

# KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2001



## Don't Cancel Your Holiday Party

by Anne Sceia Klein, Fellow PRSA

While businesses and organizations are busy updating their crisis plans, beefing up security and trying to recover from the September 11 shock to our nation, they need to be doing another job — remotivating and reassuring their employees.

Employers need to let their employees know that the advice they have received from New York City Mayor Giuliani and President Bush is good advice. Laugh again. Visit again. Party again.

Yes, party. Hold your holiday celebration. Scale it down if you need to, but don't cancel it. Give thanks, and make a donation to a charity or help a family in need. Let your employees decide what they would like to do. Encourage them to do something that will make them feel good again.

For example, the AKA staff celebrated the holidays early this year — and showed support for the city of

(Continued on next page.)

## Anniversary

### HAPPY BIRTHDAY TO US!

#### AKA TO CELEBRATE 20TH ANNIVERSARY

January 4, 2002 marks the twentieth anniversary of Anne Klein & Associates. In the past two decades, the AKA team has worked with nearly 250 clients, and we are proud to call so many of them “friends.”

AKA has worked hard over the years to establish itself as a leading public relations firm. Our clients have challenged us to excel, and we have always challenged ourselves to higher standards of achievement.

We want to thank so many friends and family members who have helped us along the way. Would that we had space to name them all!

Thanks also to our colleagues around the globe in Pinnacle Worldwide. The international reach and perspective they have given us, and the friendships we have developed, are priceless.

The success any organization achieves is ultimately the result of the hard work of its staff. The AKA “all-star team” has been the best talent, producing great results with a sincere dedication to client service. We believe it is the quality of that client service that has contributed to the long-term client relationships we have enjoyed.

So thanks to clients, staff, friends and family. We toast 20 years and counting!

## Awards

Anne Klein & Associates took home two awards from the 27<sup>th</sup> annual Jersey Shore Public Relations and Advertising Association (JSPRAA) award ceremonies in October. The Jasper Awards honor leaders in the communications industry throughout New Jersey.

Senior counselor Nels Fellman accepted a first place “Jasper” in the category of Media Relations - Press Conference for the “Philadelphia Gets Ready for the Flu Season” conference held by the Delaware Valley Healthcare Council (see the Spring 2001 issue of *Kaleidoscope*).

Senior account executive Marisa Avallone Sharkey picked up a second place Jasper in the category of Media Relations - TV Placement for an

appearance of representatives of the National Association of Investors Corporation on the *Oprah!* show in a segment about women and their finances (see the Spring 2001 issue of *Kaleidoscope*).



Nels Fellman, Anne Klein and Marisa Sharkey display the “Jasper” trophies.

## Don't Cancel Your Holiday Party

*(Continued from front page.)*

New York — with a trip in November to see the annual Christmas show at Radio City Music Hall in Rockefeller Center.

Our staff has also decided that they want to again “adopt a family” for giving holiday gifts, something we have done for the past 10 years. The familiar just seemed right.

In light of employees’ continuing fear of another attack, management must recognize that some employees are still traumatized, conferring frequently with their colleagues, and generally not as focused on work and productivity as in the past.

Each day, the latest news coverage continues to frighten them, and us as well. Unless management provides an open atmosphere that allows employees to discuss their concerns and have them addressed, morale and productivity will suffer. Communication is the key.

Managers can help their employees recover by talking with them and by listening to them. More than ever, businesses need to pay attention to employee communications. An employee communications program does not have to be complex. It can be simple and direct.

For example, heart-to-heart in-person talks by the CEO, acknowledging that times are unsettled, will go a long way in reassuring employees. Follow-up e-mail and memos that address how the company is moving ahead will keep the communications door open. If the CEO has the time, a regular Q&A session is a good tool to keep employees informed and help them feel more secure.

If we don’t help our employees return to living their lives, then the terrorists will have won. I urge employers not to let this happen.

A.S.K.

## Staff News

### SHARKEY AND BARR PROMOTED

Marisa Avallone Sharkey has been promoted to senior account executive and Melissa Barr has been promoted to account executive.

Sharkey, who joined the firm in 1999, works on a variety of client programs in finance, healthcare, chemical manufacturing and law.

Barr joined AKA in 2000. She works on client programs in finance, healthcare and real estate. She was a member of the account team that planned the successful grand opening and keel laying for Kvaerner Philadelphia Shipyard in June.

### JOHN MOSCATELLI HELPS RISING STARS

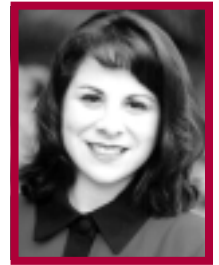
SVP and COO John Moscatelli is working with the Rising Stars committee of the Philadelphia chapter of the Public Relations Society of America (PRSA), to help organize its first professional development seminar. The committee is hosting “How, Now, Wow!,” an all-day seminar on special events. The mission of the Rising Stars committee is to present advanced professional development programming for public relations practitioners. John is a past president of the Philadelphia chapter.

### ANNE NAMED TO HEART ASSOCIATION BOARD

Anne Klein has been named a charter member of the new South Jersey Regional Board of the American Heart Association. The board will represent Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Ocean and Salem counties. Anne was selected for the years of experience in the public relations field she will bring to the board.



*Melissa Barr*



*Marisa Sharkey*

### STAFF MEMBERS VOLUNTEER AT CHAMBER EXPO

AKA staff members Joanne Grimes and Christina Paterniti-Boivin volunteered at Business Expo 2001, held in September by the Chamber of Commerce of Southern New Jersey. The Business Expo is the chamber’s largest annual event and the region’s largest business-to-business trade show. Joanne and Christina polled Expo attendees upon their departure to determine the show’s effectiveness in meeting its audience’s needs.

### ANNE SPEAKS TO PRSA, EPA

At a special Halloween luncheon held by the Philadelphia chapter of PRSA, Anne joined a prestigious panel of the region’s top public relations agency leaders to discuss surviving in today’s volatile marketplace and what makes the Philly PR agency scene tick.

In August, Anne discussed risk communications at the U.S. Environmental Protection Agency’s 2001 EMPACT (Environmental Monitoring for Public Access and Community Tracking) National Conference held in Philadelphia. Anne participated in a panel on

“Effective Communication for Comprehension.”



*Anne reviews her remarks at the EMPACT conference with Rene Henry, now retired director of communications and government relations for EPA Region 3.*

## NAIC CELEBRATES 50 YEARS – AND 20 YEARS WITH AKA

AKA helped the National Association of Investors Corp. (NAIC) celebrate its 50<sup>th</sup> anniversary at the organization's annual Congress and Expo in October.

And soon, the two organizations will be marking 20 years together. AKA has handled media relations for NAIC since 1982. NAIC (originally known as the National Association of Investment Clubs) was the agency's second client. Throughout these two decades, AKA has worked to place NAIC members and spokespersons on shows such as *Oprah!*, *Today*, *Good Morning America* and *Live with Regis and Kathy Lee*, and in publications including *Money*, *USA Today*, *Modern Maturity* and *Women's Day*.

This year's NAIC Congress and Expo was held in NAIC's hometown of Detroit. Investors young and old, novice and advanced participated in the



AKA's Marisa Avallone Sharkey (left) chats with Betty Sinnock, a member of the famous Beardstown Ladies Investment Club, inside Detroit's Cobo Hall, site of NAIC's 2001 Congress and Expo.



three-day event that included investment education programs and presentations by nationally recognized speakers such as Susie Gharib of the PBS *Nightly Business Report* and Ralph Acampora, a regular panelist on Louis Rukeyser's *Wall Street Week* and author of the book, "The Fourth Mega Market: Now through 2011."

In addition to working with the media, AKA surveyed attendees throughout the Congress to learn more about their investment habits and preferences, and what they were doing with their portfolios in light of recent events.

In other activities this year, AKA helped NAIC establish something of a "holiday tradition" – being featured on CNBC. On Memorial Day, members of six Boston-area investment clubs appeared on CNBC throughout the day, asking questions about topics that were of

concern to their clubs. On July 4, fifteen NAIC members from New York and New Jersey clubs took part and asked questions in a similar fashion. NAIC club members were also featured on CNBC on New Year's Day, Martin Luther King Day and President's Day.



Anne (left) and Jerry (right) joined in celebrating NAIC's 50th anniversary with founder and chairman Thomas E. O'Hara, his wife Eleanor (second from left) and Cynthia Charles, past president of the National Association of Investment Clubs and its Philadelphia chapter, and director emeritus of the National Investors Association (NIA) board of directors.



Also enjoying the festivities were AKA senior VP John Moscatelli (left) and senior account executive Marisa Avallone Sharkey (right) along with NAIC president and CEO Kenneth S. Janke, Sr. (center) and his family.

## Client News

**Noramco of Delaware Inc.**, a manufacturer of bulk pharmaceuticals and pharmaceutical intermediates, has tapped AKA to assist in planning and conducting a community relations program. In September, AKA's Melissa Barr worked with the company's Public Information Team during an emergency response drill simulating an accident involving plant equipment and chemicals. While the company's Emergency

Response Team dealt with the incident itself, the Public Information Team was responsible for gathering facts and reporting them to the media in an appropriate and timely matter. After the simulation, Noramco employees and officials from the city of Wilmington critiqued the response efforts in order to learn from the experience. This is one of several drills Noramco organizes and participates in each year.

**Kravco Company** has selected AKA to develop and implement a public relations program for a new division, Downtown Works, which specializes in downtown revitalization and development. Kravco, one of the nation's leading retail property development and management firms, specializes in regional shopping malls, community shopping centers, and urban mixed-use retail and entertainment centers.

## Nice Words from Clients (and Others)

“What a treat to find the kaleidoscope on my desk.... It was a great remembrance of our 50 years and the inscription was perfect. Not only do we have a partnership with a professional public relations firm, but a thoughtful one as well.”

**Ken Janke**  
*President & CEO,  
National Association of  
Investors Corporation*

“Both you [Anne] and Jerry have been a real pleasure to work with over many years and around very many different issues. I have deeply valued your insights and judgment, and your good counsel has been immeasurably helpful.”

**Ken Hanover**  
*Past President & CEO  
Main Line Health System  
(now President & CEO  
Greater Cincinnati Health System)*

“Your session (at the U.S. EPA’s 2001 EMPACT National Conference) was a great success.... You brought invaluable skills to the panel session and provided attendees with practical advice and experience. Your presentation was right on target and allowed us to reach our conference goal....”

**Melissa Anley**  
*U.S. EPA – EMPACT Program*

“The professional advice and support you have provided us through the years has been key in creating, launching and executing the image project successfully.... Thank you and your wonderful staff for the help you have given....”

**Monica Aguirre**  
*Corporate Secretary &  
Assistant to the Chairman  
TransTechnology Corporation*

**Anne Klein & Associates** is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States. It is a member of

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