

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2006



Use Technology Wisely

by Anne Sceia Klein, Fellow PRSA

We have a wealth of technologies available to help us communicate. The key is to use them wisely.

Research shows a difference of opinion over the benefits of our technological advances. Some people feel liberated; others feel terribly put upon by the bombardment of messages at home and at work, anytime during the day or night.

Our key audiences want useful information, concisely and at appropriate times. How do we select the proper medium from all those available: voice mail, text messages, email, printed or electronic newsletters, intranets, Web sites, microsites, blogs, podcasts, vodcasts, etc.? How do we keep our audiences informed but not overburdened by useless information?

The answer is that we need to ask, "How do you want to receive information from us?" Most public relations practitioners already know to do that with the news media. But how many of us remember to do the same for *other* audiences?

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Honors & Awards

AKA WINS GOLD JASPER FOR BRANDING CAMPAIGN

Anne Klein & Associates received a Gold Jasper Award at the 32nd Annual JSPRAA Awards Dinner held by the Jersey Shore Public Relations and Advertising Association (JSPRAA) in September.

AKA won in the "Corporate Identity: Branding Campaign" category for "Many Hands. One Heart™," an integrated branding campaign developed for Diakon Lutheran Social Ministries. Diakon is a nonprofit organization that provides senior living services through continuing care retirement communities and family and community services in eastern Pennsylvania, Delaware and Maryland.

The research-based campaign aimed to "put a face" on Diakon and unite its brand using television, print, radio and outdoor advertising; videos; posters; newsletters; publicity; and employee and resident meetings. Working with Diakon's Corporate Communications team, AKA helped Diakon organize kick-off events, recommended a Web site redesign, created a branding campaign toolkit and helped update the organization's graphic standards manual.

AKA developed this integrated marketing communications campaign by organizing and leading a multi-disciplinary team that included Dale Kramer Research Consultants (Mount Laurel, N.J.), Dyer-Martin Consulting (Ambler, Pa.), Laughing Gull Graphics (Doylestown, Pa.), The Lightspeed Group

(Villanova, Pa.), Tempest Communications (Blue Bell, Pa.) and Zaccheo & Associates (Paoli, Pa.).

The campaign has delivered the recognition Diakon needed in several business areas and garnered positive reactions from key audiences.



Gregg Weber, chairman of the 2006 Jasper Awards, congratulates AKA COO John Moscatelli on the firm's award. If Weber's pirate outfit looks a bit strange, it's because the theme of this year's ceremony was "Treasure at the Jersey Shore."

Upon hearing the branding campaign received a Gold Jasper, Diakon president and CEO Rev. Dr. Daun McKee, said, "The award, on top of the many, many compliments Diakon has received from so many people, is proof positive that the campaign was truly exceptional." And Diakon executive vice president and COO Mark Pile said, "It truly is a great brand campaign we are all proud of."

AKA WELCOMES KATE MCDERMOTT

Kathryn A. McDermott joined Anne Klein & Associates as an associate after serving an internship with Warner Advanced Multimedia Operations, a division of AOL Time-Warner. She also gained experience in media relations and sponsorships while organizing several fundraising events for the National Kidney Foundation.

Kate graduated cum laude from Temple University, where she received a bachelor of arts degree in journalism, public relations and advertising. She served on the Temple Student Government's allocations board and was an active member of the Golden Key International Honour Society.

In addition, she helped to establish the first Order of Omega Honor Society chapter on campus. And, while serving on the executive board of Phi Sigma Sigma, her chapter won the prestigious Chapter of the Year award for two consecutive years. She is a member of the Public Relations Society of America.



Kate McDermott

PROMOTIONS

Christopher J. Lukach and Michael S. Gross both have been promoted to account manager.

Chris joined the firm in 2004 and has worked on client programs in the fields of finance, healthcare and information technology. As an account manager, he will have increased responsibility for counseling, strategic planning and client contact. Chris is a Rowan University graduate and is an active member of the Philadelphia Public Relations Association, the Philadelphia chapter of the Public Relations Society of America (PRSA) and the Philadelphia Ad Club.

Mike has been with the firm since 2004 and works on client programs in the fields of finance, healthcare and chemicals. Mike is a graduate of Rowan University and is a member of the Philadelphia chapter of PRSA and the Philadelphia Sports Writers Association, where he has played a key role in organizing its annual fundraising banquet.

KUDOS

An article in southern New Jersey's *Courier-Post* newspaper recently identified Anne Klein as "one of the nation's most respected crisis communication counselors."

The Society of Professional Journalists has recognized Jerry Klein for 35 years of membership.

AKA JOINS INDUSTRY GROUP

Anne Klein & Associates has become a member of the Council of Public Relations Firms, joining nearly 100 other leading public relations firms from all over the United States. The Council is a national organization whose mission is "to advance the business of public relations by building its value as a strategic business tool, setting industry standards, helping member firms manage successful and profitable businesses, and promoting the benefits of a career in public relations." Membership provides AKA with valuable resources to improve the firm's offerings.

MOSCATELLI SPEAKS ON ETHICS

John joined a panel of experts at a recent Philadelphia PRSA program on resolving ethical dilemmas in today's "information everywhere" world of blogs and web-based communities. A packed room of attendees explored questions like "What is the public trust?" and "How to incorporate ethics into public relations decision making."

Client News

The University of the Sciences in Philadelphia (USP) dedicated its new science and technology center (STC), named in honor of **Robert L. McNeil Jr.**, retired CEO of McNeil Laboratories. McNeil, a 1938 alumnus of USP, was instrumental in the commercial introduction of Tylenol at McNeil Laboratories. He is one of several major supporters of the STC project. With a 15-year working relationship with Bob McNeil, AKA senior vice president and COO John Moscatelli assisted in coordinating Bob's appearance at the September dedication event, reviewing and editing collateral and publicity materials developed by

USP staff for the event, and collaborating with Bob in writing his speech for the event. John attended the event and assisted USP staff in responding to media queries and organizing a photo session with McNeil, his family and various notables. Hundreds of university faculty and students, community leaders and pharmaceutical industry executives attended the ceremony, where McNeil presented the school with a first edition of the *London Pharmacopoeia*, printed for the first time in the colonies in 1720. He also endowed a research chair in the science and technology center.

AKA assisted **Catholic Health East**, a multi-institutional Catholic health system, with a major announcement that one of its member health systems intends to transfer ownership of its hospital to another regional hospital system. The announcement was well received by all key audiences and initial media coverage of the announcement was overwhelmingly fair.

AKA recently conducted a campaign to promote the 2006 "Thomson Scientific Laureates" – exceptional researchers

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AKA HELPS NORAMCO SUPPORT EDUCATION IN ITS COMMUNITY

Anne Klein & Associates has been working for several years with Noramco, a pharmaceutical manufacturing plant located in Wilmington, Del., on a program designed to build community acceptance and support by letting the community know that Noramco (a subsidiary of Johnson & Johnson) is committed to being a good citizen. As part of that effort, in 2003 Noramco formed a diverse community advisory committee named the Noramco Neighbors, with a goal of addressing the critical needs of the community.

One subcommittee of the Noramco Neighbors is focused on identifying and coordinating programs to raise the academic performance of and provide career guidelines for youths in the communities around Noramco's plant.

In 2004, the subcommittee partnered with The Christina Partners for Excellence, the nonprofit subsidiary of the Christina School District (Delaware's largest). Together, they qualified for and received a three-year, \$90,000 Bridge to Employment grant from Johnson & Johnson for use in providing students after-school support, service learning, mentoring and exposure to healthcare careers. The result was the Christina Partners Bridge to Employment program. It began with 20 eighth-grade students and has followed them into high school. Now in its third year, the program is still going strong.

For each year of the program, AKA, Noramco and the Noramco Neighbors developed a detailed work plan that outlined additional academic support before, during and after school, and during the summer for the core group of students. In year two, the program was enhanced with the addition of trained adult mentors from Noramco to help guide students through their high school life and academic work.



Noramco plant manager Vince Kranz, second from right, with members of Wilmington's Latin Community Center, as they prepare several computers for use. The Noramco Neighbors identified the need for better technology at several community-based organizations, and Noramco was able to step in and help by donating the computers.

Through the Noramco Neighbors and this flagship program, Noramco has received an overwhelmingly positive response to its efforts to be more connected with the community. In June

2005, the *Wilmington News Journal* wrote an article about the Bridge to Employment program headlined, "Program pushes pupils to succeed." The article, which included photos of Noramco mentors working with students, captured the positive impact of the program.

Most important for the students, the program is expected to lead to a higher graduation rate.

After seeing the successes of the program, Noramco, AKA and other members of the steering committee have begun seeking additional funding to sustain the education program. The goal is to continue to offer these students the support they need through the remainder of their high school careers. The group is also looking for funding to start a second Bridge to Employment program for a new group of eighth graders.

Recently, AKA senior counselor Nancy Farwell and account manager Mike Gross had the pleasure of attending a luncheon hosted by Noramco, celebrating the Environmental Leadership Award given to the plant by Johnson & Johnson for the Noramco Neighbors program. This is the third award Noramco has received for its community outreach efforts since 2000. During the luncheon, Johnson & Johnson's vice president for worldwide environmental affairs expressed his admiration for the program and commended Noramco for its efforts.

Client News

(Continued from previous page.)

whom client **Thomson Scientific** pegged as likely Nobel Prize winners, either this year or in the future. The media relations component yielded coverage in stories carried on The Associated Press and Reuters wire services, as well as in media such as *The Wall Street Journal* and *Science*.

AKA handled media outreach and on-site support as **Friends Life Care at Home** presented its inaugural "Best of Friends" awards to deserving home

health aides who provide care to its members. FLCAH is a unique not-for-profit Quaker organization whose detailed credentialing procedures address one of today's biggest challenges: finding quality in-home care enabling people to retire in their own homes.

The AKA team provided on-site support at this year's **BetterInvesting** National Convention, held in Columbus, Ohio, in September. BetterInvesting is committed to teaching individuals how to

become successful strategic long-term investors, and the convention supports that mission by featuring speakers, seminars, corporate presentations and investing clinics. AKA team members worked with BetterInvesting volunteers to publicize the event and its guest speakers. AKA team members also spent time talking with many of the organization's members, listening to ideas and forming relationships that will enhance BetterInvesting and AKA's future public relations efforts.

Use Technology Wisely

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Employees are generally the most important audience an organization has. When we hear about morale problems or low satisfaction among employees, could the problem be that we failed to communicate in a way that effectively reached them?

Choosing the right means of communication is crucial in a crisis. People aren't reluctant to contact the news media, and almost anyone with a cell phone can even provide pictures. So it is more important than ever that we be fully prepared to tell our story directly. That means knowing our audience preferences. Should we be

sending text messages to employees, elected officials, neighbors and others? Should we be directing people to a toll-free telephone number or a Web site with up-to-the-minute information? Is the news media the best vehicle to use? We need to ask.

Strive for maximum effectiveness in your use of technology. Use the most efficient tool to communicate for each different purpose. When you use the channels your recipients prefer, your information will be more likely to reach the intended target and be received favorably. *A.S.K.*

Nice Words

"Thank you for sending me the impressive award from the [New Jersey chapter of the] Public Relations Society of America. Your marketing communications for The Biomarker Alliance was well done and deserving of the 2006 Pyramid Award. We look forward to working with you on our many other endeavors ..."

Robert F. Butz, Ph.D.
*Vice President/General Manager
Development & Regulatory Services
MDS Pharma Services*

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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