

# KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2009



## A Simple Thanks

by Anne Sceia Klein, Fellow PRSA

The holiday season will be different this year. For some it has been a good business year; for many others, not so good. So, how do you show your appreciation to customers and referral sources — to anyone who has helped your business during the past year — when the money is not available for thank you gifts or holiday entertainment? By simply saying, “Thank You.”

You can say it in an existing newsletter like this one or in an e-mail. You can say it during a phone call. You can say it on your Facebook or LinkedIn page, or via any social media channel you use. It doesn't take money to extend a sincere message of thanks to those who have played a part in helping you and your business.

We know many businesses traditionally have given holiday gifts — some modest, others elaborate. Many businesses have held some lovely and large holiday parties. If your business cannot match seasons past, you are not alone.

(Continued on last page.)

## Client News

### MEDIA SPLASH FOR POTENTIAL NOBEL LAUREATES

AKCG made a media splash this fall promoting the “Citation Laureates,” researchers named by **Thomson Reuters** as likely candidates for Nobel Prize honors. Since 2002, 19 Citation Laureates have gone on to win Nobel Prizes. Building on the successes of the 2006, 2007 and 2008 campaigns, our 2009 Citation Laureates campaign generated coverage in major media including *Newsweek*, *The New York Times*, *Times Higher Education* and *Economic Times*. Stories covering the Citation Laureates were also seen in publications around the world through the Reuters and Associated Press wire services.

This year, AKCG introduced a social media component to the campaign by reaching out to influential bloggers and by using the Thomson Reuters Twitter account to “tweet” this year's picks.

The outreach resulted in 37 hits on major research and science blogs. The Twitter announcement was re-tweeted numerous times and was the topic of several hundred original tweets, reaching several thousand Twitter users. In less than two weeks, the Thomson Reuters Citation Laureates Web site received more than 96,000 hits.

## Extracurricular Activities

### AKCG PROVIDES LEADERSHIP

AKCG vice president Michael Gross will become the 2010 president of the Philadelphia chapter of the Public Relations Society of America (PRSA) at the chapter's final major event of the current year, the annual Pepperpot Awards ceremony in early December. Mike served as treasurer of the chapter in 2008 and as president-elect and webmaster in 2009.

Anne Klein has been named chair-elect of the Central-Southern New Jersey Regional Board of Directors of the American Heart Association. The board is composed of 15 people from a variety of organizations including hospitals and healthcare systems, pharmaceutical and financial companies, individual physicians and educational organizations.

## Practice Update

### NEW OFFERING FOR HEALTH SYSTEMS

AKCG has launched a new service offering for nonprofit healthcare organizations. “The Intelligent Approach<sup>SM</sup> to Communicating Community Benefit” is designed to assist hospitals and other nonprofit health organizations effectively communicate and give context to the

community benefit information that now must be included as part of their annual IRS Form 990 filing on the new Schedule H. With the changes in the reporting requirements, it's more important than ever to have a solid game plan when talking about community benefit.

# SOCIAL MEDIA ROAD SHOW CONTINUES

AKCG vice presidents Chris Lukach and Michael Gross continue to speak about the impact of social media on business. In September, they shared their insights with the American Institute of Architects' Philadelphia chapter. In June, they presented a social media seminar for more than 100 people at the Burlington County (N.J.) Chamber of Commerce's Women's Business Forum.

Mike and Chris also have been busy writing articles about social media. Mike was featured in the November issue of *Tactics*, a national PRSA publication, with a column about social media's impact on a traditional communications theory model. Mike notes that while the speed and interactivity of social media are changing how we communicate, the theoretical fundamentals of communication remain the same.

Chris's latest article on social media addresses the inevitable question: Who cares? "One Man's Tweet is Another Man's Treasure" was published in the Sept./Oct. issue of *Ad News*, the magazine of the Philadelphia Ad Club. Another of Chris's articles is featured in the Council of Public Relations Firms 2009 compendium, "Outstanding Best Practices for Public Relations Firms." The article, "Facing the Facebook Revolution," was published in CPRF's *Firm Voice* newsletter in February, where it became the most-read "My Opinion" article to date.

## CRISIS PLANNING

Anne Klein recently gave seminars at two industry conferences on building

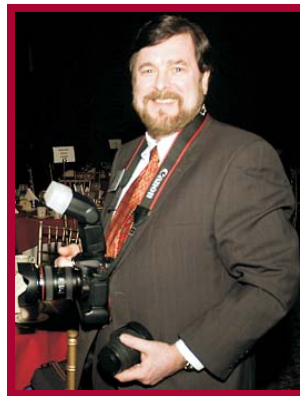


Anne Klein and John Moscatelli in Denver at the annual conference of the National Association of Mutual Insurance Companies.

crisis communications plans. The first, in Denver in August, was at the annual conference of the National Association of Mutual Insurance Companies. AKCG COO John Moscatelli also spoke about the importance of holding drills to test your crisis preparedness. Anne's second seminar was in New York in September before the Professional Association for Investment Communications Resources, an organization for communications professionals in the financial and investment industries.

## HAVE CAMERA, WILL TRAVEL

A full-page montage of photos by AKCG's Jerry Klein appeared in the Nov./Dec. issue of *Ad News*. The photos were from the Philadelphia Ad Club's annual TV Preview luncheon, featuring personalities and previews of shows from all the Philadelphia region's TV stations and major content producers. Jerry had shot photos



Jerry Klein

previously for the magazine's coverage of the Ad Club's annual Movers & Shakers Awards luncheon in April. Jerry is also the official photographer for the Broadcast Pioneers of Philadelphia, and handles a variety of photo and audio-visual assignments for AKCG clients. His most recent project was the narration and music track for a video shown at the dedication of the new hospice unit opened by the Visiting Nurse Association of Greater Philadelphia (see story on next page).

## THE FUTURE OF PR

Anne and John offered their insights about the future of the public relations profession as panelists at a special luncheon in October honoring the PRSA Philadelphia chapter's accredited members and Fellows. Both Anne and

John are accredited members and Fellows of PRSA. The other panelists were Fellows David Kirk and Steve Lubetkin, both members of the AKCG Senior Counselors ALLIANCE. The panel moderator was Rowan University professor and PRSA Fellow Tony Fulginiti, also an AKCG senior counselor.

## MEDIA TRAINING

In October, Chris and Mike led a workshop at the annual conference of the Council of Standards for International Exchange Travel, held this year near Washington, D.C. The media training workshop focused on interview skills, question-answering techniques and key message delivery strategies for more than 60 executives in the student exchange industry. As part of the session, Chris and Mike facilitated breakout groups reinforcing the use of key messages when being interviewed by the media.

## FACEBOOK FAN PAGE

We hope you'll visit our "fan page" on Facebook and become a fan. Simply search for Anne Klein Communications Group to find us.



*New Jersey American Water* recently tapped AKCG to create a video for a new water conservation partnership the company is entering into with the New Jersey Department of Environmental Protection and Rutgers University. The five-minute video details the sources, infrastructure and uses of water throughout the Garden State. Here, the AKCG team interviews New Jersey State Geologist Dr. Karl Muessig near one of the state's beautiful reservoirs.

## Spotlight on a Client

# HELPING THE VNA SHOWCASE ITS NEW HEADQUARTERS AND HOSPICE

“The Wall of Hope.” That is the name given to an indoor waterfall in the Visiting Nurse Association (VNA) of Greater Philadelphia’s new Hospice of Philadelphia inpatient unit. The waterfall is a reflection of what the unit offers its patients and their families — hope. Hope that the moments the patients share with their families at this stage of their lives will be as calm and comfortable as possible.



*The family room at the VNA’s new hospice unit, with the “Wall of Hope” at left.*

In October, the VNA honored all who helped make the new hospice unit possible at a dedication ceremony inside the former Medical College of Pennsylvania building, now known as Falls Center. Falls Center is home not only to the new hospice unit but also to the administrative offices of the VNA. Guests included hospital executives, physicians, VNA donors and volunteers, and other

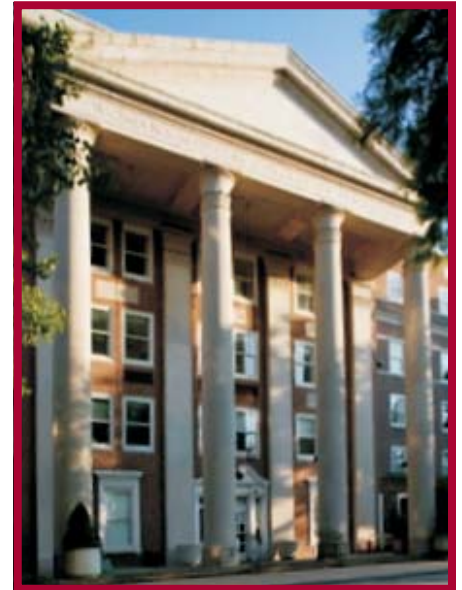
members of Philadelphia’s healthcare community. Following the dedication program, guests were offered tours of the unique facility, which is the only free-standing, community-based nonprofit hospice unit in Philadelphia.

The VNA of Greater Philadelphia, founded in 1886, was one of the first such organizations in the United States. Over the decades, it has expanded to become a critically important component of health care in the Philadelphia region. Serving some 16,000 patients in 2009, it is the largest “hospital without walls” in the state.

The goal of the new inpatient hospice unit is to provide a home-like experience for hospice patients and their families. It has 14 fully furnished, private patient rooms. Each room includes private bath facilities and is spacious enough to welcome visiting family and friends.

To better accommodate visiting family members, the unit also includes a family-centered great room, a full kitchen and a dining area, as well as a “quiet room” for times when a family needs privacy.

AKCG focused on the tranquil aspects of the unit when promoting it to the media. The unit was the subject of a news feature on the local ABC-TV affiliate and was part of a feature story in *The Philadelphia Inquirer*.



*The VNA’s headquarters and hospice unit are in the former Medical College of Pennsylvania building.*

Behind the scenes at the dedication, AKCG wrote and produced a video for the event that told the story of the VNA, highlighting its dedicated physicians, nurses, staff and volunteers. AKCG also worked with Enterprise Marketing & Communications to develop a “photo album” brochure for attendees. Since the warmth the unit exudes is difficult to capture in words, a photo album was the best way to showcase its unique features.

## Client News

The AKCG team completed crisis communications manuals for three healthcare clients this quarter. Each manual is tailored to fit the unique culture of each entity and reflects our scenario-based approach to preparing an organization for whatever issue or crisis it may face. For these clients, we also leveraged our new proprietary document-management software to create electronic versions of the manuals. This new software allows for more convenient access to the materials, providing our clients greater flexibility when using the manuals to respond to situations.

Wilmington’s **St. Francis Hospital**, dubbed “The Saint” in its advertising materials, called on AKCG to assist in preparing to make an important internal

announcement. St. Francis is a member of Catholic Health East (CHE). AKCG has worked on many CHE-related projects and enjoys an established relationship with St. Francis CEO Julie Hester. The close teamwork among Hester, St. Francis marketing manager Jenifer Harris, and AKCG’s John Moscatelli ensured the announcement achieved its intended purpose among The Saint’s colleagues.

AKCG has supported several of **United Educators’** (UE) member institutions with crisis communications counseling over the past several months. United Educators is a licensed insurance company owned and governed by its more than 1,160 member colleges, universities, independent schools, public

school districts, public school insurance pools, and related organizations throughout the United States. AKCG is a preapproved service provider for crisis communications for UE members.

With the pressures of H1N1 mounting on hospitals throughout the region, AKCG has worked closely with long-time client **St. Mary Medical Center** to prepare communications regarding the H1N1 and seasonal flu outbreaks. This includes everything from keeping the community informed about how to prevent the spread of flu, to keeping colleagues and physicians informed about policies and procedures.

*(Continued on last page.)*

## A Simple Thanks

*(Continued from front page.)*

This is the year to align your organization's holiday celebration with the reality of your business's health. Our advice: do what feels appropriate this year. Your sincerity will be what counts.

We are optimistic the economy will recover as it always does, and people will go back to work. And when that happens, perhaps you will want to rethink how, and why, you celebrate. This year, and in the years to come, if you have something to give, we hope you will think of those less fortunate.

This year, we will increase our contribution to our local food banks. Supporting the food banks is something we have done for years now in honor of our clients and business colleagues, something we share with them and feel good about in the spirit of the season.

So from all of us, we wish you a happy holiday season. We send our sincere thanks to our clients, business colleagues and friends for all you have done for us this past year. And we hope for everyone a healthy, happy and successful new year. — *A.S.K.*

## CLIENT NEWS

*(Continued from third page.)*

**Underwood-Memorial Hospital**, a 305-licensed bed, non-profit, acute-care provider serving Gloucester county (N.J.) and parts of Salem and Camden counties, is in the process of forming a Community Advisory Panel (CAP) with the help of the AKCG team. The CAP will consist of neighboring business and community leaders, educators, emergency responders and citizens living in the hospital's neighboring community. With the CAP, Underwood hopes to develop an even closer relationship with its community and learn firsthand more about healthcare issues of importance to its neighbors.

**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**,



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

**KALEIDOSCOPE** is published by Anne Klein Communications Group, LLC  
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856-866-0411

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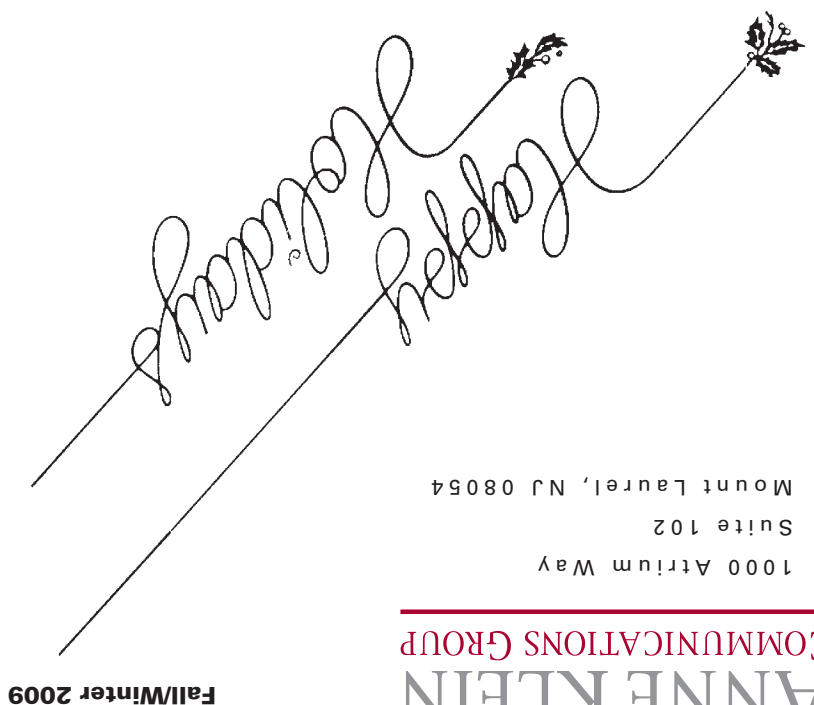


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