

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2005



What PR Can't Fix

by Anne Sceia Klein, Fellow PRSA

With all of the crises that have occurred in the United States and around the world in just the past couple of years, why did we need yet another catastrophic event to send a wake-up call? Why did we need Hurricane Katrina to remind us that our organizations need good crisis operations plans and that they need to be tested, then followed?

Sadly, being prepared is easy to ignore when there is no urgent need. With an event of the enormity of Katrina, it is easy to understand how local, state and federal officials underestimated the after-effects, but too many things just went wrong.

One criticism was a failure in communications. Another, an undefined chain of command. Worst was an inability to accept and deal with reality.

We have learned that the most significant damage in New Orleans came not from the hurricane but from broken levees. Planners had warned about the levees for years, but

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Awards

MOSCATELLI IS PRSA FELLOW

AKA chief operating officer John Moscatelli has been named to the College of Fellows of the Public Relations Society of America (PRSA). John was to be formally inducted into the College during PRSA's annual convention in Miami Beach, Fla., Oct. 22, before Hurricane Wilma forced its cancellation.



John Moscatelli

Acceptance to the College of Fellows recognizes a career of service and accomplishments in public relations. John began his career in 1965 as a U.S. Air Force public affairs officer. He retired from the Air Force in 1985 and joined a major Philadelphia agency in 1986, working his way up to

general manager. He joined AKA nearly five years ago as senior vice president and chief operating officer.

John has provided on-target public relations counsel and advice to a wide array of clients facing a multitude of business challenges and issues.

John has been a member of PRSA since 1986 and was accredited in public relations by PRSA in 1990.

He is a past president of the PRSA Philadelphia chapter and is an adjunct faculty member at Rowan University, teaching crisis communications and client relations.

AKA WINS AWARD FOR BETTERINVESTING

A program called "Empowering Volunteers with Public Relations Resources," created by AKA for long-time client BetterInvesting, won first place honors in the category of Volunteer and Member Communications at the recent 2005 PR News Nonprofit PR Awards. Account executives Chris Lukach and Mike Gross accepted the award at the National Press Club in Washington, D.C. BetterInvesting, formerly known as the National Association of Investors Corp., provides investor education resources for investment clubs and individuals nationwide.

Photo: Mike Gross and Chris Lukach at the National Press Club accepting the PR News Award (inset).



JERRY KLEIN NAMED A PINNACLE “STAR”

AKA executive vice president Jerry Klein was named the very first recipient of Pinnacle Worldwide’s newly created Star Award, established to recognize “service above and beyond” to the organization. Pinnacle is an international network of leading independent PR firms, and AKA is the exclusive Philadelphia area member. Jerry has given years of service, first as its treasurer, then president-elect, president, chairman and now chairman emeritus. Jerry also is the keeper of Pinnacle’s Web site, www.pinnacleww.com. The award was presented at Pinnacle’s fall meeting in Chicago.

GROSS PROMOTED

AKA associate Mike Gross has been promoted to account executive. Since joining the firm in 2004, Mike has worked on personal finance and community relations accounts in addition to several healthcare-related programs. Mike is active in professional organizations including the Public Relations Society of America and the Philadelphia Sports Writers Association.

EXTRACURRICULAR

AKA account executive Chris Lukach is serving as chair of the 2005-2006 College Relations Committee for the Philadelphia Public Relations Association (PPRA). The committee, formerly known as the student mentoring committee, aims to enhance the organization’s relationship with future professionals and prepare students for their transition to Philadelphia-area public relations practitioners.

Account execs Mike Gross and Chris Lukach were guest lecturers at Temple University in late September. They spoke to students in an undergraduate public relations writing class about what it’s like to work for a PR agency, and answered questions. Chris and Mike relayed real-life stories about client relationships, meeting deadlines and working with regional and national media. Both also

spoke about their experiences in event planning, which the students seemed to find particularly interesting.

In October, Chris and EVP Jerry Klein spoke to another Temple class about public relations in the Internet age. Jerry focused on adapting approach and writing style to different vehicles. Chris surveyed a variety of tools, techniques and resources relating to using the Internet in the practice of PR.

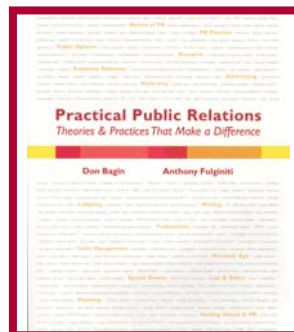
Anne presented her annual seminar on business dining and etiquette recently to members of the Public Relations Student Society of America chapter at Rowan University in Glassboro, N.J. The program is designed to introduce students to social skills and behavior that will help them succeed in the business world. Anne, who has been a professional advisor to Rowan’s PRSSA chapter since 1976, has been giving this seminar for over a decade.



Anne Klein serves a plate of brownies at AKA’s “Client Night at the Ball Game” in August. AKA staff, clients and their families and friends enjoyed watching the Camden (N.J.) Riversharks minor league baseball team from a skybox while feasting on all those fabulous treats that make a baseball game so special. The youngsters got a real kick when the Riversharks’ mascot paid them a visit. And for the second time, AKA brought good luck in a win for the Riversharks over their opponent.

AKA IN PRINT

A chapter written by Anne Klein on “Media Management and Public Relations” is included in a just-published textbook for forensic nurses entitled “Forensic Nursing – A Handbook for Practice.” In addition, the latest edition of “Managing a Public Relations Firm for Growth and Profit” by Al Croft, APR, which is expected out in early 2006, includes the chapter Anne wrote for the first edition, “Crisis Planning for a Public Relations Firm.” Anne also authored the forward of “The ABCs of Strategic Communication” by M. Larry Litwin, APR, associate professor of communication at Rowan University.



Rowan University professors Don Bagin and Anthony Fulginiti (an AKA senior counselor) recently published “Practical Public Relations: Theories &

Practices That Make a Difference.” The chapter on PR law makes numerous references to a previous monograph on the subject by AKA executive VP Jerry Klein, who is a licensed attorney. Professor Fulginiti said, “Without Jerry’s ideas, the chapter would not have taken the form it has.” COO John Moscatelli also played a contributing role on the subjects of writing and crisis management.

John Moscatelli’s review of “The Little Red Book of Selling” by Jeffrey Gitomer appeared in a summer issue of *PRWeek* magazine.

Anne’s summer *Kaleidoscope* column, “In Praise of PR,” created a bit of buzz this summer. It was reproduced in its entirety on O’Dwyer’s PR/Marketing Communications Web site, prompting some lively debate.

Client News

New AKA client **MDS Pharma Services** (MDS PS), a leading provider of innovative drug discovery and development solutions, tasked AKA to support the launch of The Biomarker Alliance, a coalition of top biomarker service providers including MDS PS. The Alliance was unveiled at the BIO 2005 conference in Philadelphia in June. AKA wrote media materials, launched a new Web site (www.biomarkeralliance.com), arranged media interviews and coordinated a press briefing at BIO. AKA's efforts generated extensive media coverage in trade publications and on the Dow Jones news wire.

AKA team members were in full force at this year's BetterInvesting National Convention, held in Atlanta, Ga., Nov. 3-6. BetterInvesting is dedicated to helping its members become savvy, long-term investors, and the convention features numerous educational sessions supporting that mission. At the

convention, AKA team members demonstrated a public relations Web site designed for the group's regional chapter directors around the country; conducted an informal survey of the members about their outlook on the economy; and worked with BetterInvesting volunteers to publicize the event and its guest speakers. The AKA team also celebrated the 90th birthday of BetterInvesting's chairman emeritus Thomas E. O'Hara.

AKA recently helped client **Noramco Inc.**, a Johnson & Johnson subsidiary based in Wilmington, Del., to plan and promote a celebration of four major milestones. Noramco was celebrating the grand opening of a \$3 million office building expansion; flawless inspections by two regulatory agencies; four years without a work-loss injury; and the accomplishments of the



Mike Gross (pointing) assisting a news photographer at the Noramco celebration event.



AKA's Nancy Farwell reviewing event details with (left to right) Brian Sherry, Noramco vice president of operations; Gabe Lazzaro, Noramco human relations manager; Rhett Ruggerio, executive assistant to the mayor of Wilmington; and Bob Brede, Noramco site manager.



Above: AKA's Mike Gross (left) and Chris Lukach (right) at the BetterInvesting National Convention with (left to right) conference chairman Larry Reno, BetterInvesting chairman Ken Janke and National Investors Association advisory board chair Mimi Rauschelbach.



Jerry and Anne Klein with BetterInvesting founder and chairman emeritus Tom O'Hara (right) and wife Eleanor, celebrating Mr. O'Hara's 90th birthday.

Noramco Neighbors, the company's partnership with the community that AKA helped Noramco develop. For the celebration, AKA provided logistics planning and on-site support during the event, in addition to media relations activities. As a result of the media relations effort, a 30-second video summary of the event was featured on a local radio station's Web site, and Noramco's site manager was interviewed by another radio station. AKA also helped secure a proclamation naming October 6, 2005, "Noramco Day" in the city of Wilmington. The proclamation was presented by representatives of the mayor and city council.

What PR Can't Fix

(Continued from front page.)

government officials had different priorities, and they apparently never thought it would actually happen.

For years, we have urged our clients to plan for the unthinkable to be sure their operations plans are in place, and then make sure they anticipate communication needs and identify and train key communicators.

People will not give your organization the benefit of the doubt when your performance is abysmal. No amount of

public relations can ever fix a poorly designed and executed crisis operations plan.

Let the events of Katrina, Rita and Wilma serve as your wake-up call. Dust off your crisis operations plan and test it. Incorporate the communications component in the test. If the plan doesn't work, consider what went wrong. Then spend some time on introspection. Is your organization prepared for the unthinkable? *A.S.K.*

Client News

(Continued from page three.)

AKA is helping health care management agency **Intervention Associates** keep its professional referral sources informed with a new newsletter, "Challenges & Changes." AKA has written articles on subjects including the announcement of a new executive director, a headquarters relocation and the availability of a new services brochure.

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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