

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2007



Going Green — Not a New Concept

by Anne Sceia Klein, Fellow PRSA

One can hardly pick up a newspaper these days without reading about some new “green” initiative. At a recent PR seminar, one of the attendees complained that the media were not covering her company’s green announcements. Well, I thought, how many stories can be written about upgrading to energy efficient light bulbs and adding recycling programs?

I ask, “what’s new?” Did the film, “An Inconvenient Truth” wake up people who never paid attention before? Maybe I’ve been fortunate to have worked for some great companies that have been environmentally responsible for years. Back in 1967 when I was PR director of the Pennsylvania Christmas Seal organization, we had a far-sighted assistant executive director who understood that air quality had a direct impact on respiratory diseases and something had to be done. The Philadelphia Citizens Council for Clean Air was born.

I was involved from the beginning and I remained on the board when I moved on to become director of external communications at Girard Bank. The bank supported the Clean

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Honors

ANNE KLEIN NAMED WOMAN BUSINESS OWNER OF THE YEAR

Anne Klein has been named *Woman Business Owner of the Year* by the South Jersey chapter of the National Association of Women Business Owners (NAWBO). The award will be presented on November 29 at NAWBO’s 5th annual “Beyond the Glass Ceiling” awards

dinner in Voorhees, N.J. The awards honor extraordinary individuals and organizations for their contributions to women and women business owners.

Other honorees will include New Jersey’s Public Service Electric & Gas as *Company of the Year*.

Extracurricular Activities

AKCG IS PROMINENT AT PRSA CONFERENCE

Anne Klein Communications Group was present in force at the 2007 Public Relations Society of America (PRSA) International Conference, held in Philadelphia in October. In all, seven staff members attended various parts of the conference.

The firm was a Platinum Sponsor of the College of Fellows Induction Dinner, held at Philadelphia’s Union League. Long time colleague, Rowan University professor Larry Litwin was inducted into the College and Anne Klein served as his official escort. Both Anne and AKCG COO John Moscatelli are Fellows.

Anne took center stage at the Leadership & Legacy Luncheon, the highlight of the final day of the conference and celebrating the 60th anniversary of PRSA. Anne introduced the keynote speaker, former Philadelphia public relations and advertising executive Brian Tierney, who is now CEO of Philadelphia Media Holdings LLC and publisher of the *Philadelphia Inquirer* and *Daily News* newspapers. Tierney spoke at the conference at Anne’s invitation.

Anne also attended a reception for the Public Relations Student Society of America, lending her name and providing a leadership gift to spearhead a campaign



Anne Klein introduces keynote speaker Brian Tierney, publisher of the *Philadelphia Inquirer*, at the PRSA International Conference in Philadelphia.

to raise \$100,000 to fund a permanent endowment for scholarships to worthy public relations students.

More photos from the conference can be seen on the following page.

Staff News

MOSCATELLI ON BRANDING

COO John Moscatelli was invited to present to the Pennsylvania Council of Children, Youth and Family Services' Marketing Workgroup at its September meeting in Harrisburg, Pa. John's presentation focused on the basics of branding for organizations both large and small, the importance of ensuring internal commitment to and understanding of the brand promise, the importance of protecting the brand in times of issues or crises, and ways to promote and reinforce the brand in the marketplace. John illustrated his presentation with some of the branding work AKCG did for Diakon Lutheran Social Ministries.

CHRIS ON BOARD

Account manager Chris Lukach has been elected to the Community Advisory Board for WHY?Y, the corporation overseeing public broadcasting stations in Philadelphia including TV12 and 91FM.

In October, Chris participated on a communications panel at a conference of the National Association of Bar

Executives. The panel focused on new developments in communications and public relations including social media, global links and multicultural outreach. Conference chair Mark Tarasiewicz reported that this panel had one of the largest turnouts of any breakout session at the conference.

KATE PROMOTED

Kate McDermott has been promoted to account executive. Kate joined the firm in 2006 and has worked on programs for clients in finance, healthcare and information technology. As an account executive, she will have increased responsibility for developing and executing client programs. Kate is a Temple University graduate and is an active member of the Philadelphia Public Relations Association.

ANNE IN PRINT

A case study by Anne Klein entitled, "A Lesson: Advertising and Public Relations *Can* Work in Harmony," will be included in the latest edition of the

textbook, "Applied Public Relations: Cases in Stakeholder Management," published by the University of North Carolina at Chapel Hill. Anne based the case study on the award-winning branding campaign AKCG created for Diakon Lutheran Social Ministries.

Anne's *Directors & Boards* feature article (see summer issue of *Kaleidoscope*), "Crisis Management: Fighting Fire with Fire," was reproduced in a California e-newsletter, "Crisis Manager," which created immediate, widespread interest including a query from the director of marketing and communications at Vancouver Community College.

ANNE MODERATES PANEL

Anne moderated a media panel for the Philadelphia Public Relations Association's September luncheon, "It's a Beautiful Day in the Neighborhood." Panelists included reporters and editors covering the Philadelphia suburbs and South Jersey who provided attendees with hints to promote news coverage that will appeal to suburban audiences.

AKCG AT THE PRSA INTERNATIONAL CONFERENCE



Left: Anne with keynote speaker Brian Tierney, publisher of the *Philadelphia Inquirer* and *Daily News*, and Dr. Debra Miller, chair of PRSA's College of Fellows.



Right: Rowan professor Larry Litwin receives his College of Fellows medalion, flanked by Anne Klein and induction ceremony host Frederick Bagg.



Left: Rosemary Rys, adjunct professor of public relations at Drexel and Temple universities, with AKCG COO John Moscatelli.



Right: Jerry Klein receives a thank-you gift from Dr. Debra Miller for AKCG's Platinum Sponsorship of the College of Fellows Induction Dinner.

HELPING PHILADELPHIA'S COLLEGE OF PHYSICIANS TELL ITS STORY

One might not associate a 200-year-old organization with the phrase “on the move.” But when referring to the College of Physicians of Philadelphia, it’s more than fitting.

Founded in 1787, the College of Physicians of Philadelphia is the oldest medical organization in the country — in fact, it’s the oldest *professional society* in the country ... period. At the start, twenty-four physicians, including one signer of the Declaration of Independence, joined together to “advance the science of medicine and thereby lessen human misery.” Now, the College’s fellowship consists of more than 1,500 physicians and medical professionals who continue to convene at the College to work toward better serving the public.

Perhaps the best-known part of the College of Physicians is the Mütter Museum, a Philadelphia treasure trove of medical marvels and anomalies. From the plaster death cast of the original Siamese twins Chang and Eng, to part of the thorax of Lincoln assassin John Wilkes Booth, to the tallest skeleton on display in North America — the Mütter’s unique collection is unmatched in the region or in the country.

Another of the College’s hallmarks is its historical medical library — one of the world’s premier research collections in the history of medicine. The collection actually includes 411 “incunables,” books printed before 1500.

While the College and the Mütter Museum have centuries-long histories, the organization is nevertheless forward-looking. Under the visionary leadership of George Wohlreich, M.D., Director & CEO, and The Thomas W. Langfitt Chair of the College, the organization has broadened and revitalized its Fellowship base and expanded into new areas of public health and advocacy.

Through the College’s community health Web site, PhillyHealthInfo.org, southeastern Pennsylvania residents have access to credible, local health resources that are timely and relevant to them.

The College has also reaffirmed its commitment to public health by becoming an active participant in matters of special and political importance. On May 19, the College hosted a discussion about Pennsylvania Governor Rendell’s “Prescription for Pennsylvania” healthcare reform plan. Then, on October 15, the College hosted a healthcare debate with Philadelphia



The Mütter Museum’s collection of medical curiosities includes this skeleton showing the constricting effect that 19th century corsets had on the body. This young woman’s rib cage had been compressed to a circumference of less than 20 inches.



The College’s community health Web site, PhillyHealthInfo.org

mayoral candidates Michael Nutter and Al Taubenberg (a podcast of the debate can be found at www.phillyhealthinfo.org/index.php/general/mayoral_candidates_square_off_on_healthcare/)

And on October 24, Governor Rendell selected the College of Physicians as the location for a press conference declaring an end to the “malpractice crisis” — a testament to the College’s reputation as a center of healthcare discourse.

Anne Klein Communications Group became the College of Physicians’ agency of record in spring 2007 and, since then, has begun implementing a series of communications programs. AKCG is excited to help tell the story of the College’s fascinating history — especially the history being written today!

Client News

AKCG has been retained by **Mount Nittany Medical Center**, which is located adjacent to the campus of the Pennsylvania State University in State College, Pa. It is a regional healthcare provider with a 201-bed acute-care hospital offering medical, surgical, diagnostic and community health services. The AKCG team has begun working with the center’s executive team on crisis communications planning,

defining communication strategies and rapid response technologies to be used in the event of an emergency.

In early October, AKCG publicized **Thomson Scientific’s** naming of its 2007 “Thomson Scientific Laureates” — researchers who, according to Thomson’s proprietary citation analysis tools, are

likely contenders for Nobel Prize honors. This year’s announcement garnered significant attention from mainstream media because five of this year’s Nobel Prize winners were named Thomson Scientific Laureates in 2006. Thomson Scientific’s David Pendelbury, who researches the Thomson Laureates, was quoted in two Associated Press articles that ran in hundreds of newspapers around the world.

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(Continued from front page.)

Air Council and in the early 1970s installed the first bike racks in Center City Philadelphia.

Later in my career, at Sunoco, I worked closely with a geologist – a card carrying member of the Sierra Club – who guided Sun in its efforts to preserve land and develop wildlife habitats where its pipelines came ashore on the Gulf of Mexico. At the same time, Sun was restoring land with natural plantings after mining coal in Wyoming. This was in the late '70s.

In the late '80s, the chemical and energy industries began programs of

waste minimization and pollution prevention. And they began to measure their progress and report it.

Green is not new in many sectors. Can everyone do more? Yes. Can any one company do everything? Probably not. But if everyone and every organization does what is possible to do (keeping in mind that not every popular solution is realistic for every company), we will see progress.

If we stop scurrying to jump on a bandwagon and start evaluating programs that really make sense for our organizations and for ourselves, we will

NICE WORDS

“John [Moscatelli], ... your culture shift white paper [is] top-notch, an A+ in my book. Thank you for your research, assimilation of ideas and outstanding effort.”

Patrick Donohue, Director, Marketing & Communications, St. Mary Medical Center, Langhorne, Pa.

“Chris [Lukach], thank you ... for the timely and professional help you extended to the 31st annual Conference of the National Society of Newspaper Columnists. [T]his conference received more press attention than any in the past. Thanks for making me and Philly look so good.”

Stu Bykofsky, Columnist, Philadelphia Daily News

AKCG is certified as a Woman Business Enterprise (WBE) by the Women's Business Enterprise National Council (WBENC) and as a Small Business Enterprise (SBE) by the State of New Jersey.



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



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