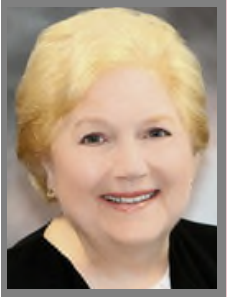


KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall-Winter 2016



Thank You For a Great First 35 Years

by Anne Sceia Klein, Fellow PRSA

January 3, 2017 will mark the 35th anniversary of our firm. What an exciting milestone for us!

Thanks are definitely in order to our staff and clients — present and former — and to all our business colleagues, vendors, advisors, referral sources and friends. Without each of you, who have played a part in our lives and in the life of our firm, we could not come as far as we have.

I have been fortunate to benefit from the assistance of so many people, especially from my business partner and husband Jerry Klein. While I focused my attention on public relations strategies for our clients, Jerry made sure the business side of the firm kept up with our clients' and staff needs.

We are proud the firm continues to thrive in the good hands of Christopher Lukach, APR, who has served as president since 2014. Since he took the reins, Chris (in concert with Senior VP

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Honors and Awards

LUKACH NAMED A ROWAN 40 UNDER 40

In June, AKCG President Chris Lukach was named one of Rowan University's inaugural 40 Under 40 honorees. Each year, Rowan will celebrate 40 of its most accomplished young graduates who use their Rowan degrees to make a big difference in their personal, volunteer and professional lives.

While at Rowan, Chris was active in the Public Relations Student Society of America (PRSSA) where, as chapter president, he led his group to be recognized as the "Outstanding Chapter in the Nation." In 2009, Chris was inducted into the Rowan University PRSSA Hall of Fame.

Chris received his B.A. degree in Communication, *magna cum laude*, with a specialization in public relations in 2004. He joined AKCG's ownership team at the age of 24 and became president of the firm in his early 30s.

In 2014, Chris was named to *NJBiz* magazine's "40 Under 40" list. He also was named by *South Jersey Biz* magazine to its 2012 list of "20 Under 40" leaders.

Chris received the 2007 Fast-Track Award from the Philadelphia Public Relations Association (PPRA). This award recognizes a young professional who exemplifies the organization's vision for the future. His programs and published works have been recognized with awards from the Philadelphia and New Jersey chapters of the Public Relations Society of America (PRSA), and from the PRNews in its national NonProfit PR awards competition.



Chris Lukach was named to Rowan University's inaugural 40 Under 40 list honoring accomplished young alumni.

Photo courtesy of Rowan University/Craig Terry, photographer

AKCG HOSTS PRSA ROUNDTABLE

For the second time in two years, AKCG hosted senior-level PR pros from the New Jersey and Philadelphia chapters of the Public Relations Society of America for a roundtable discussion about the industry. The “Shoot the Breeze” events, originated and facilitated by business consultant Ken Jacobs a few times each year, bring local leaders together to discuss hot topics facing the PR community. AKCG’s Chris Lukach participated in the roundtable along with individuals from a variety of agency, corporate and non-profit organizations.

CHRIS WRITES FOR SOCMA

In advance of his presentation at December’s annual meeting of the Society of Organic Chemical Manufacturers and Affiliates, AKCG President Chris Lukach penned an article for SOCMA’s industry-focused blog. The article, “Crisis Communication in the Age of Viral Media,” examines how the viral media landscape has upended the field of crisis communications. Read the article at <http://tinyurl.com/cjl-socmablog>. Chris is one of four speakers who will participate in SOCMA’s Educational Speaker Showcases at the organization’s 95th Annual Dinner on December 5 in New York.

JOHN RETURNS TO TEACH

This fall, the AKCG team participated in a three-day client-service training and refresher program hosted by AKCG’s former COO John Moscatelli, APR, Fellow PRSA. Over the course of the seminar, John led AKCG’s team through a series of real-life examples, a collection of do’s and don’ts and other learning aimed at strengthening how we serve clients. The team benefited from John’s in-depth background about AKCG’s approach to quality service, which allowed him to tailor the curriculum to match the firm’s style.



Mike Gross (third from left) in Chicago at the first-ever IPREX “COO Summit.”

MIKE ATTENDS COO SUMMIT

AKCG COO Mike Gross attended in the first-ever “COO Summit” hosted by IPREX, the International Public Relations Exchange, of which AKCG is the exclusive Philadelphia member. Held at IPREX member Carolyn Grisko’s office in Chicago in mid-September, more than a dozen senior executives from firms across the country shared best practices about managing day-to-day operations. The group in attendance plans to remain in touch to dig deeper into the topics discussed during this conference. Mike was thrilled to make new connections and further build relationships with other IPREX members – each with his or her own areas of speciality – to improve the way AKCG serves its clients.

BRIAN COMMUNICATES FOR PRSA

Senior Associate Brian Price recently joined PRSA’s Philadelphia Communications Committee. Brian will help create content for the chapter’s monthly newsletter, *Chapter Chat*, by interviewing prominent media members and PR professionals, discussing industry trends and highlighting PRSA events.

DARRAH IS AN ACTIVE VOLUNTEER

Senior Associate Darrah Foster served as a committee member for the 2016 PPRA Gold Medal Award luncheon. The Philadelphia Public Relations Association gives the Gold Medal annually to a non-PR person or organization that has brought honor and acclaim to Philadelphia. This year’s recipient was Jane Golden, founder and executive director of Mural Arts Philadelphia. Darrah also served, for the second year, as a committee member and speed networking participant for PPRA’s Networking 101, the organization’s annual event dedicated to students and young professionals.

Darrah recently visited her alma mater, Rowan University, to speak on a three-person panel at a meeting of the school’s chapter of the Public Relations Student Society of America. Darrah offered insight to students about positioning themselves for success through early job search and professional development.

Spotlight on a Client

HELPING THE PEOPLE WHO HELP CHILDREN WITH SPECIAL NEEDS

Earlier this year, The Family Hope Center, an international center dedicated to helping children with special needs and developmental delays, engaged AKCG to help it reach more special needs families in the Philadelphia region. AKCG created a strategic plan that would connect additional families to the Center and position its people as thought leaders.

The program included AKCG repositioning content for The Family Hope Center's website to better reflect its newly defined key messages. AKCG and the Center also created social media and community outreach plans to connect the organization with other special needs organizations and

support groups that provide families with resources.

Recently, AKCG placed a bylined Q&A in *The Philadelphia Inquirer* on behalf of Matthew Newell, Director and Founder of The Family Hope Center. The Q&A addressed the

question, "What do I do now that my child has been diagnosed with autism?"

The Center hosted its "How to Help Your Child with Special Needs" event (a three-day parent training conference) in early November. AKCG worked to attract attendees to the event by getting it listed on Philly.com and the website of Philadelphia TV station CBS3 (photo at left).

AKCG is proud to be working hand-in-hand with an organization that helps empower thousands of parents, who struggle with a variety of challenges, to take control of their families' futures.



Client News

AKCG client **The National Catholic Risk Retention Group** and the Pennsylvania Catholic Conference (PCC) invited Chris Lukach and Mike Gross to present a seminar on communications strategy during a PCC Bishops meeting in late September. Mike and Chris discussed the current media landscape, the impact of social media on communications management and ways to develop and execute communications strategies.

AKCG secured coverage of several **Mercy Fitzgerald Hospital** colleagues in a *PhillyVoice* article



about the hospital's role in stabilizing the condition of a Folcroft, Pa., police officer who was shot seven times in June while investigating a report of drug use. The article spotlighted the important role a community hospital plays in a trauma situation (photo below left).

Following the death of Philadelphia Flyers Founder and Owner Ed Snider earlier this year, AKCG arranged for Mercy Fitzgerald urologist Jascha C. Rubin, MD, to educate viewers of Philadelphia TV station NBC10's evening news on bladder cancer. Dr. Rubin explained symptoms to look out for and the importance of getting screened.

In October, AKCG client **Ralston Center** celebrated its 25th year providing wellness programs to adults 55 and older in Philadelphia. The celebration included fitness classes, wellness screening stations, nutrition classes and other activities. AKCG developed a media relations strategy to gain local media interest for the anniversary

and secured coverage on Philadelphia TV stations CBS3 and 6ABC.

AKCG helped **Mercy LIFE's** Adult Care Center on Broad Street spotlight Hispanic Heritage Month this fall. Philadelphia TV stations Fox 29 and CBS3 came to cover the event which included salsa dancing, traditional Hispanic cooking and a variety of Hispanic games. In addition, Mercy LIFE - West Philadelphia hosted a voter education event to brief seniors on voting deadlines, processes and resources for them on Election Day. Attendees also were able to practice voting on a real voting machine (photo below). AKCG secured coverage on NBC10 and 6ABC.



1000 Atrium Way
Suite 102
Mount Laurel, NJ 08054



FIRST CLASS MAIL

Thank You For a Great First 35 Years

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and COO Mike Gross, APR) has solidified AKCG's role as a national thought leader and spearheaded innovative programs that help our clients achieve their bottom-line goals. The staff also stays actively involved in professional organizations, speaking to and mentoring students, taking leadership roles, and carrying on the community involvement our firm has been respected for over the years.

Jerry and I have devoted three-and-a-half decades to serving our clients and creating opportunities for our staff, and that will go on unabated. I will continue to build relationships for the firm, while Jerry will support firm administration.

On our 25th anniversary, we looked forward to the next 25 years. Now we are 15 years away from celebrating our golden anniversary. Jerry and I expect to applaud Chris and Mike in 2032 as they celebrate a rare anniversary for our industry. — A.S.K.

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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e-mail: newsletter@annekleincg.com
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MORE CLIENT NEWS

St. Mary Medical Center in Langhorne, Pa., recently held its annual Ladies Night Out event as part of month-long activities during Breast Cancer Awareness Month in October. The event, which featured various vendors and speakers, was well attended by the community. During Ladies Night Out, St. Mary dedicated its new Bee Well Boutique, a storefront for women fighting cancer. AKCG helped promote the event to boost attendance through local calendar listings and a segment that ran on NBC10.

IPREX

AKCG is a member of **IPREX (the International Public Relations Exchange)**, one of the world's largest public relations networks.