crisis comm expert Richard Levick says, “There is no worse lie than to get caught in an aborted or mendacious apology. It will permanently deplete credibility as you’re held accountable for both the original transgression and your dishonest response.”  
CBS News <http://tinyurl.com/m8j8fn>

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**5. Keep Plucking That Chicken**



Want to be an Internet star on YouTube? This is probably not the best way to do so.  
New York Times (free registration required) <http://tinyurl.com/mp8wrđ>

## 6. Politics, PR & Promotion – When Is It Good For Business?

Ben & Jerry's vs. Whole Foods CEO John Mackey. We're all in favor of free speech – but what if it hurts your company's brand?

Gable PR <http://tinyurl.com/ms4r68>

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## 7. Beyonce's 4-Part Strategy for Crisis Communications Success

Music video fan or not, you've probably heard about hip-hopper/producer Kanye West's bad-boy behavior at the MTV Video Music Awards (VMA) on Sunday evening. Here's what your organization can learn from Beyonce's quick response to a potential disaster.

Getting Attention Blog <http://tinyurl.com/m8sccd>

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## 8. Tell the Truth, Tell It All & Tell It First

If you've been to one of our training seminars, you know that's the Crisis Comm Mantra. But be careful - making definitive-sounding statements about what happened in a controversial incident when you know you've only got one side of the story can bring you a heap of trouble.

Lockstep on PR <http://tinyurl.com/mlxzw2>

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## 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 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 a Communicator looking for a position, then refer them to Laurie's web site for useful tips, resume "verb list" and sample resumes. She's the acknowledged expert on what companies seek and what candidates need to know:

<http://www.lauriemitchellcompany.com>

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## 10. Where Everybody Knows Your Name

Sometimes, in order to tell the whole story, you need to take your time, write a novel and fill it full of facts, detail and character. But sometimes, that's overkill. Less can often be more (especially with reporters, who are not likely to take time to read 700 pages of anything when they're on deadline).

Instead of a novel, you might consider a short story. Or its visual equivalent, the video. As regular readers of the Crisis Comm E-Newsletter know, we love videos and often write about them, especially commercials that tell a whole story from start to finish in less than one minute.

After reviewing an untold number of commercials over the last few weeks in preparation for this newsletter, we bring you this video for your viewing pleasure, about a place Where Everybody Knows Your Name. <http://tinyurl.com/nzksmg>

(See if you can spot the Special Guest in the middle of the commercial. Be the first to email his/her name and your name will

appear in this space with a hat tip in our next issue).

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**11. What Does the “24 Hour News Cycle” Actually Mean?**

It’s a buzz term, “24 hour news cycle.” What does it mean—that the news never stops? Maybe. But Slate.com’s media critic Jack Shafer has a different view. To him, “24 hour news cycle” refers to three phases of news. “Overnight, newspapers launch the news,” Shafer wrote. “They publish stories clarifying the events of yesterday; they break their own investigative stories; they print zeitgeist-defining feature articles and op-eds.” The morning brings phase two, when “Web media critics [like bloggers and commenters] react to the news.” Phrase three, Shafer said, is “the buildup, [which] comes in the afternoon, as the events of the day unfold ... Opinion makers try to shape how the day’s events will play on the night’s cable shows and in tomorrow’s newspapers. The next morning, it all starts over again.”

Poynter Online <http://tinyurl.com/lscb9a>

NOTE: The article above reflects the author’s thoughts about how he consumes the news. In a future issue of the Crisis Comm E-Newsletter, we’ll talk about the “24 **Minute** News Cycle,” reflective of how news is now produced in this day of Twitter and near-instantaneous communications.

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**12. Check Out Bruce & Barb’s Schedule....**

**9/29/09 Kent State University**

Ethics in Business Panel (2 hours)

Barb Paynter serves on this panel

<http://tinyurl.com/ntptyk>

**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.



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**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.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. 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>

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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 [hennes@crisiscommunications.com](mailto:hennes@crisiscommunications.com).**

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**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](mailto: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.

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**OUR FAVORITE QUOTE:** You simply can't communicate your way out of a situation you've behaved your way into (credit to Don Etling at Fleishman-Hillard for this insight).

**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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**216-321-7774**

<http://www.crisiscommunications.com>

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

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