

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2010



Reflecting on the best in us

by Anne Sciea Klein, Fellow PRSA

During this holiday season of happiness, I am feeling nostalgic. I'm thinking about and remembering the good things in life ... the goodness of people ... the miracles that occur ... the hope that still abides in all of us. I am thinking especially about the miracle in Chile and the rescue of the miners. (What wonderful holidays they and their families will have.)

I'm looking back with joy on growing up in a small farming community and of the simple pleasures we had riding our bikes down farm roads. I'm thinking about the bonfires before the traditional Thanksgiving game rivalry and the closeness of our school friendships. Simple stuff. I'm thinking about the aspirations my classmates had for their future lives and careers. Happy, heady stuff. I'm thinking...

And being a PR person, I'm thinking about why we don't hear positive news more often? Why don't the media recap the uplifting stories? Because they aren't so sensational?

(Continued on last page.)

Honors and Awards

AKCG NAMED NONPROFIT PR AWARD FINALIST BY PR NEWS

Anne Klein Communications Group was named a finalist in the 2010 Nonprofit PR Awards competition sponsored by leading industry publication *PR News*. The honor is for a crisis communications program called "Planning for Pandemic: Communicating Preparedness in the Face of H1N1," developed with client St. Mary Medical Center in Langhorne, Pa.

The Nonprofit PR Awards recognize "a distinguished circle of those holding the key to 'best practices' in the nonprofit communications arena," and are judged by a blue-chip panel of communications experts. The honorees were recognized on Nov. 3 at an awards event at the National Press Club in Washington, D.C.

The program was developed in the summer and fall of 2009, as public concern about the severity of the H1N1 flu, commonly known as "swine flu," began escalating, fueled largely by relentless media coverage. St. Mary officials realized that if the hospital were perceived not to be adequately prepared for the potential epidemic, it would have a negative impact on the hospital's positive reputation in the community.

Because the number of H1N1 cases never escalated to dangerous levels, the plan never had to be fully implemented.

Nevertheless, indicators of success were the hospital administrators' level of comfort with the plan and its supporting materials, and their general feeling of preparedness. Catholic Health East, a multi-hospital healthcare system of which St. Mary is a member, praised St. Mary's communications preparedness and selected elements of the St. Mary plan as examples of best practices to share with its 33 other acute care hospitals.



This is AKCG's second Nonprofit PR Award from *PR News*. The firm won a first place honor in 2005, the first year the awards were presented, for a program called "Empowering Volunteers With Public Relations Resources" on behalf of the National Association of Investors Corp.

At press time for this newsletter, AKCG learned that the St. Mary H1N1 program also will be honored by the Philadelphia chapter of PRSA at its Pepperpot Awards ceremony in December, along with four other AKCG programs.

LUKACH GAINS PR ACCREDITATION

Congratulations to Chris Lukach, AKCG vice president and co-owner, who earned his Accreditation in Public Relations certification from the Public Relations Society of America.

The APR is a professional acknowledgment of skill, knowledge and ability

earned in a peer-review process that includes a written examination and an oral review in front of three accredited PRSA members.

Anne Klein and John Moscatelli are also accredited, in addition to being members of PRSA's College of Fellows.

ROYEK JOINS FIRM AS MARKETING DIRECTOR

Steve Royek has joined the firm as marketing director, responsible for new business development and for promoting AKCG to potential clients and other key audiences.

Previously, Steve worked in the publishing, manufacturing and financial services industries. He was a reporter and editor for Gannett Co., Inc. for 11 years, working at the *Courier-Post* in Cherry Hill, N.J. and at *USA*



Steve Royek

TODAY in Arlington, Va. He then spent 12 years as publicity and marketing communications manager for AMETEK, Inc., an international diversified manufacturer based in Paoli, Pa. Steve also worked for The First American Corporation for nine years as assistant vice president of agent services.

FOCUS ON SOCIAL MEDIA

Chris Lukach and Senior Vice President and Chief Operating Officer John Moscatelli presented a seminar on social media and conducted a spokesperson training session at CETUSA's national managers conference in Grand Rapids, Mich. CETUSA, which stands for Council for Educational Travel, U.S.A., is a non-profit, global exchange organization dedicated to helping people from different cultures develop more compassion and understanding for one another.

Chris reprised his social media presentation for the Council on Standards for International Educational Travel in Nashville, Tenn. CSIET is a trade association for the educational exchange industry.

BACK TO SCHOOL

Associate Robert Johnson was a guest speaker for the Temple University Chapter of the Black Public Relations Student Society. He offered his insight on what students should expect when looking for their first jobs. The students asked a number of questions including, "What has been the most rewarding aspect of your career thus far?" To which he replied, "...it has only just begun."

Temple will be posting Robert as one of its "Notable Alumni" on the school's website.

Meanwhile, John spent a day at Temple as a guest lecturer at two communications courses, one for sophomores and the other seniors as part of the school's public relations program. "Yesterday was the most exhilarating day I've had in a while – intellectually and socially. I thoroughly enjoyed re-connecting with you ... and bringing a Philly-area PR icon to my students," wrote Dr. Donnalyne Pompper, APR, Public Relations Sequence Head at the university.

John, a retired U.S. Air Force public affairs officer, harkened back to his military days when he conducted a day-long writing seminar for the Defense Logistics Agency Troop Support Strategic Communications Office staff in Philadelphia.

Anne Klein recently was a guest lecturer at a Rutgers University graduate-level communications course being taught by AKCG Senior Counselors ALLIANCE member David Cheatham as part of the school's Master of Business Administration degree program. David's



Nearly two-dozen clients and family members enjoyed a beautiful night of baseball and conversation in early August at AKCG's annual Client Appreciation Night at Campbell Field, the Camden riverfront home of the minor league Riversharks baseball team. Tasty ballpark fare in our guest suite highlighted the thrilling extra innings game which the home team won. Shown here with Riversharks mascot Bloopie is Nathan Kirschner, son of client Brian Kirschner of the University of the Sciences in Philadelphia.



AKCG's Jerry Klein (right), in his first official activity as newly elected president of Broadcast Pioneers of Philadelphia, led a group of about 50 members on a behind-the-scenes tour of the state-of-the-art video production facilities of NFL Films in Mount Laurel, N.J. Broadcast Pioneers is a 501(c)(3) charitable organization that hosts educational seminars and awards scholarships to outstanding students studying communications at local colleges. Jerry currently is getting ready for the Pioneers' annual Person of the Year and Hall of Fame dinner, which recognizes persons who have made significant contributions to the field of broadcasting and communications. Shown above with Jerry in the lobby of NFL Films are Broadcast Pioneers treasurer Pat Delsi, former board member Tom Moran and chairman Gerry Wilkinson.

students were learning about "Designing Effective Communications Strategies."

Anne collaborated with Constance Neary, Esq., vice president of risk management at United Educators, on an article, "Communication Helps Manage Risks," for the July/August issue of *Today's Campus* magazine. The piece explains why colleges and universities should have comprehensive, multi-channel communications programs to inform students, faculty, administrators and local residents about the many risks that can be found each day on college campuses.

ANNE ADVISES MAGAZINE

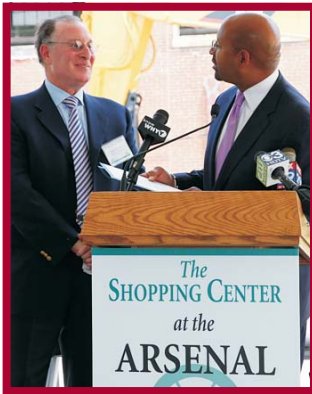
Anne Klein has been named to the editorial advisory board of *SJ Magazine*, a general-interest publication reaching 54,000 households in the southern New Jersey counties of Burlington, Camden and Gloucester.

Spotlight on a Client

USHERING IN THE FUTURE FOR AN HISTORIC PROPERTY

A new era for Philadelphia's historic Frankford Arsenal began in July with the clanging of cymbals and simulated cannon fire. Tchaikovsky's 1812 Overture, played by the Verdi Band of Norristown, Pa., accompanied the sounds of heavy machinery sending bricks crashing to the ground as demolition began to make way for the construction of The Shopping Center at the ARSENAL in the north-east section of the city.

Working with Mark Hankin, president of Hankin Management Co., AKCG planned and executed this signature event. More than 350 public officials, real estate professionals, retail store executives and local residents witnessed the symbolic destruction of the first of many empty warehouses in anticipation of the construction of the 500,000 square foot retail complex.



Mark Hankin receiving congratulations from Philadelphia Mayor Michael Nutter.

The unique demolition ceremony was the first step in the second act of the Arsenal's revitalization. In 1983, Hankin Management, a full service real estate and management firm and owner of the Frankford Arsenal,



Artist's rendering of The Shopping Center at the ARSENAL being developed by Hankin Management.

opened the first act by converting the historic southern section of the 86-acre site into the Arsenal Business Center for light industrial and office use.

One of AKCG's longest tenured clients, Mark Hankin first hired our firm more than 27 years ago to provide communications services for the development and leasing of the Arsenal Business Center. Many of the buildings in the southern section date back to the original opening of the facility in 1816 and are designated as Certified Historic Structures.

Those older buildings – still in use – currently house a pair of Philadelphia charter schools, a rare books and manuscripts vendor, and an office of the international media company Thomson Reuters (another AKCG client).

Unlike the older southern section, the northern end of the Arsenal property contains structures that date back only to the 1920s, 30s and 40s and are not considered historic. This new \$50 million shopping center is key to preserving the Arsenal's historical infrastructure,

as a portion of the profits from its development will contribute to the preservation and maintenance of the historic buildings as well as the new Delaware River Pathway and Park that will run along the eastern border of the property.

AKCG decided to theme the ceremony around the rich history of the former armaments production and storage facility, which was originally built in response to the War of 1812, and around some of the foods that Philadelphia has made famous. Guests snacked on

Philly cheesesteaks, soft pretzels and Tastykakes® during the ceremony.



Anne Klein reviews pre-event details with Helene Hankin.

Dignitaries who attended and briefly addressed the crowd included the Mayor of Philadelphia, the City Councilwoman and the U.S. Congresswoman representing the Arsenal district, state legislators, and representatives from the Pennsylvania Governor's office and the U.S. Department of the Army.

Client News

The AKCG social media practice area continues to grow under the direction of VP and Co-Owner Chris Lukach. Chris and the team currently are working with the **Pennsylvania Institute of Certified Public Accountants** and **Diakon Lutheran Social Ministries** and have worked with the Health and Science business of **Thomson Reuters** and **Lehigh Valley Health Network** on social media programs tailored specifically to the unique requirements of their diverse customer bases.

Working with the production arm of regional cable TV operator Cablevision, AKCG recently developed three 30-second television commercials for client **New Jersey American Water**. Two of the spots promote water conservation – one for residential customers and the other for commercial customers. The third commercial focuses on NJAW's participation in a New Jersey Utilities Association sponsored virtual food drive supporting the state's food banks. The completed spots are running on the

Cablevision and Comcast cable networks in New Jersey.

AKCG teamed with client **St. Mary Medical Center** and its marketing firm BeaconFey to provide pro bono marketing communications planning assistance to the **Guardians of the National Cemetery**, a non-profit operating in support of the Washington Crossing National Cemetery in Bucks County, Pa. This newest and 131st Veterans Administration cemetery opened in January.

Reflecting on the best in us

(Continued from front page.)

Many good stories are dramatic and are worth revisiting. Recapping only the tragedies or the unhappy stories doesn't make us feel good. They don't give us hope. They make us sad.

Okay, often the tragedies teach us valuable lessons, lessons we need to learn or re-learn. I get it. But good stories – and miracles – also teach us.

We can learn about the successful outcomes that occur when we use our creativity, when we pursue a dream, when we work together, and we can discover how sweet success can be.

So, in this happy season, with a new year on the horizon, do some reflecting. Reflect on the happy times; reflect on the best in us. — A.S.K.

NICE WORDS

“This is how you do things right. Details matter and it was a pleasure to watch you work. The event was a huge success due to the Anne Klein stamp.”

Hon. Joan Krajewski
District Councilwoman
City of Philadelphia

“Your firm is remarkable. I look forward to future events.”

Helene Hankin
Hankin Management Co.

Comments on the July demolition ceremony conducted for client Hankin Management Company at Philadelphia's Frankford Arsenal – see page three.

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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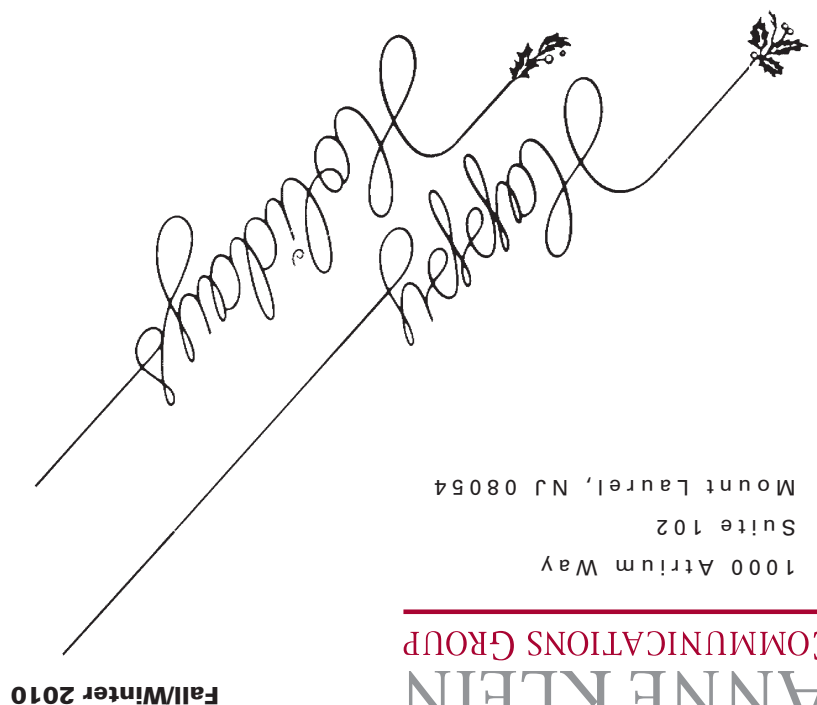


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