

# KALEIDOSCOPE

Exploring the Many Facets of Public Relations

Fall/Winter 1997



## A Salute to Our Senior Counselors

by Anne Sceia Klein, APR, Fellow PRSA

In our last issue of *Kaleidoscope*, we thanked our clients, colleagues, staff and friends for their contributions to our firm over the past 15 years. I would be remiss if I let this milestone year pass without a salute to our senior counselors who have come through for us with great ideas, extra help, special expertise and learned wisdom.

Our firm has achieved many successes over the years that could not have been possible without the special devotion and assistance of this talented and dedicated group.

Our senior counselors have a long history with our firm. A year after I started Anne Klein & Associates, I met with nine sole practitioners and, with their enthusiastic support, we formed a group called "Comsource<sup>SM</sup> — The Communications Consortium." With the combined forces we mustered, Comsource was able to attract clients that were too large for any of the sole practitioners to serve individually.

*(Continued on last page.)*

## Awards

### AKA Wins Jasper Award for NAIC

Anne Klein & Associates won the first place prize for Media Relations (Print Placement) in the 23rd annual Jasper Awards sponsored by the Jersey Shore Public Relations and Advertising Association.

The award was for AKA's efforts on behalf of the National Association of Investors Corporation (NAIC) that resulted in a cover story in *USA Today's* Money section that was continued on much of page two and all of page three. NAIC, an AKA client for 15 years, received extensive coverage of its educational efforts for investors and investment clubs.

The Jasper Awards is one of the largest, most comprehensive professional recognition programs in the region, celebrating excellence in public relations, advertising, graphic design and photography.



*Nels Fellman and Anne Klein pose with the Jasper Award.*

The awards ceremony was held in early November at the Garden State Performing Arts Center in Holmdel, N.J.

### Fellman Named Volunteer of the Year by Heart Association

AKA senior vice president Nelson Fellman was honored as "Volunteer of the Year" by the New Jersey affiliate of the American Heart Association in October, at its annual delegate assembly in Princeton, N.J. The award is the highest recognition paid to volunteers for outstanding leadership and achievement.

Co-recipient of the award was affiliate president Dr. Charles Dennis, chairman of the department of cardiology at Deborah Heart & Lung Center. Fellman and Dr. Dennis were responsible for implementing the merger of the New Jersey affiliate with the New York City and Connecticut affiliates. In addition,

Nels was a motivating force in arranging a strategic alliance between the AHA and AmeriHealth, which became the title sponsor of the AmeriHealth-American Heart Walks in the Garden State.

An American Heart Association volunteer for more than 20 years, Nels is currently chairman of the board of the New Jersey affiliate. He is a past chairman of the communications committee and he served on the AHA's national communications committee. Before moving to New Jersey in 1980, Nels also served on the board of directors of the AHA's southeastern Pennsylvania affiliate.

## Meet Teresa Shourie

The newest member of the AKA team is Teresa A. Shourie (Demanski prior to her recent wedding).

Teresa joined Anne Klein & Associates this summer as an account manager, working in media relations, consumer marketing and community relations. Her responsibilities include servicing clients in high technology, health insurance and finance.

Before joining AKA, Teresa served as a senior account executive at Edelman Public Relations Worldwide, in Washington, D.C. At Edelman, she was responsible for media relations and business marketing programs for the technology group, as well as public affairs for the global telemedia practice.

Earlier, Teresa gained experience in public affairs and franchise license negotiations at Cablevision of Boston/Brookline in Massachusetts. She also has experience in radio and television, and she produced and hosted a live healthcare program on Boston's cable access station.

Teresa is a *cum laude* graduate of Emerson College in Boston, where she received her bachelor of science in mass communications/broadcast journalism. Her academic performance at Emerson earned her the Gold Key Honor Society Award.

### Another New Name

Account executive Donna Lynch "tied the knot" recently and is now Donna Field. Fortunately, both she and Teresa Shourie planned their nuptials just in time for their new names to appear on their AKA sports cards (see story on next page).

### A Few in the New *Who's Who*

Anne Klein, Jerry Klein and AKA senior VP Nancy Farwell are listed in the recently published inaugural edition of *Who's Who in the Media and*



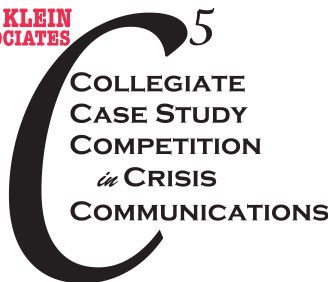
*Teresa Shourie*

*Communications.* The volume was issued by Marquis, creators of *Who's Who in America* and a variety of other *Who's Who* editions.

### AKA to Sponsor College Awards

Anne Klein & Associates is helping public relations students become educated in the finer points of one of the firm's specialties, crisis communications. The firm is underwriting the *Anne Klein Collegiate Case Study Competition in Crisis Communications*, a new program developed by the Philadelphia chapter of the Public Relations Society of America.

**ANNE KLEIN  
& ASSOCIATES**



The competition is expected to attract about 160 students from six Philadelphia area colleges and universities that have chapters of the Public Relations Student Society of America: Drexel, Lehigh, Marywood, Rowan, Temple and the University of Scranton. The case study



*Jerry and Anne Klein (right) congratulate Thomas Harris and his wife, Joie, on Harris' receipt of the 1997 "Legends of PR" award, presented by Pinnacle Worldwide. Harris, who now authors a monthly newsletter on marketing public relations and teaches at Northwestern University, is the retired co-founder of Golin-Harris, a major national public relations firm. The award was presented in September in Washington, D.C., at Pinnacle's Fall meeting. Jerry is president-elect of Pinnacle, an international network of independent public relations firms with some 60 offices throughout the U.S. and the world.*

will pose a hypothetical crisis situation with many ramifications, and challenge the students to develop effective programs to deal with them. In subsequent years, the competition will be expanded beyond the region and it eventually will go national.

## Client News

### AKA and Client Help AHA Break Fundraising Record

AKA and client **AmeriHealth Insurance Company** helped the New Jersey Affiliate of the American Heart Association raise more than \$1 million this Fall, a new state record.

AKA coordinated publicity efforts for the AmeriHealth-American Heart Walks in 18 counties throughout the state. Those efforts included two news conferences with honorary walk chairman and former N.Y.



Giants all-pro quarterback Phil Simms (shown in photo with AKA's Kristina Davidson and Donna Field).

### TransTechnology Corporation (NYSE:TT),

of Liberty Corners, N.J., has chosen AKA to develop an employee and customer communications program. The company produces specialty fasteners, cargo hoists and helicopter rescue equipment.

## Celebrating Our Fifteenth Anniversary

### Sports Cards Focus Attention on AKA Fifteenth Anniversary

Always known for its team approach to the practice of public relations, Anne Klein & Associates has now taken a team approach to the celebration of its 15th anniversary. The firm's latest innovation is a special limited edition "Collectors' Print" of its *15th Anniversary All Star Team*.

The 10 x 13" full-color card is an uncut sheet of the twelve individual "bubble-gum cards" showing members of the AKA team, complete with mostly tongue-in-cheek biographical "stats" on the reverse side. The sheet was mailed in November to more than 3,000 clients, former clients, vendors, business associates and others in celebration of the milestone in the agency's history.

Long-time client contacts were treated to an extra measure of celebration. First they received an invitation to a Tailgate Party. The invitation explained that the party would be held at the recipient's

home or office, and the date was "soon." R.S.V.P.s were not required.



Two weeks later, the special Tailgate Party box was delivered to all the recipients of the invitation. The party came in a red and white (AKA team colors) six-pack cooler which was stuffed with all the ingredients for a party: red and white cheerleaders' pom poms, a sports bottle (with logo), plus peanuts, popcorn, Cracker Jacks®, miniature sports balls made of chocolate, Bazooka® bubble gum and — in the tradition of the Philadelphia region — Tastykakes®!

"We expected a good response," Anne said, "but we were actually overwhelmed by how well this was received." The very day the "Collectors' Print" cards and the Tailgate Party boxes arrived, the phones started ringing off the hook.

The idea for the 15th anniversary celebration came out of an agency brainstorming session. "Everyone contributed to this idea," Anne said.

## More Client News

### American Water Works Named Company of the Year by PENJERDEL

AKA client **American Water Works** was named Company of the Year by the PENJERDEL Council at an awards luncheon held in Philadelphia on November 5. The company received the honor because of its commitment to the Philadelphia region, its support of PENJERDEL and its overall corporate good citizenship. The award was accepted by Marilyn Ware Lewis, chairman of the board. American Water Works (NYSE:AWK) is the nation's largest regulated water utility business, with operations in 22 states. The PENJERDEL Council serves southeastern Pennsylvania, southern New Jersey and northern Delaware, and strives to make the region a better place to live and work.

AKA senior vice president Nelson Fellman and account executive Donna Field attended the 47th annual Investors Congress and Expo of the **National Association of Investors Corporation (NAIC)** in Cleveland in August. NAIC presented seminars by financial experts on investment topics ranging from annual



**Left photo:** AKA's Nels Fellman and Donna Field, and Jeff Fox of the National Association of Investors Corp. display NAIC's newest book, *Investing for Life*. The workbook is designed to teach teenagers about the benefits of long term investing. AKA is helping publicize the book, which has already received significant media attention. **Right photo:** AKA senior vice president Nancy Farwell presents to NAIC chairman Thomas O'Hara a specially engraved kaleidoscope on the occasion of his semi-retirement.

reports to using the World Wide Web as a resource. Also, there were hands-on computer labs to test NAIC investing software, and special appearances by the Beardstown Ladies and John Prestbo of the *Wall Street Journal*. AKA conducted its annual in-depth survey of Congress attendees, collecting some 800 completed

questionnaires. The results are being tabulated by AKA to develop news story ideas and interview topics on investment clubs and current trends in investing. NAIC and its approximately 32,000 investment clubs continue to receive major media attention, including a recent three-page story in *USA Today* (see Jasper Award story on front page), as well as numerous radio and television interviews. NAIC's membership is at an all-time high, having increased over 25 percent since last year.

Patti Lewis, former CEO of the Alexander Doll Company and former VP of marketing for Tyco Toys and Mattel has started **The Family Company** in Moorestown, N.J., and has selected AKA for public relations. AKA will help introduce the company's first line of family-oriented dolls and plush toys, based on the characters from the PBS animated TV series, *Adventures from the Book of Virtues*.

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## Nice Words from Our Clients and Others

"You'll be happy to know that *True Colors* [an identity program AKA created for the national sorority] lives! The program is a mainstay of the collegiate operation. And it's working wonderfully!"

**Judy Hare Thorne**  
*Editor, Angelos Magazine*  
*Kappa Delta*

"...we have a whole garden of ideas to contemplate and analyze [for the annual Philadelphia Flower Show]. Grateful thanks to you for starting us off...."

**Jane G. Pepper**  
*President*  
*Pennsylvania Horticultural Society*

"Thank you for your efforts on the [latest news] release. It has already sparked numerous calls."

**David A. Sadewasser**  
*ImaRx Pharmaceutical Corp.*

I just wanted to thank you for your speedy response [to a survey on PR firm web sites]. From the 10 sites I've been comparing, and some are the BIG boys, I have concluded yours to be the most effective and friendly.

**Kym Henderson**  
*Florida college student*  
*evaluating PR firm websites*

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## Senior Counselors

*(Continued from front page.)*

As our firm grew, Comsource members became AKA's first group of senior counselors. Over the years, new senior counselors joined our existing group, and the talents of this powerhouse added to our ability to serve ever growing numbers of clients with more sophisticated services.

I believe in mentorship. Ask any present or former staff member about the AKA senior counselors, and they will tell you how much they learned from them. And they will tell you how much assistance they received. They will tell you stories of mentorship.

So, thanks, senior counselors. We value and appreciate all you have given to us, and we look forward to your services for years to come.

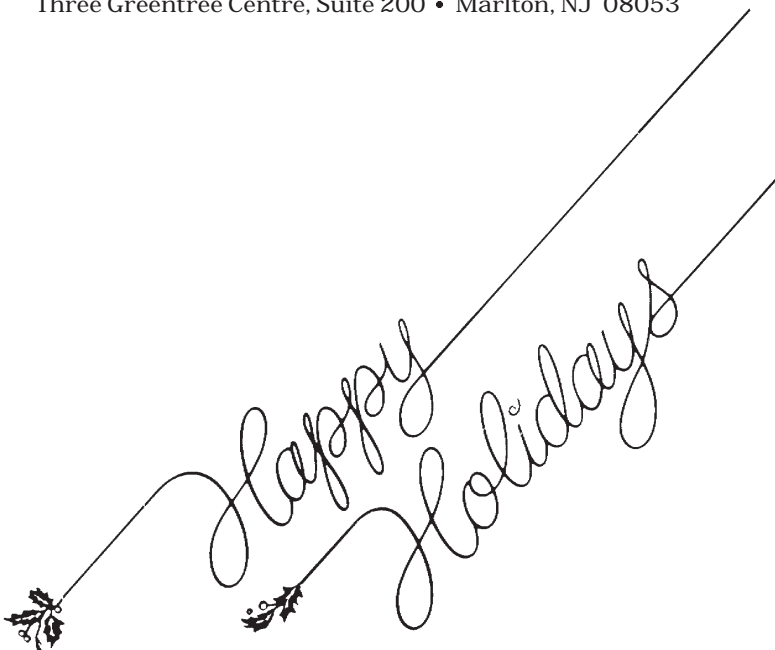
*A personal note: With deep sadness we note the passing of Dr. Charles B. Sceia, my father, on August 16; and of C. Robert (Bob) Gruver, AKA senior counselor, on June 21. — A.S.K.*

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## FIRST CLASS MAIL