

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2012



Keeping Pace with Evolving Client Needs

by Anne Sceia Klein, Fellow PRSA

As you read this issue of *Kaleidoscope*, you will see our agency is keeping pace with the ever evolving needs of our clients. While we continue to believe in the value of long-term strategic PR plans, we know our clients have immediate pressing needs that have to be served first in this still-challenging economic environment.

“Positioning in the marketplace” continues as a core agency strength, though our work in this area has shifted more to “reputation management,” as our clients deal with issues and crises that have the potential to negatively impact reputation and, thereby, position in the market.

We have assisted our clients with a variety of issues and crisis communications challenges, ranging from mergers, divestitures and labor negotiations to lawsuits, bond refinancings and social media accusations.

Research to develop consistent messages for internal audiences is essential as we know those messages find their way to external audiences.

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Honors & Awards

MULTIPLE HONORS FOR OUR PEOPLE AND OUR FIRM

This has been an exciting few months for our firm, with all three of our owners – and the firm – receiving several significant recognitions in quick succession. As Jerry quipped, “After 30 years, suddenly we’ve become an overnight sensation.”

Founder and President Anne Sceia Klein was named a “Woman of Distinction” by the *Philadelphia Business Journal*. The award, one of the region’s most prestigious, recognizes top business women who have made a significant impact through professional accomplishments and community involvement. The award ceremony will be held in late November, and Anne and her fellow honorees will be spotlighted in a special *PBJ* print supplement.

Earlier, Anne was named by *South Jersey Magazine* as a “Super Woman,” one of several women who “are finding ways to do it all, and they’re changing lives in the process.” Anne was cited in particular for her role in helping students develop their careers for more than 30 years.

This summer, *South Jersey Biz* magazine named Senior VP and COO Chris Lukach to its list of notable young professionals, the “20 under 40” “driven leaders shaping South Jersey’s future.” The magazine noted that Chris is personally spearheading the firm’s work in “helping clients create and refine social media policies. He did so by taking the principles Anne Klein had established and adapting them for the social media world.”

AKCG was named “Editor’s Pick” in the public relations category by *South Jersey Biz*. The firm was spotlighted in the magazine’s “Best of Biz 2012” edition in August. “More than just public relations counseling, Anne Klein Communications aids with crisis, environmental, financial, online and marketing communications,” the magazine noted.

EVP Jerry Klein was inducted into Temple University’s Gallery of Success in October. One graduate from each of Temple’s 17 schools and colleges is chosen each year for this honor. Jerry was selected by the School of Media and Communication. His photo and bio sketch will be displayed for a year in the Gallery of Success in Temple’s Mitten Hall. Then his name will be engraved on a plaque to hang forever in the same Gallery.



Jerry Klein is congratulated on his induction into Temple University’s Gallery of Success by School of Media and Communication Dean Thomas Jacobson.

ARCHER CHAIRS GOLD MEDAL AWARDS LUNCHEON

Vice President Beth Archer chaired the 2012 Philadelphia Public Relations Association Gold Medal Award luncheon, which honored The Children's Hospital of Philadelphia. The Gold Medal is awarded annually to an individual or organization who has brought honor and acclaim to the Philadelphia region.

ON THE SPEAKING TRAIL

Late in November, Beth will team with agency colleague Eileen Unger of Emergency Preparedness Partnerships to present a seminar, "No Time for a Second Chance," to the Monmouth-Ocean Development Council. New Jersey Gas will host the seminar. Beth's discussion will focus on the importance of crisis communications planning, essential steps to anticipating crises and guidelines to successfully engage key stakeholders and the media in a crisis or emergency.

In late October, Chris Lukach presented a spokesperson techniques seminar to representatives from the country's leading student exchange sponsors at the

annual meeting of the Council on Standards for International Educational Travel in Alexandria, Va. The program emphasized the importance of preparation and the value of using key messages in exchanges with the media.

Account Executive Robert Johnson spoke at Haddonfield, N.J.'s Rotary Club meeting in August. His presentation described the current trends, challenges and opportunities in social media for professionals and small businesses. This November, Robert will speak at his alma mater, Temple University, to a class of undergraduate students of his former professor, Rosemary Rys. Robert will discuss life lessons learned about the field of public relations.

Associate Kim Ciesla guest lectured for AKCG Senior Counselor David Cheatham's Integrated Marketing Communications class at Rowan University in late October. Kim spoke to the students about the current job market and ways to improve their visibility by marketing online.



A men's ice hockey team led by goal-tender Jerry Klein captured silver medals in July in the age 60 and over division at the 37th annual Snoopy Senior World Hockey Tournament in Santa Rosa, Cal. Jerry assembled the team with individual players from all over the U.S. and Canada who wanted to play in the tournament. Some were new to the tournament, others were veterans of many years. In the photo above, Jerry and several of his teammates receive their medals from volunteer coordinator Ann McGee. The tournament is held each year at the rink built by the late "Peanuts" cartoonist Charles Schulz.

Client News

AKCG welcomes two new clients: **Plains All American Pipeline (PAA)** tapped AKCG as its crisis-preparedness firm for its Philadelphia-area operations. PAA handles more than three million barrels of crude oil and refined products per day across the U.S. and Canada and has several facilities in the greater Philadelphia region. In addition, **Atlas Insurance Management** engaged AKCG as the preferred provider of crisis communications services to its clients. Atlas is a leading independent insurance management firm, with a client base representing many industries, including healthcare, import/export and a variety of small businesses.

When an international client faced a growing crisis in Russia and Italy, the client turned to AKCG for help. AKCG identified a local agency in Russia with crisis experience who could advise the client on local cultural challenges and media relations. AKCG and our international colleagues counseled the client through a situation that included

communication with Russian elected officials and lawyers posturing for sensational angles to the story.

AKCG recently helped a healthcare institution navigate through an investigative journalist's inquiry. After assessing the situation, and taking into account patient privacy regulations, the AKCG team provided strategic counsel regarding an appropriate response and helped ensure key stakeholders, including employees and the board, were kept informed of the outcome of the situation.

Exelon Generation wanted to tell a visual story of how it acted quickly after Japan's Fukushima disaster to ensure its 10 nuclear plants are prepared for simultaneous natural disasters, a scenario that was once unimaginable. AKCG, working with 25/8 Productions, wrote a script and filmed a short video for Exelon's website and internal communications that explained to employees, plant neighbors and other interested stakeholders how Exelon is prepared.

AKCG secured two Healthcare Innovation Awards from *Philadelphia Business Journal* for **Mercy Home Health** and **Mercy LIFE**. Mercy Home Health was recognized in the Patient Safety category for its telehealth program, an electronic monitoring service for chronically ill patients with congestive heart failure and other heart-related diseases. Chief Medical Officer Dr. Donna Raziano was recognized in the MBA of the Year category for tripling employment opportunities, sustaining growth and implementing cost-savings initiatives to ensure financial stability of the Program for All-Inclusive Care for the Elderly.

Princeton Day School, the historic and highly regarded private school in Princeton, N.J., engaged AKCG to exercise members of its administration in using spokesperson techniques to communicate with its various audiences.

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Spotlight on Our Clients

LIKING WATER: CONNECTING A COMMUNITY WITH ITS WATER COMPANY

Long-time client New Jersey American Water employs many communications tactics to establish relationships with customers and educate key stakeholders. As a public utility, the company also must communicate emergency-related information. In early 2011, NJAW recognized it could enhance its communications efforts by introducing a Facebook community page into its communications mix. Through this social media channel, NJAW would be able to engage its customers in real time and communicate information about what the company is doing in the community.

Two large-scale emergencies, Hurricane Irene in 2011 and a bridge collapse near a NJAW water treatment facility in July of 2012, monopolized much of NJAW's still fairly new social media page. Based on the community's feedback, NJAW knew its customers' primary concern was to obtain immediate information about emergency preparedness and response as well as learn what steps were being taken to fix water-related problems in their community.

While fans of the NJAW Facebook page had grown accustomed to using the page as a resource during emergencies, by the summer of 2012, NJAW leadership recognized it was time to promote education about water and balance the dialogue with more brand-positive content.

NJAW engaged AKCG to enhance interaction with its customers and interested stakeholders on social media by building on the existing model of incident-related communications. To meet this challenge, AKCG developed a

social media strategy that encourage a positive dialogue, with a mix of operational-focused, educational and light-hearted content.



One of many "memes" AKCG developed for use on NJAW's Facebook page.

AKCG developed an editorial calendar and content that provided ready-to-use information for NJAW to post onto its Facebook page. Each day of the week has a designated category of content. Content posted on Monday, for example, highlights community involvement, while Thursday highlights educational videos pulled from third-party sources on the internet to add credibility. AKCG created more than two dozen "memes," comical/satirical photos with captions, to add an interesting and compelling visual component to the Facebook page. "Memes" are posted on Tuesday.

RESEARCH ADDS CONSISTENCY TO MESSAGING

Kennedy Health System, one of Southern New Jersey's leading health systems, engaged AKCG to develop an organizational key message platform that would distinguish Kennedy from its competitors and would inform communications between leadership and its key audiences, both internal and external.

AKCG designed a research program to align messaging with how the executive team and employees perceived Kennedy as different from other health systems. AKCG interviewed executives one-on-one and held focus groups with employees. Additionally, AKCG conducted an internal and external publications audit to identify descriptive messaging and branding across Kennedy's communications channels.

When the research findings and message platform were presented to the executive leadership team, the CEO was able to see immediately how consistency in branding and messaging among leaders and employees could be helpful in achieving his vision for the health system. With the support of the executive team, he decided to implement changes immediately.

One week after AKCG's presentation, Kennedy began rolling out the key message platform and implementing branding recommendations AKCG provided. Since then, the key messages have been used both internally as the foundation for employee communications and externally as the foundation for executive presentations, setting Kennedy apart from its competitors.

Client News (continued)

For the tenth year, Thomson Reuters tasked AKCG to help announce its annual Citation Laureates. Each year, Thomson Reuters analysts mine proprietary data from the company's research platform, Web of Knowledge™, to identify the most influential researchers in chemistry, physics, physiology or medicine, and economics. Based on a thorough review of citations to their research, the company names these high-impact researchers as Thomson Reuters Citation Laureates and predicts them to win the Nobel Prize, if



not this year then in the future. Following this year's announcement, AKCG secured 72 original editorial pieces about the predictions. Reprints of the story and news release appeared on the websites of more than 200 media outlets. Social media efforts also yielded major successes. On Thomson Reuters' Facebook page alone, more than 225,000 users were exposed to stories related to the Nobel Prize predictions and the page received more than 1,200 new "likes."

Keeping Pace with Evolving Client Needs

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These days, social media strategies are vital to building and protecting a brand. So now our work for clients in updating their crisis communications preparedness plans includes best practices in managing a social media crisis.

While we recognize the role social media plays in a market positioning, we also recognize traditional media coverage still has the power to influence audiences with third-party endorsements. Therefore we include both social and traditional media in our thinking as we plan our clients' programs.

We work hard to stay on the leading edge of communications strategies and tactics. Because of our demonstrated ability to serve ever evolving client needs, our staff is in demand to share knowledge of our specialized skills. We're pleased to do that, because our commitment to giving back remains top of mind for all of us. And we are doubly pleased to be recognized for this commitment.

Happy holidays, everyone!

— A.S.K.

NICE WORDS

Dear Kim [Ciesla],

Thank you again for making time today to present to my Integrated Marketing Communications class. Students told me that you brought real insight in not only social media, but also in how a new communications professional should conduct him/herself in the transition from college.

I am confident that you will receive many requests to network. Your in-box is probably already filled with invites to LinkedIn.

Best Regards,

David Cheatham, APR
Rowan University

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 IPREX (the International Public Relations Exchange), one of the world's largest public relations networks.



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*In the spirit of the holidays,
please consider making a donation
to the American Red Cross or the
Salvation Army to support their
efforts to aid the victims of
hurricane Sandy.*

Happy Holidays

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