

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2017



“Long Ago” Is Not A Defense

by Chris Lukach, APR

There’s a point we emphasize in AKCG’s crisis communication training that, today, is feeling truer than ever:

“There is no statute of limitations on public relations crises.”

The statute of limitations is a legal concept, not a reputational concept. The courts of law and public opinion play by very different sets of rules. While, in most circumstances, courts cannot rule on events that happened in the distant past, public opinion is not so constrained. Organizations and individuals can be held accountable for their actions, no matter how far in the past the window for potential legal consequence closed.

Skim a newspaper or listen to a news broadcast, and you’ll understand what I mean.

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Honors and Awards

PRSA HONORS AKCG FOUNDER FOR LIFETIME ACHIEVEMENT

Anne Sceia Klein, AKCG’s founder, received the prestigious “Lifetime Achievement” award from the Philadelphia chapter of the Public Relations Society of America in November during the organization’s annual Pepperpot Awards program. This recognition has been awarded only two other times in the chapter’s 50-plus year history. Anne also was recognized at the event for her 50 years as an active, valuable member of the PRSA community. She has received numerous honors and awards over her career, including being inducted into the Philadelphia Public Relations Association’s Hall of Fame in 2004.



John Kouten, incoming president of the Philadelphia chapter of PRSA, congratulates Anne on receiving the chapter’s Lifetime Achievement Award.

AKCG WINS PEPPERPOT AWARDS

AKCG, in partnership with several clients, took home five awards during the 2017 Pepperpot Awards program in November. The team earned three first-place and two second-place honors in categories including Public Service, Media Relations, Reputation/Brand Management, Feature Stories and Crisis Communications/Issues Management.

Also at the event, Anne and Jerry Klein presented their respective annual “Professional Promise” awards. Anne’s went to Ryan Wall, a senior at La Salle University, who serves as president of the La Salle PRSSA Chapter. Ryan is pursuing dual concentrations in Public

Relations and Communications Management.

Jerry’s award, presented this year for the first time, went to Clarissa Ford, a senior at Temple University, who is the Director of the Temple PRSSA student-run PR agency, PRowl. Clarissa is majoring in Strategic Communications with a minor in Sports Management.

Anne’s and Jerry’s Professional Promise awards honor regional college students who, through outstanding academic and extracurricular performance, have demonstrated a dedication to advancing themselves in the field of public relations.

LUKACH NAMED TO WHYY BOARD

AKCG President Chris Lukach was elected to the Board of Directors of WHYY, Inc., Philadelphia's leading public media provider and PBS/NPR member station serving the Greater Philadelphia area. WHYY's multi-media outreach includes WHYY-TV and WHYY-FM, as well as "off-air" community forums, artistic performances, lectures and media education programs. Previously, Chris had served as a member of the organization's Community Advisory Board for nearly a decade.

MIKE SERVES AS DELEGATE

In October, COO Mike Gross participated as a delegate for the Philadelphia chapter of the Public Relations Society of America at PRSA's Leadership Assembly, which took place during the organization's

international conference in Boston. Mike, who was president of the Philadelphia chapter in 2010, currently serves as a Director-at-Large.

DARRAH ATTENDS WORKSHOP

In September, Senior Account Executive Darrah Foster participated in a two-day workshop, "Secrets of a Media Relations Master," with media pitching coach Michael Smart. The seminar, held in New York City, was designed to help PR pros achieve superior results in today's quickly changing media landscape.

TOM VOLUNTEERS FOR STUDENTS AND PROS

AKCG Associate Tom Logue recently wrapped up three months of service on the Philadelphia Public Relations Association's committee

organizing the Gold Medal Award, the organization's most prestigious annual award.

Additionally, Tom joined Darrah Foster in returning to their alma mater to speak to Rowan University's chapter of the Public Relations Student Society of America.

SOCIAL MEDIA INTERN

Anne Klein Communications Group recently welcomed Nicolette Giordano, a senior public relations major at Rowan University, as its newest intern. Nicolette has worked with the firm's social media team, where she helped Tom Logue create, catalog and evaluate content for AKCG's presence across multiple social media platforms. Nicolette serves as Director of Rowan PRSSA's student-run public relations firm, PRaction.

Client News

AKCG was invited by the **Council on Standards for International Education and Travel** to speak at its 33rd Annual Conference, held in Indianapolis. AKCG President Chris Lukach took to the podium twice during the three-day conference, with a presentation on the Basics of Crisis Communications and a more advanced presentation on Reputation Management in the Attention-Deficit Age.

Theresa Conejo, RN, of **Nazareth Hospital** in northeast Philadelphia, has had a huge impact on her community in 2017. In June, the American Heart Association (AHA) named Conejo its 2017 Healthcare Volunteer of the Year, marking her fifth national AHA award in a decades-long journey to break down language barriers in healthcare. AKCG, working in conjunction with Nazareth Hospital and its parent **Mercy Health System**, helped Conejo share her story with local and regional media, including the *Philadelphia Inquirer* and *Catholic Health World*.

AKCG client **Wesley Enhanced Living** (WEL) organized a special luncheon to honor local "Rosie the Riveters" (women who worked in factories and shipyards during World War II) during Veterans Day weekend. Prior to the event, AKCG



Pa. State Representative Andrew Charlton presents June Robbins with a special proclamation honoring her service as a "Rosie the Riveter" during World War II.

secured an interview with Philadelphia TV station NBC 10 for WEL resident and Rosie the Riveter June Robbins and WEL's Director of Marketing Communications and Special Events Lisa Haino. During the luncheon, nearly a half dozen local Rosie the Riveters were on hand as State Representative Andrew Charlton presented Ms. Robbins with a special proclamation. KYW Newsradio's Cherri Greg covered the event and interviewed the local Rosies. The story also was featured on TV at CBS 3 and online at CBSPhilly.com.

In August, AKCG secured and facilitated a TV "shoot" for a mid-November 6abc segment of "Art of Aging" for **Ralston Center's** Feldenkrais class, a type of exercise therapy that reorganizes the connection between brain and body to improve body movement and psychological state.

AKCG worked with client **Mercy LIFE** to help promote the first National PACE (Programs of

(Continued on next page.)

Spotlight on a Client

CRODA HOSTS RIBBON-CUTTING CEREMONY FOR BIO-BASED FACILITY

Long-time client Croda Inc, a global manufacturer of specialty chemical ingredients, held a ribbon-cutting event on October 18 to celebrate the upcoming commissioning of its latest investment at its Atlas Point manufacturing site in New Castle, Del. The first of its type in North America, the new plant is capable of producing 100 percent renewable, 100 percent bio-based non-ionic surfactants, which are active emulsifying ingredients that help keep oil and water from separating.

This marks a turning point in the industry, as companies traditionally use petrochemical ingredients over sustainable ones when seeking high performance surfactants for the formulation of consumer products. Now, Croda has implemented a way to use renewable ingredients without sacrificing product performance. Moreover, the ingredients will be manufactured with renewable energy.

The event spotlighted the successful collaboration between Croda and the State of Delaware, as Delaware Governor John Carney and other local leaders joined Croda International Plc Group Chief Executive Steve Foots and President



Delaware Governor John Carney (third from left) helps Croda officials cut the ribbon for the new bio-based surfactant plant.

for Personal Care & North America Sandra Breene, for the ribbon-cutting celebration.

AKCG developed a media relations strategy to gain local media interest and community engagement for the ribbon-cutting ceremony. AKCG secured media coverage on Philadelphia TV station NBC 10, PBS station WHYY-FM and WHYY.org, as well

as WDEL 1150-AM of Wilmington and DelawareBusinessNow.com. The news release also was distributed over a wire service, generating hundreds of online postings including premiumbeautynews.com and fuelsandlubes.com.

While not a consumer brand itself, Croda's non-ionic surfactants are incorporated into many popular products found on the market, from face creams to toothpaste and paint. This new wide range of 100 percent renewable and 100 percent bio-based ingredients will enable the creation of both new and re-imagined products, including cosmetics and hair-care products in the personal care industry, lubricants and coatings in the automotive industry, air-fresheners and floor-care products in the cleaning industry, and drilling fluids in the oil industry.

For years, Croda's Atlas Point facility has been a supportive corporate citizen and active member of its community. Over the last two years, the expansion of the Atlas Point facility has brought over 250 construction jobs to Delaware. Now, Croda will add 30 new full-time employees to the workforce at Atlas Point.

Client News (continued)

All-Inclusive Care for the Elderly) Month. AKCG secured a special segment on Philadelphia TV station 6abc that promoted the benefits of PACE programs. The *Philadelphia Business Journal* also covered the location announcement of Mercy LIFE's newest Adult Day Center, which will open in Montgomery County, Pa., in 2018.

AKCG recently created a social media crisis response plan on behalf of the **Philadelphia Protestant Home**, a senior living community. The plan gives PPH guidelines and tools for managing communications in the event of a social media crisis.



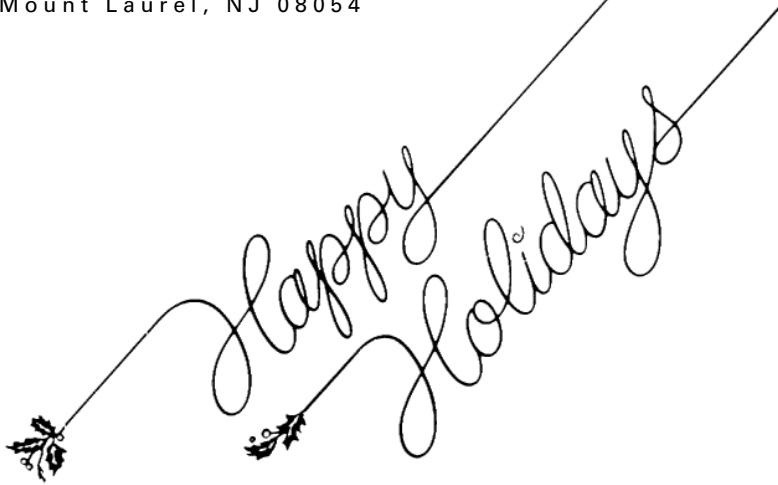
Dr. Donna Raziano of Mercy LIFE appearing on 6abc's "Art of Aging."

The AKCG team helped drive donations to **St. Mary Medical Center's** Community League CARES store by leveraging media placements on Philadelphia TV stations FOX 29 and NBC 10, and in local newspapers including the *Bucks County Courier Times* and *The*

(Doylestown, Pa.) *Intelligencer*. The CARES store allows anyone with a valid medical prescription to check out the equipment they need, for as long as they need it. Once they are finished using the device, they bring it back to the store in Langhorne, Pa. to be cleaned and refurbished for the next user.

This summer and fall, AKCG continued to ramp up its crisis and issues management practice, providing strategic communications counsel to several education and healthcare organizations. We advised leaders of these organizations on topics including inappropriate behavior of faculty and students, onsite emergencies and media scandals.

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FIRST CLASS MAIL

"Long Ago" Is Not A Defense

(Continued from front page.)

In our training sessions, we teach clients to be constructive, not alarmist. At any point, our clients' leaders may be forced to defend their integrity and that of their organization against allegations that long predate them.

So what can leaders do to steel themselves against these crises? In a word, "prepare." Talk to those who predate them at their organization. Embrace institutional knowledge. Where they find whispers, press further. Investigate. To the extent possible, find out what the truth is and determine what needs to be done to correct a situation.

Above all, hold others and themselves accountable for their actions. The people they serve certainly will. — *C.J.L.*

NICE WORDS FROM A CLIENT

Thank you for a powerful and expert presentation. The on-line evaluation questionnaires unanimously rated the webinar as 'excellent'."

*Mary Rodger, BSN, RN, CPASRM
Senior Risk Management Analyst
and Consultant
ECRI Institute*

(following a recent crisis communications webinar conducted by AKCG's Chris Lukach)

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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