

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2002



Be a Good Neighbor

by Anne Sceia Klein, Fellow PRSA

As individuals, we try to be good neighbors to the people who live around us. Whether we live in the city or the country, good neighbors do nice things for one another from lending the traditional cup of sugar to helping dig out after a snowstorm or rebuild after a catastrophe.

We need to bring our good neighbor practices to work. Many smart businesses already know the value of being a good neighbor. By getting out to meet neighbors and taking the time to get to know them, business relationships with communities flourish. Those businesses attract the best employees, have the least resistance in getting permits for their construction projects, draw fewer complaints and have good sales.

Good neighbor/community outreach programs have been around for decades. At one time, organizations simply gave money to support community efforts or charities. As years passed, smart businesses learned that active participation in their communities added value.

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Awards

JERRY KLEIN GIVEN LIFETIME ACHIEVEMENT AWARD

Pinnacle Worldwide has presented outgoing chairman Jerry Klein with a Lifetime Achievement Award for his years of service to the organization. The honor was presented at Pinnacle's fall meeting in Santa Fe, N.M., in September.

Pinnacle is an international network of independent public relations firms with more than 60 offices worldwide. Anne Klein & Associates became a member in the fall of 1992. Two years later, Jerry was elected treasurer. After serving two years in that post, he then served successive two-year terms as president-elect, president and chairman. Still active, Jerry now serves as liaison with Asia/Pacific members and keeper of the organization's Web site, www.pinnacleww.com.

It was under Jerry's leadership that the organization's board of directors was expanded and united into a worldwide body. Previously the Latin America, Europe and Asia regions were virtually unrepresented on the board that was composed primarily of U.S. and Canadian members. As a result of the change, members from all over the world have increasingly begun attending meetings in other countries and making Pinnacle a



Jerry Klein (right) receives his Lifetime Achievement Award from his successor as Pinnacle chairman, Henry de La Garza of Houston.

truly worldwide organization. Over the past several years, it has held international meetings in Hungary, Mexico, Italy, France, Singapore and Romania. Upcoming international meetings are planned for Australia and Germany.

Certification

AKA IS CERTIFIED AS A WBE

AKA has become certified as a Women's Business Enterprise by the Women's Business Enterprise National Council (WBENC). WBENC is a not-for-profit corporation that was established to help give women-owned businesses a better opportunity to compete for corporate and government contracts.



AKA SENIOR COUNSELORS ALLIANCE IS LAUNCHED

Anne Klein & Associates has announced the launch of the AKA Senior Counselors ALLIANCE, a regional network of 25 veteran public relations practitioners who have banded together in cooperation with the firm.

The purpose of the ALLIANCE is to provide AKA with access to a wider array of top level talent and skills while offering the participating counselors an opportunity to partner with each other as well as one of the top public relations agencies in the Philadelphia region. "In either case, clients are the ones who benefit most," notes Anne Klein. "The ALLIANCE makes it easier for AKA to bring in proven specialists to help address specific client needs, while the individual counselors now have the strength and presence of a top-rated agency and other senior-level practitioners to back them up." More information is on the Web at www.akleinpr.com/counselors.

AKA account executive Melissa Barr assisted the **Noramco of Delaware** Emergency Response Team and its public information officers during a simulated emergency drill in September. Noramco, a manufacturer of pharmaceutical

chemicals and a subsidiary of Johnson & Johnson, conducts three annual drills to ensure proper preparation for its employees and Wilmington's Local Emergency Planning Committee (LEPC) to respond to potential incidents at the Noramco plant or anywhere else in Wilmington. The drills are part of Noramco's continued effort to provide a safe atmosphere for its employees, its neighborhood community and the environment.

Separately, AKA COO John Moscatelli was invited to participate in a crisis response training exercise hosted in August by the city of Wilmington's Office of Emergency Management. John and more than 40 Delaware firefighters, police, emergency medical technicians

and other first responders worked at a 10 x 20 foot "tabletop" town, complete with a rail line, highways, buildings and a variety of emergency response vehicles. Throughout the day, crisis after crisis tested the ability of Delaware's best to quickly assess situations, form effective teams and develop response plans tailored to address the specifics of each scenario.

The communications aspects of crisis response were incorporated throughout, with attention paid to victims and their families, the news media, city and state government officials, and others who need to know what's happening.

The AKA team brought home two silver "Jasper" awards from the 28th annual Jersey Shore Public Relations and Advertising Association (JSPRAA) award ceremonies in October. The winning programs were "Adapting for the Long Term," created for the Mercy Health System in the category of crisis communications; and, in the direct mail category, our own "Agency of Champions" 20th anniversary promotion. *Pictured at left are Jerry Klein (left) and John Moscatelli receiving the awards*



Client News

PRONJ, the Medicare-designated healthcare Quality Improvement Organization in New Jersey, selected AKA to assist with public information activities for Medicare's Nursing Home Quality Initiative. Launched nationally on Nov. 12, NHQI is designed to give consumers objective data to help them choose a nursing home or monitor quality of care for a loved one. The information is available by calling 1-800-MEDICARE or by visiting www.medicare.gov on the Web and clicking on Nursing Home Compare. AKA's role is to help publicize the initiative in New Jersey. AKA coordinated the launch day news briefing at the state capitol in Trenton, provided media training at four PRONJ educational seminars for nursing home administrators, and will

be working in the coming months on media relations and community outreach through organizations with a focus on assisting the aging.

The **National Association of Fleet Administrators** (NAFA) tapped AKA for media relations assistance in the promotion of two of its newest products – the Fleet Maintenance Staffing Guide and the Lifecycle Cost Analysis for Fleets CD-ROM. NAFA is a not-for-profit, individual membership professional society serving the needs of members who manage fleets of automobiles, light-duty trucks and vans for organizations in the United States and Canada.

Friends Life Care At Home, the first continuing care at home program to allow people to retire in their own homes with lifelong security, is expanding into Maryland and the District of Columbia. Like the original program in Pennsylvania, the Friends Life Care At Home Midatlantic plan permits its members to remain in their own homes and retain their independent lifestyles, even if their health should change. The non-sectarian, non-denominational program is provided in affiliation with EMA, formerly known as Episcopal Ministries to the Aging, Inc. AKA has been working closely with Friends Life Care At Home's key executives and the Maryland Department of Aging to publicize and promote the concept in these new markets.

SOME FINAL NICE WORDS FROM A GREAT 20TH ANNIVERSARY YEAR

“Congratulations on ... NJ Public Relations Person of the Year! It looks like your peers know what we know – yours is a great organization with extraordinarily committed, capable and caring professionals who do great work for your clients!”

Gavin Kerr
President & CEO
Mercy Health System

“... to receive recognition and praise from your peers and colleagues is a wonderful complement to a 20-year career.... You have been an innovator and industry leader, bringing professionalism and integrity to your field.... I personally know your value. Thanks.”

Faye L. M. Moore
General Manager
Southeastern Pennsylvania
Transportation Authority

“We are so fortunate to have your professional support. Congratulations on the Big 20, PR Agency of Champions!”

Don Danko
Editor, Better Investing
Nat'l Association of Investors Corp.

“... congratulations on winning the Maxine Elkin award. It is always refreshing when a truly deserving person receives an honor like this. ... I still remember your steadfast quest for excellence, surpassed only by your world class sense of humor. The excellence has at last been recognized.”

Fred Bauer
Writer

“Congratulations on your 20th Anniversary – it is certainly an impressive milestone for an impressive firm.”

Mike Sullivan
Sullivan Associates
Management Consultant
for PR Firms

And finally, upon receipt of the AKA Agency of Champions anniversary announcement ...

“Is this what they call a cereal/serial campaign? Definitely not corny or flaky. Won't box you in. Milk it for all you can. Spoon it out or dish it out. It will bowl clients over. We S's (as opposed to 'we-tees') agree, you K's are the best.”

Gerald Schwartz
G.S. Schwartz & Co., Inc.
Public Relations

CELEBRATING ANOTHER BIG ANNIVERSARY



The Philadelphia chapter of the Public Relations Society of America celebrated its 50th Anniversary in November. Present for the occasion were several former chapter presidents: (back row from left) Luis W. Morales, APR (also a past president of PRSA national), AKA COO John J. Moscatelli, APR, Rick Alcantara, APR and Anne Klein, APR, Fellow PRSA (center front). Current chapter president Dina Tau, APR (left front) welcomed PRSA national Executive Director and COO Catherine Bolton (right front) as the keynote speaker. Photo courtesy of Jenny Shields.

More Client News

AquaHab, Inc., parent of several Philadelphia-area health and fitness centers, asked AKA to counsel management on communications during a recent crisis involving criminal charges against a contract tennis instructor. Despite attention from every TV news station in town, the situation was contained to a one-day story having no effect on the excellent reputation of the centers.

AKA client **Horizon/Mercy** and the Greater New Jersey Conference of the United Methodist Church held a news conference in July to unveil a joint effort to insure New Jersey's uninsured children. AKA publicized the event, which drew reporters from both Philadelphia

and New Jersey media. In addition to working on the publicity, AKA developed the talking points for Horizon/Mercy's president to include in the presentation and assisted on-site at the news conference. Horizon/Mercy is a healthcare management organization that has been serving the publicly-insured in New Jersey since 1994.

AKA's efforts for the **National Association of Investor's Corp.** (NAIC) continue to attract significant media coverage. The Associated Press featured NAIC in an article in July. In September, NAIC's 51st annual Congress & Better Investing Expo garnered significant coverage both in Portland, Ore.,

where the event took place, and nationally. CNBC's Squawk Box broadcast a live interview with NAIC Chairman Ken Janke from the Congress, while superimposing text information about the event on the screen during the interview.

AKA also assisted with publicity for NAIC's launch of Better Investing LIVE!, an online investor information and education series. Each installment features a presentation by the CEO of a publicly traded company, plus a segment featuring an investment industry expert and a summary by an NAIC educator. The successful premier featured Jack M. Greenberg, chairman and CEO of McDonald's Corp.

SURVEYS WIN OVER GUT FEELINGS

"I know that our employees understand why we are reorganizing because I meet with them every month."

"I know that we are doing a good job educating our neighbors on who we are and what we do because we have a community relations program."

Sound familiar? Comments like these are made every day, as businesses make major decisions without really knowing the facts. To get the real facts, you need a survey. But it seems there is always a convenient excuse not to do one.

"Surveys cost money." True. But the cost can often be reduced depending on how extensive the survey needs to be.

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

Pinnacle Worldwide, a network of leading independent public relations firms around the world.



"Surveys take time and delay important business decisions that need to be made now." Risky! A wrong decision made when you don't have all the facts wastes time (and money) because you'll have to correct the mistake, regroup and start in a new direction. In some cases, costly damage control will be needed.

"Some of the most respected business leaders rely on their gut feelings to choose correctly." Not exactly! Top business leaders go with their gut feelings *after* they have reviewed all the facts.

Clients for whom we have done surveys have invariably found that the time and

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Be a Good Neighbor

(Continued from front page.)

Today, manufacturing plants form community advisory councils to listen to feedback. They invite the neighbors in to learn about the products they make. They conduct surveys to learn what the neighbors think and make donations based on what the community tells them they need, not what the company *thinks* they need.

Hospitals also have moved to get to know their neighbors. Many hospitals are land-locked and need more space to offer newer technologies and services. Without the understanding of neighbors, hospitals can't grow.

Just as individuals become good neighbors by investing time and showing interest, being a good business neighbor takes the same kind of commitment and sincerity. Organizations that reach out to be a good

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