

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2003



When Change Hits Home

by Anne Sceia Klein, Fellow PRSA

I have been writing this column three times a year since 1989 and have commented on a variety of topics ranging from public relations programs that accomplish business goals to national events, issues and crises with public relations implications. I have commented on model programs for employee communications and ways to manage change. How employees handle change and the stresses it creates has a major impact on them and their relationships with customers and clients.

This time, change hit home. We kept our staff informed as we lost our lease and braced everyone for a move after eight years in a location we had hoped to keep for years to come. It took us nearly six months to find suitable new space in a nearly saturated real estate market.

Although we had to move on an appointed date, construction was not complete. Compounding the situation, the company that provides our

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Transitions

AKA MOVES TO NEW OFFICES

September 26 was M-day – the day of the move from our home of the last eight years – Three Greentree Centre – to our new offices at Ten Lake Center. The new space is just three quarters of a mile from our former location, but of course that did not make the move any less complicated!

We remain conveniently located in the heart of the business complex surrounding Exit 4 of the New Jersey Turnpike and Route 295. Stop by to see us whenever you are in the area.

Our new address is:
Ten Lake Center, Suite 108
Marlton, New Jersey 08053-3424



AKA's new offices are in Ten Lake Center, less than a mile from our old location.

For Fedex, UPS and other deliveries, the street address is 401 Route 73 North.

Our telephone and fax numbers, Web site and email addresses remain the same.

Awards

PROMOTION HONORING 9/11 HERO WINS ANOTHER AWARD

AKA and client Kravco Company have won a Jasper Award for their program to promote fundraising for and construction of a children's playground in honor of Michael Horrocks, first officer of United Flight 175, who lost his life on Sept. 11, 2001. The winning entry was in the category of Special Event Planning.

The Jasper is awarded for public relations excellence by the Jersey Shore Public Relations and Advertising Association. The same program earlier received a Pyramid Award from the New Jersey chapter of the Public Relations Society of America (see the Summer 2003 issue of *Kaleidoscope*).

The program was begun in the aftermath of the Sept. 11 attacks. Employees of Kravco, King of Prussia, Pa., one of the largest privately-held retail development and management companies in America, wanted to do something to reach out to a family directly affected. Kravco contacted Miriam Horrocks, Michael's widow. At the request of their children, she asked that funds be raised for the renovation of the playground at their school, Glenwood Elementary in Glen Mills, Pa., which would then be dedicated to the memory of their father. The resulting program included a fundraising kickoff, groundbreaking, dedication and extensive media relations.

AKA SCORES WELL IN HOLMES' 2003 AGENCY REPORT CARD

AKA has been spotlighted by the Holmes Group in its latest PR Agency Report Card, an annual look at some of the best PR firms in the country. The Holmes Group interviewed a number of AKA clients to compile the report card and several quotes are included. Among them: "Anne Klein and her staff have the experience and confidence necessary to address very complex and difficult public relations issues. They bring a level of integrity and trust to the client-agency relationship." Another client is quoted as saying, "They have the rare knowledge and experience to peer into the minds of CEOs in order to explain and teach the needs of the media." The complete AKA report card can be found on the Holmes Web site, www.holmesreport.com.

GOING TO THE DOGS

The agency sponsored a social in early October for members of the Philadelphia chapter of the Public Relations Society of America (PRSA). The event, held at the Top Dog Sports Club, a popular southern New Jersey sports bar, was an opportunity for members of the area's public relations community to meet and greet one another and catch up on industry news and trends.

POSITIONING YOUR COMPANY AS THE EXPERT

John Moscatelli, AKA's senior vice president and COO, moderated a media panel for the Chamber of Commerce of Southern New Jersey in September. The panel represented a mix of Philadelphia-area radio, TV, newspapers and magazines. John also gave the audience tips on becoming a valuable resource for the news media.

ANNE ADDRESSES ATLANTIC CITY PR COUNCIL

Anne was the guest speaker for the September meeting of the Atlantic City PR Council. She was asked to base her remarks on her column, "PR is More Than Just News Releases," in the

Summer 2003 issue of *Kaleidoscope*. Anne remarked, "Sometimes when choosing a column topic, it's difficult to know what will be relevant or important to our readers. It was gratifying to know that we hit a chord with our Atlantic City colleagues."

ANNE SPEAKS TO WHARTON FRESHMAN

Anne spoke in September to members of the incoming freshman class at the Wharton School of the University of Pennsylvania. Her session was part of a colloquium designed to bring the new students in contact with alumni and community members. Anne, a Wharton graduate herself, helped the students understand how public relations impacts all facets of business.

JACKSON PLANS PPRA EVENTS

AKA account executive Melissa Barr Jackson is co-chair of the breakfast meeting committee for the Philadelphia

Public Relations Association (PPRA) for the 2003-2004 programming year. Melissa and her co-chair are charged with planning a series of relevant and informative programs for the PPRA membership and other members of the Philadelphia-area public relations community. Melissa has been a member of PPRA since 1999.

LEADERSHIP COUNCIL

Anne Klein and John Moscatelli have joined with several senior public relations professionals in the region to create the PRSA Agency Leadership Council. The council is composed of principals (or their representatives) from the largest to the smallest public relations agencies in the Philadelphia region. The purpose of the council is to enable agency principals to exchange information and share best practices. Other functions involve educating area corporate communicators on the variety of local agencies that can serve them and facilitating an accurate understanding of public relations capabilities available in this region.



TAKE ME OUT TO THE BALL GAME

AKA took those famous lyrics literally when it hosted clients and their family members at a Camden Riversharks minor league baseball game in August. The Campbell's Field scoreboard (left photo) welcomed a group of about 30 AKA staff and guests who watched the game from a skybox located behind

home plate, while enjoying typical game fare of hotdogs, hamburgers, peanuts, popcorn, chips and soda. Young fans were even treated to a visit by the Riversharks' mascot, Finley (shown with Anne and friends in right photo). The AKA group brought good luck—the Riversharks crushed the Newark Bears 10-0.

VALUE ADDED TO CLIENT RELATIONSHIPS

AKA constantly seeks ways to add value to the relationships we enjoy with our clients, such as keeping alert to business opportunities, anticipating industry trends and monitoring a variety of market research resources.

For our health care clients, AKA issues a daily "In the News" e-mail headline summary compiled from the many daily, weekly and monthly print media that agency staffers routinely monitor. Our "In the News" editor, John Moscatelli, does his best to get the e-mail headline service out to our health care clients as early each day as possible, usually before 9 a.m.

"I really appreciate this [In the News] service. It helps me get through my morning fully apprised. I often share it with others in our organization," said Renee Bunting, vice president, corporate marketing and communications, Albert Einstein Healthcare Network.

For all of our clients, we are initiating a new information sharing vehicle called "Food for Thought." FFT editor Mary Kate Breslin will be compiling a monthly e-mail offering brief, interesting ideas about marketing, communications, public relations and business with sources identified if the reader wants to know more.

To see how well we are doing and to learn how we can improve our client service and strengthen our relationships with our clients, we are in the process of conducting a client satisfaction survey.

We value our long-term client relationships. By working hard to sustain a high level of trust and confidence, each year we enjoy an unusually large amount of repeat business and new business leads from referrals. At AKA, taking care of clients is our business today and tomorrow.

Senior Counselor ALLIANCE

We welcome Tony Riggio to the AKA Senior Counselor ALLIANCE. Tony has impressive experience in business to business, technical and marketing public relations. He has worked in the Asia Pacific region as well as New York for major agencies, and he is proficient in Spanish, Russian and Filipino.

Senior Counselor Sylvia Kauders made the news recently. The *Philadelphia*



Tony Riggio



Sylvia Kauders

Inquirer ran a story on her exploits as a professional actress. Her many credits include the films "Witness," "Terminator 2," "Analyze That" and most recently "American Splendor," in addition to numerous commercials and stage appearances. As an AKA senior counselor, Sylvia's specialty is special events.

More information on the ALLIANCE is at www.akleinpr.com/counselors.

Client News

AKA has been selected by **Thomson ISI** to promote the research information solutions provider and its products through the mainstream media. Thomson ISI provides essential, high quality Web-based information to more than seven million researchers, information specialists and administrators in diverse fields. Headquartered in Philadelphia, Thomson ISI is part of the Thomson Corporation, a global leader in providing integrated information solutions to business and professional customers. Among Thomson's many products is the extensive Dialog collection of online databases.

Diakon Lutheran Social Ministries has enlisted AKA to develop and execute a communications research program and provide communications counseling and

planning services. Diakon offers a range of retirement, health care, and children and family services in Pennsylvania, Maryland and Delaware. The second largest Lutheran social ministry organization in the United States, Diakon serves nearly 70,000 persons each year.

AKA helped plan and publicize the groundbreaking for the largest expansion in the recent history of **Atlantic City Medical Center**. On September 16 at the Mainland Division in Pomona, hospital and **AtlantiCare** health system executives were joined by business and civic leaders, clinical personnel, employees and members of the media as they marked this historic occasion. The two-year, \$30 million expansion project will create a 67,500 square-foot building to house an expanded emergency

department and new maternal newborn center, including the area's only neonatal intensive care unit. AKA developed and executed the theme, which involved the use of a bulldozer instead of the traditional shovels to break ground. This emphasized the significance, size and scope of the expansion. The local NBC news affiliate and daily and weekly newspapers covered the event.

AKA secured Tom Gardner, half of the widely-known personal finance duo The Motley Fool, to be the featured speaker at the **National Association of Investors Corporation's** annual Better Investing Convention this fall in Norfolk, Va. Gardner will speak at the convention's Corporate Day on Saturday, Nov. 1, at the Norfolk Waterside Convention Center.

NICE WORDS

“You and your team once again did a wonderful job supporting us. I truly appreciate your partnership!”

Gavin Kerr
President and CEO
Mercy Health System

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.



When Change Hits Home

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high-speed Internet connection could not seem to grasp the fact that its 10-day delay in getting our service back on line was a major impediment to serving our clients.

All of us felt the stress of the move and the obstacles we faced. We made the best of the situation, but we made no attempt to cover up our dismay. We explained the situation to our clients and our colleagues, who understood and worked with us. We thank them.

Everyone who has ever made a move knows that adjustment to a new environment takes time. I want to publicly compliment and thank our staff for their resilience and for their remarkable achievement in maintaining their senses of humor while meeting their deadlines.
— A.S.K.

P.S. All of us at Anne Klein & Associates wish all of you a Happy Thanksgiving and a Happy Holiday season.

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