

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

From: Bruce Hennes <advocate@stratos.net>

Date: Sun, 14 Jun 2009 22:27:57 -0400

To: undisclosed-recipients: ;



Hennes
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Crisis Communications Media Training
Media Relations Litigation Communications
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Crisis Comm & Media Relations E-Newsletter June 15, 2009

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Media Training & Coaching

1. Air France Tragedy

Within hours, maybe even less, after the Air France jetliner went down off the coast of South America, someone created and registered www.AirFranceCrash.com on the internet.

Why and how this domain was snapped up offers an interesting case study in crisis communications. NamePros.com <http://tinyurl.com/18hkqm>

2. The Reality of Publicity

There is nothing better than free publicity. But getting it isn't always easy or glamorous. Here are 20 things you should be aware of and ready for when seeking those 15 seconds of fame through TV, radio or print. Valley PR Blog <http://tinyurl.com/cokxtk>

3. One Way the Media Manipulate the News

One of our most-requested seminars is "How the Media Manipulate the News."

With that in mind, here's an interesting compendium of absurd Time Magazine cover stories that exemplify exactly that. ReasonOnline.com <http://tinyurl.com/meyolg>

4. For Clevelanders Only: There are Giants Among Us

George Forbes, Mary Rose Oakar, Arnold Pinkney and Patrick Sweeney.

These four people helped shape Cleveland's political landscape over the last 40 years and they will be our guest speakers on Tuesday, June 16 at 7:30 a.m. for "Behind the Headlines," a monthly speaker series sponsored by the Cleveland Leadership Center.

All "Behind the Headlines" programs are modeled after WCPN 90.3 FM's morning program, "The Sound of Ideas." In fact, our moderator will be WCPN's Dan Moulthrop.

This series is open to the public. If you're an alum or current participant in a Cleveland Leadership Center flagship program, the cost is \$20. All others are \$30.

To register for this event, click here: <https://www.cleveads.org/NetCommunity/SSLPage.aspx?pid=347>

All events take place at Trinity Commons, located at 2230 Euclid Ave (free parking behind off Prospect Ave.).

This event is co-sponsored by Hennes Communications, Ideastream/WCPN and the St. Lukes Foundation.

5. It's All Happening At the Zoo

Crisis Comm Case Study: the recent train derailment at the Louisville Zoo. Communicating Through a Crisis Blog <http://tinyurl.com/m2j2cp>

6. The Year the Media Died (American Pie)

Click below for a very clever rewrite of the Don McLean anthem “American Pie” as a send-up on the media. At 9 minutes, it’s the same length as the original 1972 folk-rock hit – but a lot more funny and singable. You’ll walk away from your computer humming “Something touched me deep inside, the year the media died …” Totally brilliant. <http://tinyurl.com/qcz2sm>

7. The Pursuit of Narcissism

Walter Pincus is a reporter for The Washington Post, and a consultant to The Washington Post Company. Here’s what he said during a lecture he gave in February in Berlin to The American Academy: “American journalism is in trouble, and the problem is not just financial. My profession is in distress because for more than a decade it has been chasing the false idols of fame and fortune. While engaged in those pursuits, it forgot its readers and the need to produce a commercial product that appealed to its mass audience, which in turn drew advertisers and thus paid for it all. While most corporate owners were seeking increased earnings, higher stock prices, and bigger salaries, editors and reporters focused more on winning prizes or making television appearances.”

For the rest of his somewhat contrarian point of view, please click here: Columbia Journalism Review <http://tinyurl.com/dj4jau>

8. Behind the Scenes: The “Tank Man” of Tiananmen Square

Twenty years ago, on June 5, 1989, following weeks of huge protests in Beijing and a crackdown that resulted in the deaths of hundreds, a lone man stepped in front of a column of tanks rumbling past Tiananmen Square. The moment instantly became a symbol of the protests as well as a symbol against oppression worldwide — an anonymous act of defiance seared into our collective consciousnesses.

“It all started with a man in a white shirt who walked into the street and raised his right hand no higher than a New Yorker hailing a taxi,” James Barron wrote the following day in The New York Times. The picture appeared on the front page of newspapers around the world.

To this day, the identity and fate of the man in the picture remain unclear. The image is largely blocked on the Internet in China. Despite its iconic status and historical significance elsewhere, most young people there do not recognize the photograph.

What you probably don’t know is that there was not just one “tank man” photo. Four photographers actually captured the encounter that day. This is their story.

Lens – the New York Times Photo, Video & Visual Journalism Blog <http://tinyurl.com/qk5s5o>

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 put them in touch with you and get out of the way.

Speaking of being out of work, everyone thinks they know how to network and build relationships – the truth is that only 1 or 2% of business people really know how to network. There is, quite simply, a huge disconnect and one that does not bode well

for people who are currently or may soon be looking for a job. In life and business, we can't think of anything worse than thinking you are good at something when the exact opposite is true.

More than 80% of jobs come from networks, not online postings or classifieds. When less than 2% of people know how to build a network and actually leverage their network effectively to find a job, it's no wonder that so many people are struggling in this down economy. Besides the financial toll, the emotional toll is just devastating.

A few of our good friends, including David Akers and Jeff Nischwitz, recently hosted two events called, "Jump Start Your Job Search." Those events were specifically targeted to individuals who were out of work or worried about being professionally "transitioned." Attendees at both their first and second events raved about the insights, inspiration and ready-to-implement tools that were provided to them.

Because of that response, they are doing three similar events in the coming weeks, at Executive Caterers at Landerhaven on July 15; the Westlake Holiday Inn on July 23; and at the Fairlawn Country Club on July 28. For full details, click here: <http://tinyurl.com/lh5zun> or register at <http://www.jumpstartyourjobsearch.eventbrite.com>.

If you are currently seeking a job or getting ready for a job search - this is the event for you. We know these people and we know what you will learn. It will be time well-spent.

Speaking of people looking for jobs, 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/>

Common mistakes that are likely to get your resume tossed into the circular file: electronic resumes sent with the file name "Resume.doc" (the file name for resumes should always be Lastname, Firstname Resume.doc -- this is especially important to recruiters who receive thousands of resumes); functional resumes or resumes that omit job start-stop dates (chronological resumes are absolutely and unalterably mandatory -- anyone telling you otherwise has no idea what recruiters and HR professionals actually demand); and the use of the first person (the word "I" should never appear in a resume).

10. Message to Domino's: Be Prepared

Just over a century ago, The Boy Scouts of American adopted a motto that is as poignant as ever: "Be Prepared."

It may sound old-fashioned, but the disgusting video prank that damaged the Domino's Pizza brand once again proves that major companies are not spending enough time on contingency crisis communications planning. Nicolazzo & Associates <http://tinyurl.com/ltdoah>

11. The 9 Secrets of Great Headline Writing

Cyberjournalist.net <http://tinyurl.com/d4w7t2>

12. Luck or Skill

This video is NOT for the faint of heart.

<http://tinyurl.com/8hggup>

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

6/18/09 Legal Marketing Association
How the Media Manipulate the News (1 hour)

6/22/09 American Red Cross Ohio Training Institute Disaster Day
Extreme Crisis Communications (1 hour)

7/21/09 Ohio Fire Chiefs Association Annual Conference
Extreme Crisis Communications (2.5 hours)

8/19/09 Summit County Safety Council
How the Media Manipulate the News (1 hour)

9/10/09 Knox County MRDD
Managing the Media & Extreme Crisis Communications (4.5 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.

9/15/09 Home Builders Association of Greater Cleveland
Property Rezonings (panel discussion)

9/16/09 Ohio Association of Secondary Schools Administrators
Safety and Security Conference
Crisis Communications for Principals (1 hour)

9/17/09 Ohio Human Resource Conference
Standing Tall: When Your Company is In the Media's Crosshairs (1.25 hours)

9/30/09 Lake County Bar Association
Managing the Media: Lawyers & The Press (1 hour)

10/09 (firm date to be scheduled soon) Cuyahoga County Emergency Management Agency
Managing the Media & Extreme Crisis Communications (4 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.

10/12/09 Ohio Association of Secondary Schools Administrators
How the Media Manipulates the News (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 Cleveland Metropolitan Bar Association
Managing the Media: Attorneys & The Press (3.75 hours)
Co-Presenters: Deborah Coleman, Esq. and Virginia Davidson, Esq.

5/11/10 Akron Sales & Marketing Executives
How the Media Manipulates the News (1 hour)

11/12/10 Canton Chamber of Commerce
How the Media Manipulates 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.



14. Our Permanent Collection

A. Our favorite blog on the subject of public and citizen preparedness. Undoubtedly, you will find it helpful to you, your family, your business, nonprofit, government agency and your community when it comes to preparing for emergencies -- big and small: <http://incaseofemergencyblog.com/> Written by John Solomon, he's also the writer of "It's An Emergency – We're Not Prepared," which can be read here (free registration required): <http://tinyurl.com/5twym9>

B. Our favorite radio program is Homeland Security Inside & Out. This is a weekly broadcast on the internet featuring interviews with key figures in Homeland Security, crisis and disaster response. The weekly program can be accessed live via their website, as a podcast email sent to you and listenable on your computer at your leisure or as a free, subscribable podcast, using your iTunes software. For more info: <http://tinyurl.com/5pca64>

C. Our favorite book about Homeland Security is "Our Own Worst Enemy: Asking the Right Questions About Security to Protect You, Your Family, and America" by Randall Larson, director of the Institute for Homeland Security. The book provides a solid, practical, logical approach to personal security for all Americans and explains why the government is not prepared to help us in a time of crisis. For more info: <http://tinyurl.com/5ad3dz>

D. As we learned on 9/11 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.

E. It's been seven years the terrorist attacks of 9/11 and three years since the issuance of The National Commission on Terrorist Attacks Upon the United States Report. Are we safer today? The authors of that official report think the answer is no. You can read what they recently wrote here: <http://tinyurl.com/25zzxz>

F. Want a short refresher on crisis communications? Check out this short, six-minute video of Bruce Hennes on the web: <http://tinyurl.com/ybfdeq> If you'd like to post something similar on your own website, Steve Petti is the guy to call. For more info: <http://www.newimagemediacom.com>

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

H. Make a Plan: With ready.gov/business, the business you've worked so hard to build can be as prepared as possible should a disaster strike. Download free, easy-to-use checklists, templates and other resources to help you develop an affordable plan. Protect your business or life's work - start or update your plan today. Becoming a success is hard work. Protecting it isn't. Here's how: <http://www.ready.gov/business/>

I. Emergency & Crisis Info: Do you live in Greater Cleveland? If so, you may be in range of these new, low-power, community and emergency information stations: Mayfield Heights 1700-AM; Mayfield Village 1640-AM; Beachwood 1630-AM.; Pepper Pike 1670-AM; Lakewood 1660-AM; Strongsville 1640-AM; Brunswick 1700-AM; Westlake 1680-AM. In the event of an emergency, you will find these stations to be an important source of information. Please consider setting a button to one on your car radio.

J. Pandemic Flu Links: <http://tinyurl.com/c68hrp> and <http://www.ccep.ca/ccepbird.html>

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

L. More tips to keep your family & business safe: <http://att.sbc.com/gen/general?pid=1325>

M. 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.

N. 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.

O. 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>

P. 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.

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.

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.

Administrivia

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

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FORMAT: There are still many browsers and email programs that are not state-of-the-art and subsequently cannot automatically "read" HTML (the coding used to design web pages). Therefore, this newsletter is designed simply, omitting most graphics, and can be read by virtually any email program.

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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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Checked by AVG - www.avg.com

Version: 8.5.339 / Virus Database: 270.12.69/2176 - Release Date: 06/14/09 17:54:00