

ANNE KLEIN COMMUNICATIONS GROUP

Building Excellent Community Relations Through Communication and Outreach One in Series of Award-Winning Solutions

The Challenge:

To gain community acceptance and support for Noramco Inc., a Johnson & Johnson subsidiary; let the community know it is dedicated to the health and safety of its employees and neighbors, and is committed to being a good corporate citizen.

Results:

- Excellent relationships have been established with community leaders.
- Community resources are now shared among schools, nonprofits, parents and students.
- Noramco was instrumental in helping the community task force receive a \$90,000 Bridge to Employment grant from Johnson & Johnson to help middle school students participate in a three-year program of after-school support, service learning, mentoring and exposure to healthcare careers.
- The campaign received a 2005 Pyramid Award in Community Relations from the New Jersey chapter of the Public Relations Society of America.

Background:

Noramco produces fine chemicals for analgesic pharmaceuticals. The manufacturing plant is located in Wilmington, Del. Prior to the start of this program, community outreach had been minimal. In order to comply with Johnson & Johnson's emphasis on proactive community relations, Noramco engaged Anne Klein Communications Group to design a community outreach program.

The Campaign:

At AKCG's recommendation, Noramco created a community outreach committee to advise on how to open communication with its neighbors. AKCG organized an inaugural meeting of what would become the Noramco Neighbors, attended by community nonprofit organization leaders, school district staff, Noramco senior management and AKCG representatives. Noramco explained its objective to become more actively involved in helping the community. Attendees learned about the services available from other community groups and how the organizations could relate to and support each other. The group held two subsequent meetings and decided to focus its efforts on education and job development, citizen/community relations, and children/youth health issues.

Noramco and AKCG made a conscious decision not to seek publicity for the formation of the Noramco Neighbors committee. Committee members appreciated Noramco's efforts without looking for a publicity payoff.

To address a need for better information about resources available in the community, Noramco helped the committee research, write and edit the first Community Resource Guide in that neighborhood. Noramco contributed the funds to have the guide designed and printed.

To learn more about how Anne Klein Communications Group can help your organization enhance its reputation through community outreach, please call and ask for Anne Klein or Chris Lukach.