

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2013



Honors & Awards

ANNE NAMED BY PRSSA AS A “LIFE CHAMPION”

AKCG Founder and President Anne Klein was recently recognized as an inaugural “Lifetime Champion of PRSSA.” PRSSA, the Public Relations Student Society of America, is the student arm of the Public Relations Society of America.

Anne was recognized along with 17 fellow champions for her generous contributions to the student society over many years. Her donations have helped support internship opportunities, scholarship opportunities and awards by which student chapters are recognized for their public relations efforts. Anne also served as professional advisor to the Rowan University PRSSA chapter for 32 years.

The honor was announced at the PRSA International Conference held in Philadelphia in October.



Anne Klein (center) attended the annual dinner of the PRSA College of Fellows, held at the Academy of Music Ballroom, during the PRSA conference in Philadelphia in October. Above, Anne chats with Fellows Julie Fix from Houston and Judy VanSlyke Turk from Virginia. All three were members of Kappa Delta sorority at their respective colleges. Anne was inducted into the College of Fellows in 1991, its second year of existence.

Overcoming the Stumbling Blocks

by Anne Sceia Klein, Fellow PRSA
and Christopher J. Lukach, APR

“A lack of planning on your part does not constitute an emergency on my part.”

You know this quote. Nearly every public relations professional has lived it.

So why do so few organizations plan for an emergency or a crisis? Yes, regulated industries must do so, but what about the others?

Here are the excuses:

“It costs too much money. We don’t have it in the budget.”

“You can’t predict everything that will happen, so why waste the time?”

“I can handle the storm when it comes.”

“We have one already [from 10 years ago].”

“The lawyers will never approve it.”

To quote King Mongkut from *The King and I*, “Etcetera, etcetera, etcetera.”

Senior executives, while well-intentioned, don’t always understand the need for a crisis communications plan that is regularly reviewed, tested and revised. We often hear from clients, “I get it. But my boss doesn’t.”

(Continued on last page.)

AKCG AGAIN NAMED EDITORS’ CHOICE AS BEST PR FIRM



AKCG was named Editors’ Choice in the public relations category of *South Jersey Biz* magazine’s “Best of Biz” honors for the second year in a row. The firm was spotlighted in the magazine’s August edition.

ON THE FOREFRONT OF THOUGHT LEADERSHIP

AKCG was featured alongside two clients in thought leadership articles recently.

Senior Vice President and Chief Operating Officer Chris Lukach, together with Pat Donohue, director of marketing & communications for client St. Mary Medical Center of Langhorne, Pa., authored “A

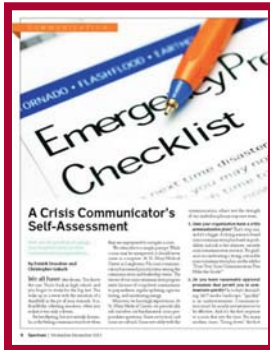
Crisis Communicator’s Self Assessment.” It featured six questions to gauge a hospital’s level of crisis communication preparedness.

The article was published in the November/December issue of *Spectrum*, the Society for Healthcare Strategy and Market Development’s monthly publication. It can be viewed at bit.ly/crisis_assessment.

Chris also co-authored an article with Martin Eveleigh, chairman of Atlas Insurance Management, titled “A Captive Reputation.” It highlighted the importance of communication during issues and crises, and how captive insurance companies can institute their own reputational risk management programs. The article was featured online and in *Risk & Insurance* magazine’s November edition. It can be viewed at bit.ly/CaptiveRep.

Chris led a rapid-fire session at the annual conference of the Society for Healthcare Strategy and Market Development (SHSMD), part of the American Hospital Association, in Chicago. Chris’s session, which addressed strategies for managing social media crises, was attended by approximately 150 hospital and health-system communicators. Chris previously wrote an article on this topic for the SHSMD newsletter, available at bit.ly/lczIsUs.

Chris was featured in the September/October issue of *Ad News*, the magazine of the Philadelphia Ad Club. His article, “The Millennial’s Challenge,” espoused the value of reverse mentorship and encouraged millennial professionals to value the contributions of their older colleagues.



SUPPORTING THE ENVIRONMENT

AKCG was a sponsor of the annual “Experience the Estuary Celebration” in October for the Partnership for the Delaware Estuary. Vice President Beth Archer serves on the board of directors. The Partnership is a nonprofit organization established in 1996 to take a leadership role in protecting and enhancing the Delaware Estuary, where fresh water from the Delaware River mixes with salt water from the Atlantic Ocean.

KATHRYN AROUND TOWN

In September, Senior Associate Kathryn Conda spoke to students in the Introduction to Public Relations class at Rowan University, taught by Peter Eschbach, director of communications and external affairs for client New Jersey American Water. Her guest lecture highlighted the importance of proper research in a strong public relations campaign.

Kathryn has also been busy with her committee involvement with the Philadelphia Public Relations Association. She is chairperson of the Membership Committee, and also has been concentrating on ramping up the organization’s Mentoring Program, which aims to pair rising stars with senior-level practitioners.

KIM CONTINUES TO SERVE

Senior Associate Kim Ciesla will continue to serve on the PRSA Philadelphia chapter board and on the Philadelphia Chamber of Commerce’s Young Professionals Network Social Media & Marketing Committee for 2014. In her PRSA post, Kim serves as liaison between the Philadelphia PRSA chapter and local student chapters of the national Public Relations Student Society of America. For the YPN Social Media & Marketing Committee, Kim aids in content development and distribution for the organization’s social media channels.

PERENNIAL VOLUNTEER

Anne just can’t say “no” to volunteering. After completing a decade of service to the American Heart Association and the Go Red For Women Campaign, Anne has returned to her alma mater as a volunteer. She is serving on

her University of Pennsylvania class reunion committee and on the Penn Alumni Program Committee, reconnecting with many of her classmates.

Rowan University students who attended the International Conference of PRSA felt confident of their abilities to network and dine appropriately, because the Rowan chapter of the Public Relations Student Society of America had asked Anne to conduct her well-known seminar on networking and dining. The seminar began with the appropriate handshake. And cell phones were silenced. Anne provided tips to the students on conversations to initiate and conversations to avoid. (Remember how your mother advised you to not discuss politics, religion and money? Well, nothing has changed!!) She also reviewed the dinner place setting and demonstrated how to avoid taking a glass or cup or plate belonging to the person next to you. The students always enjoy asking questions about foods to eat and “what ifs.” Anne believes the time she spends with students is well worth it. Their success is her reward.

A MEDALIST AGAIN

For the second straight year, Jerry Klein won a silver medal at the annual Snoopy Senior World Ice Hockey Tournament in Santa Rosa, CA. Jerry, a goaltender, backstopped his team in the age 60 and

over division to wins over two other teams, but lost by just one goal to the team that won the gold medal. It was Jerry’s third year playing in the Snoopy tournament. He has played men’s league hockey for over 30 years. In the photo, Jerry is shown in full regalia, alongside Anne who serves as assistant manager and social director for the team.



Spotlight on a Client

CELEBRATING FAMILY CAREGIVERS MONTH WITH MERCY LIFE

November is National Family Caregivers Month, and to celebrate, AKCG client **Mercy LIFE**, with help from Philadelphia TV anchor Pat Ciarrocchi of CBS3 (KYW-TV), presented Philadelphia resident Janet Chestnut with its Devoted Caregiver Award. The AKCG team helped coordinate the second annual award ceremony and Health & Wellness Expo to honor and thank caregivers throughout the region. Chestnut received a special engraved plaque and a proclamation from the office of Philadelphia Mayor Michael Nutter.



Mercy LIFE's Director of Marketing and Communications Taryn Duckett, Pat Ciarrocchi of CBS3, Devoted Caregiver honoree Janet Chestnut, and Mercy LIFE CEO Carol Quinn.

The Health & Wellness Expo, which took place at the Mercy LIFE Adult Day Center on Broad Street, was open to the

public and included free refreshments and entertainment. Mercy LIFE clinicians provided everything from free blood pressure screenings and blood sugar checks to diabetes consultations and private physician meetings.

Attendees also were encouraged to participate in free yoga sessions and a Zumba class led by the choreographer of the Philadelphia Eagles cheerleaders, Dwayne Townsend. Retired Philadelphia Eagles punter Sean Landeta also made an appearance to pose for photographs and sign autographs for fans.

AKCG was able to secure several media placements surrounding the exciting event, and to help promote National Family Caregivers Month, including segments on both CBS3 and CW Philly (WPSG-TV).



Coverage of Mercy LIFE's Health Fair on Philadelphia's CBS3.

MERCY LIFE IN THE MEDIA

Philadelphia Business Journal named **Mercy LIFE** and **Mercy Home Health** CEO Carol Quinn its Health Care CEO of the Year for her organizations' astonishing growth in revenue and market share. Quinn was featured on the front cover of PBJ's Oct. 25 issue.

In late August, Pat Ciarrocchi from Philadelphia's CBS3 (KYW-TV) paid a visit to **Mercy LIFE's** Adult Day Center on Broad Street to report on the nationally recognized PACE program (Program of All-inclusive Care for the Elderly). Recreation Therapy Supervisor Caitlin Gunnells spoke of the many benefits for seniors. The report aired on the news magazine show, *Talk Philly*.

The new *South Philadelphia Life* magazine has featured Mercy LIFE every month since September, with each issue spotlighting a different facet of the PACE program. November's issue sheds light on how Mercy LIFE celebrates National Family Caregivers Month, while December will feature the many ways Mercy LIFE's skilled staff celebrates the holiday season with participants and their families.

Client News

The AKCG team created a multi-year strategic plan for client **Mid-Atlantic Dairy Association** to position the organization as a resource for milk and dairy information, supporting its larger goal to build demand for milk. AKCG thoroughly examined secondary research, evaluated the organization's current communication efforts and organizational structure, and provided a social media analysis of MDA and its competitors across Facebook, Twitter, YouTube and Pinterest. The research resulted in a comprehensive plan offering a variety of strategies and tactics for growth and development, and next steps for implementation. After reviewing the plan, MDA retained AKCG to help implement it, and will start with outreach

to baby boomers through a pilot program set to begin in January 2014.

AKCG is working with the **Occupational Training Center of Burlington County** (N.J.) to develop a strategic communications plan to help position the nonprofit agency in an increasingly crowded marketplace. The firm also will be managing a creative team to update the organization's branding and website, as well as various collateral materials.

The team at AKCG is working with **Gwynedd Mercy University** to update its crisis plan, and serves as its agency of record if issues or crises should occur at the Philadelphia area school.

AKCG completed its annual update of the **St. Mary Medical Center** Crisis Communications Plan. The plan expands the medical center's level of preparedness, particularly for crisis response via its growing social media presence.

AKCG continues to support long-time client **Saint Francis Healthcare** through a period of great excitement. Saint Francis recently announced a new director of cardiac services, as well as a new partnership with the consultancy MAGIC that brings top-class gastrointestinal care to Northern Delaware. In addition, AKCG supported Saint Francis' first "Creating a Healthy Future" event in November, honoring the hospital's medical staff.

Overcoming the Stumbling Blocks

(Continued from front page.)

Here are a few suggestions to overcome those stumbling blocks and ensure your communications team is as prepared as it can be.

Budget. In the “new normal” of the U.S. economy, you will never have enough budget to do everything you want. Get creative. Work with your agency partner to build a plan in stages, a few scenarios at a time to maximize your budget.

Bravado. Many CEOs think they can handle the media, and thus do not need a plan. And maybe they can. But what if they’re on vacation? Or on a cross-country flight? Your organization

needs to know what to do and what to say. Can you take the chance you’ll guess correctly what your CEO might have said or done?

Time. Today’s “24/7” media environment almost has become a cliché, but you *really do* have little to no time to craft a response in the heat of the moment that sets a positive, non-defensive tone for the organization and gets to the right audiences in the right amount of time. And the first statement is the one that sets the tone. Just ask Graham Spanier (Penn State) if he, given time to think about it, still would have used the term “unconditional support” as his first statement to the media.

Already Done. A plan more than a year old is out of date. The world and the media are changing too quickly. And a plan that provides only a “process” to follow is not worth the binder it’s stored in. Not with Twitter on the loose.

Legal. Let’s talk about budget! Can you afford the lawsuits?

Have you overcome these stumbling blocks using different methods? Let us know. Email Chris or Anne at crisis@annekleincg.com. We’ll report on your successes in our next issue of *Kaleidoscope*.

— A.S.K. & C.J.L.

Anne Klein Communications Group is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States.

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