

KALEIDOSCOPE

Exploring the Many Facets of Public Relations

Fall/Winter 1996



Strategic Planning Means Listening

by Anne Sceia Klein, Fellow, PRSA

I was really surprised to read the headline in a late August issue of *Business Week*. It said that strategic planning had returned! I wasn't aware it had left.

We have been telling our clients for years that their communications programs must support their business goals, and their communications strategies must mesh with their business strategies. And above all, that they should listen to their customers in devising their strategies.

Reading beyond the *Business Week* headline, we learned that traditional corporate strategic planning fell into disfavor because it focused too much on theory and not enough on the real world.

The old ways of thinking no longer apply. Competition has become stronger, and markets have become broader, even global. Customers' preferences have changed. But some of corporate America forgot to listen to their customers in building their strategies. The new leadership in corporate America, the ones that

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Networking

Jerry Klein Named President-Elect of Pinnacle Worldwide PR Network

AKA's executive vice president, Jerry Klein, has been named president-elect of Pinnacle Worldwide, Inc. Pinnacle is an international network of leading public relations firms with more than 50 offices throughout the United States and the world.

Jerry will serve a two-year term as president of the organization following the term of the current president. His appointment was based on a vote among Pinnacle members and was announced at Pinnacle's 20th anniversary celebration and meeting which was held in New York City in September.

Serving Pinnacle as its treasurer for the past two years, Jerry also created its Internet website, <http://www.pinnacleww.com>.



Jerry Klein (right) chatted with longtime acquaintance Chester Burger at Pinnacle Worldwide's 20th anniversary celebration in New York. Burger, a giant in the public relations industry, received Pinnacle's annual Amelia Lobsenz "Legends of PR" award.

Personnel

Paterniti Joins AKA Staff

Christina Paterniti has joined Anne Klein & Associates as an account manager. She came to the firm from Boston where she was a senior account executive at Brodeur & Partners. At Brodeur, Christina was responsible for overseeing staff associates and implementing programs for the firm's health care group. Her client responsibilities included program planning, issues management, new product launches, communications audits, media relations and special events.



Christina Paterniti

Prior to joining Brodeur, she worked in marketing, advertising, direct mail and promotion in the publishing industry, including the Russell Sage Foundation and HarperCollins Publishers, where she gained international experience.

Christina received a B.A. in English from Colgate University in 1988 and studied toward a master's degree in English literature at Oxford University in England.

Carroll and Gibbs Promoted

Associate Meg Carroll has been promoted to account executive. She will be taking a larger management role on several of the firm's accounts, which include clients in the pharmaceutical, high technology and financial industries. Meg joined the firm in 1995 and has taken an active role in AKA's technology department.



Meg Carroll



Sandra Gibbs

Account coordinator Sandra Gibbs moves up to senior associate. She is now working with clients in the chemicals, utilities and manufacturing sectors. She is also responsible for managing the work of the firm's outside suppliers. In addition, Sandra assists *Kaleidoscope* editor Jerry Klein with story development and production. Sandra has been with us since 1993.

Jerry Klein Speaks on PR Law

AKA executive vice president Jerry Klein presented a half-day seminar on Public Relations Law at the annual National Conference of the Public Relations Society of America in St. Louis in November. Jerry continues to be recognized as a national authority on the subject. He is a member of the Pennsylvania and New Jersey bar associations, and stays current on legal affairs through continuing legal education programs.

Long on Poetry

Senior counselor Frank X. Long, Fellow PRSA, has been elected secretary and continues as a member of the board of directors of the Walt Whitman Association, the national group seeking to preserve the great poet's memory and achievements. Frank, himself a poet, recently published a volume of humorous poetry titled, "I Was Away on World Poetry Day." Frank says he will be happy to provide a free, autographed copy of the book to any reader of this newsletter who sends in a card or letter requesting it.



Standing on the East Portico of the White House are Anne Klein (left) and Nancy Farwell (second from left) with colleagues of Philadelphia's Forum of Executive Women. The women of the Forum were invited to a special briefing by cabinet members, among them HEW Secretary Donna Shalala and Energy Secretary Hazel O'Leary. A private tour of the White House capped off the day.

Budding Authors

Because of their extensive experience in healthcare counseling, Nancy Farwell, senior vice president, and Anne Klein were asked to write a chapter on public relations for a new book on marketing to be published by the Visiting Nurses Association. AKA senior counselor Paul Eisenberg served as their editor.

Anne Speaks at NJBIA...

At a September breakfast meeting of the New Jersey Business & Industry Council, Anne spoke to human resource professionals on the topic of handling the media in a crisis situation. Her main message: be prepared *before* the crisis occurs. Anne also discussed methods for staying in control of the situation.

...and NFIB...

In October, as a part of a Small Business Day program organized by the the New Jersey chapter of the National Federation of Independent Businesses, Anne was asked to participate on a panel (*photo below*) offering "Helpful Hints to Run Your Business More Efficiently." Anne contributed advice on employee relations, financial management and new business generation.

...and PRSSA

Anne demonstrated proper business dining etiquette in late October for members of the Anthony J. Fulginiti chapter of the Public Relations Students Society of America (PRSSA) at Rowan College in Glassboro, N.J. This was Anne's third annual presentation to the students on etiquette. "These are young men and women who will be in the business world soon; knowing what to do in business entertainment situations is an incredible confidence booster and leaves a lasting good impression," Anne said.



Anne Klein (left) speaks to a group of small business owners at NFIB's Small Business Day. She explained how good public relations adds to small business efficiency.

Spotlight On a Client

Long-Term Effort to Promote Long-Term Investing

In September, over 1,500 individual investors from around the world came together over four days in Orlando, Fla., to share insights and investment ideas and meet representatives from more than 150 of America's leading publicly-traded companies at the 46th annual Investors Congress and Expo of the National Association of Investors Corporation (NAIC).

And, as it has been so often over the past 14 years, Anne Klein & Associates was behind the scenes, working on public relations matters.

Since 1982, AKA has been lending communications support to NAIC's goal of educating the individual investor. By emphasizing NAIC's simple, straight-



Account executive Meg Carroll is pictured with Ken Janke (center), president and CEO of NAIC, and Thomas E. O'Hara, chairman, during a break at this year's annual Congress in Orlando.

forward investment philosophy (*see box*), the non-profit group has seen its membership swell to over 500,000 people, many of whom participate in more than 26,000 investment clubs nationwide.

For over 50 years, NAIC's four point investment philosophy has helped individuals build wealth. NAIC's guiding principles are:

- Invest regularly over your lifetime
- Reinvest your dividends
- Select stocks that, based on performance, are likely to double in value over five years
- Diversify your investment portfolio

AKA's multi-year public relations program has centered on national media relations to promote NAIC's key messages and generate new member inquiries. As part of the ongoing research for that program, AKA conducted a survey of the nearly 1,200 people who attended the keynote luncheon at the 1996 NAIC Congress.

Question topics ranged from the length of time members have been involved in NAIC to the benefits of NAIC membership and a host of other subjects. This year's survey revealed that a rapidly growing number of members are using personal computers to invest, with many participating in on-line investment clubs.

NAIC and AKA are currently planning their 1997 public relations efforts. NAIC is looking to expand its target audiences, to strategically reposition specific programs, and to launch new initiatives aimed at attracting the participation of more corporate partners.



Attending the NAIC regional investors fair in Philadelphia to hear Ken Janke's presentation are (left to right) AKA senior counselor and long-time NAIC member C. Wesley LaBlanc, Anne Klein, and Cynthia Charles, former national president of the board of directors of the National Association of Investment Clubs.

Client News

AKA Introduces Philadelphia Edition of the Monopoly® Game

Anne Klein & Associates successfully passed "GO" this fall by helping develop and publicizing the official Philadelphia Edition of the Monopoly® game. Product development included determining landmarks and organizations to be included on the game board and working on board layout with U.S.A.OPOLY, authorized licensee of Hasbro, Inc. U.S.A.OPOLY created the Philadelphia and several other city editions of the popular game, including Boston, New York and Washington, D.C. AKA also publicized the game and the launch party, held at Old Original Bookbinder's restaurant, where Philadelphia Mayor Ed Rendell accepted the first game board.

The North American Chemicals business of Rhône-Poulenc brought in AKA to write scripts and produce a video for the rollout of its "Building Our New Chemistry" Vision for the future. The materials will be used by business leadership and plant management teams to create an interaction of people, processes and products.

For the second year, AKA helped coordinate the William Harvey Awards, a writing competition that promotes a greater public awareness of high blood pressure and cholesterol and their impact on health. Broadcast and print journalists compete nationally in magazine, newspaper, radio and television categories. Winners receive a cash award, and a free

trip to the awards ceremony. The awards are sponsored by the American Medical Writers Association; the National Heart, Lung and Blood Institute of the National Institutes of Health; and Bristol-Myers Squibb Company. AKA again assisted consultant Ralph Jones, longtime coordinator of the event for Bristol-Myers Squibb.

KnowledgeFlow, Inc., selected AKA from a field of over 20 agencies to handle a national program to introduce this marketing consulting firm. The company, based in Bridgeport, Pa., uses the latest computer technology to help its clients reach their marketing goals.

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Client News

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KnowledgeFlow's clients include AT&T, American Express and CoreStates Bank.

ECM/Hudson Environmental Services, Inc., a Camden, N.J., firm that conducts cleanups of oil and hazardous material spills for both maritime and non-maritime concerns, has engaged AKA to coordinate public relations support for the company's incident response activities. Since July, AKA has enlisted both its Pinnacle partners and other firms to work on incidents in New Hampshire, Texas and Florida. AKA is also working with ECM/Hudson to promote its full range of environmental services.

AKA helped **Missouri-American Water Company**, a subsidiary of **American Water Works**, announce its plans to invest \$76 million in a state-of-the-art water treatment facility in St. Joseph, Missouri. The new facility will replace an existing plant that is 116 years old.

Nice Words from a Client

"You and your staff have been very responsive to our needs. Your firm's efforts on behalf of the university have helped to improve our visibility both regionally and nationally."

— *Paul F. Hassen*
Director of Public Relations
New Jersey Institute
of Technology

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Strategic Planning

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did listen, emerged with new products and services that met changing customer needs. They built new partnerships with both customers and suppliers to create entire new markets that never existed before.

This is heady stuff! And we in the public relations business need to stay alert. We have our fingers on the pulse of the marketplace. Customers tell us what they will or will not buy, what they will or will not accept. All we have to do is listen.

And we need to keep reminding ourselves and our clients that the two-way communications process cannot be sacrificed. Many companies forgot this in the 80s, leading to major corporate downsizing in the 90s. It's a lesson we can't afford to forget. — **A.S.K.**



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Happy Holidays

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