

# KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2011



## 30 Years Worth of Pearls of Wisdom

by Anne Sceia Klein, Fellow PRSA

January 4, 1982. A telephone. An IBM executive electric typewriter. A used copy machine. And one client – my former employer, Sun Company. I was ready to follow my dream.

Thirty years later, my dream has taken me on an amazing journey as I absorbed pearls of wisdom from my clients, mentors, senior counselors and staff members throughout the years.

Major anniversaries are always causes for celebration... and reflection. Our agency has thrived in the good economic times and survived several recessions. Many of our clients have been with us for decades and have become our friends. We have built *our* reputation by helping *our clients* retain *their* reputations through our *Intelligent Approach*<sup>SM</sup> to public relations opportunities and challenges.

When I formed AKA, now AKCG, I was optimistic. Failure was never an option, as the saying goes. Did I think we would celebrate 30 years? This milestone was not even in my vision.

*(Continued on last page.)*

## Anniversary

### COMING UP ON THIRTY YEARS

January 4, 2012 will mark the 30th anniversary of the founding of Anne Klein Communications Group. When Anne began as a solo practitioner, the firm was called Anne Klein & Associates. An apt name because while Anne was the only owner, she had several colleagues with whom she collaborated. The concept continues today as the AKCG Senior Counselors Alliance.

Anne asked her good friend and college classmate, the late Dick Kanter, owner of an advertising agency, to help us brand our agency. We pay tribute to his then copywriter, Nina Hope, who interviewed us and developed our tag line that we have kept through the years: *For Public Relations Intelligence*.<sup>SM</sup> The headline she wrote for our first ad, “The No Fluff, Market-Driven, Results-Oriented, Detail-Minded Public Relations Firm,” is still an apt description of AKCG today.

Our bottom-line business orientation has kept us focused on what matters most to our clients – their success. This philosophy has guided us to always recommend programs that will advance our clients’ business goals.

Anne’s strong background in media relations and crisis communications management attracted a broad array of clients in the early years. Now, the firm’s team is well known for its ability to assist business and organization leaders to prepare for and respond to issues and crises so they can sleep better. Crises in social media are on the rise. Who would have dreamed a year or two ago our clients would need crisis preparedness plans for social media crises? We are writing them.

The AKCG team today is stronger than ever. With a solid foundation and the next generation of leaders in place, we look forward to the next 30 years.

## Honors and Awards

### AKCG WINS FOUR PEPPERPOTS

Anne Klein Communications Group will receive four awards in December at the annual Pepperpot Awards event sponsored by the Philadelphia chapter of the Public Relations Society of America. The Pepperpot Awards honor excellence in public relations programs. This is the third straight year the firm has won at least four awards at the ceremony.

“We could not be happier the work we do for our clients is being recognized. These honors belong to our clients as much as our team,” Anne Klein said.

AKCG won a first-place Pepperpot for its work with St. Mary Medical Center of

Langhorne, Pa., in developing its new website. The firm also won a first place prize for a graduation speech, “Somewhere Under the Rainbow,” Anne presented to the 2011 graduates of Rowan University during their Masters and Doctoral graduation ceremony.

AKCG also will take home two second-place honors, the first for “Confounding Crises,” a feature article authored by Senior Vice President and Co-Owner Chris Lukach. “Preserving Patient Confidence at St. Francis Hospital” (Delaware) captured honors in the crisis communications category.

## CIESLA JOINS THE FIRM

Kimberly M. Ciesla has joined the firm as an associate. Kim is a member of account teams serving clients in industries including utilities, higher education, healthcare and technology. She also is a member of the firm's marketing team. Prior to joining the firm in June, Kim worked in the University Events department at Rowan University where she gained event management and promotion experience while helping to coordinate college-wide commencement ceremonies.



*Kim Ciesla*

As an undergraduate, Kim interned at Campbell Soup Company, a small information technology support company, and a regional advertising firm. Kim was graduated *summa cum laude* from Rowan University, where she earned a B.A. degree in public relations with a minor in journalism. She served as vice president of chapter development on the national committee for the Public Relations Student Society of America, the largest pre-professional society in the U.S.

## JUDGING PR EXCELLENCE

Anne Klein and Chris Lukach were asked to serve as judges for this year's entries in the Diamond Awards competition, held by East Central District of the Public Relations Society of America. These awards exemplify brilliance in public relations campaigns and tactics among individuals practicing in the East Central District.

## CORPORATE SOCIAL RESPONSIBILITY

Anne served on a luncheon panel discussing corporate social responsibility in October at Philadelphia's Union League. The panel, composed of Philadelphia chapter members of PRSA's College of Fellows, also included AKCG senior counselors John Moscatelli, Steve Lubetkin and Tony Fulginiti. The luncheon honored PRSA members who recently achieved their APR accreditation.

## LESSONS FROM REAL LIFE

Account Executive Robert Johnson discussed careers in communications with other advertising and communications professionals at Temple University in late September. He spoke to more than 90 undergraduate advertising, marketing and public relations students about what it's like to work for a PR agency and

finding a job in the current economic environment.

Senior Account Manager Beth Archer spoke to graduate students at Kean University in Union, N.J., regarding crisis communications and presented a case study that generated an intriguing discussion on the speed of media today. The class professor is client Peter Eschbach, director of community and external affairs for New Jersey American Water.



*Jerry Klein (standing) moderated the Broadcast Pioneers' annual career symposium for college students, held at the studios of WCAU-TV, NBC10.*

## BROADCAST PIONEER

EVP Jerry Klein was elected to a second one-year term as president of the Broadcast Pioneers of Philadelphia, which now has a record membership of more than 440. Jerry currently is helping plan for and preside over the annual Person of the Year and Hall of Fame Induction dinner in November.

## Extracurricular Activities

### BREAKING THE ICE

Philadelphia Public Relations Association members gathered in early September to enjoy cocktails, enlightening conversation, and the rip and roar of a nearby chainsaw. In the hands of a skilled sculptor, the power tool tore through more than 600 lbs. of ice, creating an elegant sculpture for PPRA's 2011 kick-off event, "Breaking the Ice: A Speed-Networking Event with a Twist." At the event, members squeezed as much information as possible into three-minute conversations. "I spoke with people I would never have had a chance to meet otherwise," said AKCG Senior Account Manager Beth Archer, who is PPRA chairperson. AKCG Senior VP Chris Lukach is PPRA president while Account Executive Robert Johnson is PPRA's social programs co-chair.



*AKCG's Beth Archer (second from left), Chris Lukach (right) and Robert Johnson (second from right) help "break the ice" at PPRA's first 2011-2012 event.*

### SPEAKER ON THE GO

Chris Lukach took to the speaker circuit in recent weeks, presenting two programs at conferences on both coasts. First, Chris presented a Continuing Legal Education seminar, "Social Networking and Your Staff," at the Pennsylvania Bar Institute's Nonprofit KnowHow seminar in Pittsburgh, Pa. The program examined the risks, challenges and opportunities of using social networks in a nonprofit organization's internal communications strategy. The following week, Chris presented "Crisis Communications Fundamentals" at the annual meeting of the members of the Council on Standards for International Educational Travel (CSIET) in Seattle. This marks the third straight year that Chris was invited to present to the group's members; previous topics included spokesperson fundamentals and social media risk.

# PROMOTING THOMSON REUTERS' NOBEL PRIZE PREDICTIONS

Two weeks before the recipients of some of the world's most coveted research prizes were named, AKCG helped long-time client Thomson Reuters announce its picks for 2011 Thomson Reuters Citation Laureates – researchers likely to be in contention for Nobel Prize honors in late September.

Advanced pitching for the Thomson Reuters 2011 Citation Laureates news release began in early September, when the embargoed release was distributed to 31 media outlets including the Associated Press, *The Washington Post* and *Times Higher Education*. When the embargo was lifted Sept. 21, the release was distributed to the remaining targeted newspapers, online media, business journals and association newsletters. The story attracted **more than 144,000 views** to the Citation Laureates website, generated hits from more than **130 media outlets** and **more than 50 blogs**, and accumulated **more than 500 mentions** on social media channels including Twitter, Facebook and YouTube.

This year, the AKCG team incorporated a podcast into the annual media program, reaching out to top-tier media contacts and offering them a chance to learn about the methodology behind choosing Citation Laureates. David Pendlebury of Thomson Reuters research services led the discussion. AKCG Account Executive Robert Johnson and Associate Kim Ciesla were extremely successful in

attracting reporters to the podcasts from several major trade publications including *Pension & Investments* and *The Economist*.

But how, you ask, does Thomson Reuters choose its Citation Laureates? Each year, Thomson Reuters uses data from its research solution, *Web of Knowledge*<sup>sm</sup>, to quantitatively determine the most influential researchers in the Nobel categories of Physiology or Medicine, Physics, Chemistry, and Economics. Based on a thorough review of the

number of times a researcher's work was cited in the research of others, the company names these high-impact researchers as Thomson Reuters Citation Laureates and predicts them to be Nobel Prize winners, either this year or in the near future.

Before the 2011 Nobel Prizes were awarded, Thomson Reuters had made 21 successful predictions since 2002. As of this year, Thomson Reuters has made an additional nine successful predictions of Nobel Prize winners.



*A portion of the Thomson Reuters web site discussing the 2011 Citation Laureates.*

## Trends in Public Relations

# SOCIAL MEDIA CRISIS RESPONSE – THE NEXT STEP IN PREPAREDNESS

700,000,000,000 minutes.

That's 700 *billion* minutes.

That's the amount of time people spend on Facebook in just one month. In 30 days, users spend a total of 1.3 million years on the social network, the equivalent of nearly *18,000 lifetimes*.

With this mind-boggling statistic in mind, it's easy to see why AKCG's Social Media Crisis Response Plan, a customized guide that provides tools to help manage online communication during the onset of a crisis, has become a trending client project.

Unlike incidents that play out in traditional media, each social media incident must be evaluated for its unique risks – the credibility of the source, potential audiences reached and likelihood of the post to go “viral” are among the attributes that must be considered.

Some social media issues require immediate action; others simply require careful monitoring. For clients who hesitate to respond when the crisis moves to social media, this plan is the perfect solution to ease their fears.

From Twitter and Facebook, to LinkedIn and YouTube, the response plan covers what to do when online activity may be perceived as less than favorable. When a crisis moves to an online discussion, the plan is designed to accompany a client's existing issues and crisis communications plans.

For more information about our Social Media Crisis Response Plans or Crisis Communications Preparedness services, contact Chris Lukach at [Chris@annekleincg.com](mailto:Chris@annekleincg.com).

## Pearls of Wisdom

*(Continued from front page.)*

But with each passing year, the challenges grew; the excitement remained; and I just kept on going.

So here we are: Thirty years gaining pearls of wisdom. Thirty years with great teams. Thirty years watching many of our former staff members continuing their stellar careers.

Thanks, Jerry Klein, staff members, clients, and friends. You took us where we are today, and now we look forward to continuing the journey with Chris Lukach by our side.

— A.S.K.

**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.

## CLIENT NEWS

AKCG is working with **Exelon Generation**, one of the world's largest power producers, to arm the utility with response capabilities in the event of a social media crisis. In addition to creating a Social Media Crisis Response Plan for Exelon, AKCG distributes relevant content for Exelon to consider using in its Twitter feed.

Through an outreach campaign to potential partner organizations, AKCG helped **AFS-USA**, an international leader in high school student exchange, generate host family leads in priority geographic regions. AKCG recruited dozens of partners – including charities, schools and religious institutions – that promoted AFS' host family opportunity with their members.

## NICE WORDS

“Thanks in part to you we feel we definitely took the right path and the media results to this point bear that out. Appreciate your availability at a moment's notice.”

**Brian Downs**  
*Director of Media Relations*  
*Delight Valley Health Network*  
*Allentown, PA*

“The students are still talking about [Robert Johnson]! I received several emails from my students mentioning [his] presentation specifically.”

**Kim Richmond**  
*Board of Governors*  
*Philly Ad Club*

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.



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