

KALEIDOSCOPE

Exploring the Many Facets of Public Relations

Fall/Winter 1998



Research – The Great Reality Check

by Anne Sceia Klein, Fellow PRSA

When AKA's Donna Field needed to select a research topic for her master's degree thesis, she decided to find out if public relations firms do PR for themselves.

Polling nearly 60 members of Pinnacle Worldwide, Donna learned that, indeed, PR firms around the world do conduct PR and marketing campaigns to attract and retain clients. She learned, among other things, that networking and referrals are used most often and, not surprisingly, produce the best results.

But some of her initial assumptions were not confirmed by the research. For example, she expected that Websites would be one of the most widely used marketing tools. But it turned out not to be the case.

Research is a great reality check. Sometimes it confirms what you already know. Often it tells you things you never imagined.

It didn't take us long to learn from employees of the Southern Chester

(Continued on last page.)

Networking

AKA Hosts Pinnacle Worldwide Meeting; Jerry Klein Becomes President

AKA welcomed representatives from public relations agencies around the world in September, as it hosted a meeting of Pinnacle Worldwide. Jerry Klein began a two-year term as president of the organization at this meeting. He served as president-elect for the past two years and treasurer for the previous two years.

Pinnacle is an international network of leading independent public relations firms. Its more than 60 member firms employ over 900 people and generate revenues in excess of \$100 million per year, making it one of the largest public relations organizations in the world.



Pinnacle president Jerry Klein (left) and former president Art Stevens (right) present the annual Legends of PR award to Mitch Kozikowski at Pinnacle's recent meeting in Philadelphia.

Awards

AKA Honored for Crisis Communications and More

AKA received two first place awards at the Jersey Shore Public Relations and Advertising Association's 24th annual Jasper Awards banquet in October. AKA was awarded a Jasper in the category of Crisis Communications for the successful management of a crisis for South Jersey Hospital (see the Summer 1998 issue of *Kaleidoscope*).

Another Jasper was presented in the category of Special Event Planning for the firm's own 15th Anniversary Celebration event (see the Fall/Winter 1997 issue of *Kaleidoscope*).

Established in 1965, JSPRAA is a professional organization for leaders in

the communications industry throughout New Jersey, dedicated to sound ethical practices in the industry.



Showing off their Jasper trophies are South Jersey Hospital PR director George Gennaoui, and AKA's Kristina Davidson, Sandra Gibbs and Jerry Klein.

Spotlight on a Client

AKA Helps TransTechnology Launch New Identity Program

TransTechnology Corporation (NYSE: TT), a multi-national manufacturer of speciality fasteners, industrial components, and rescue hoists and cargo hooks, recently launched its first corporate awareness campaign with the help of AKA.

While it enjoys a solid reputation in the financial community, TT is in the unique position of having its divisions and products better known in the industry than the parent company. "We have spent six years building up a family of related businesses, and improving our engineering, manufacturing, product quality, and people," explains Michael J. Berthelot, chairman and CEO, "and it is now time to tell the world what we can do."

The "telling" is AKA's charge, but "the first step was to look at all TT's communications with a critical eye," says AKA account manager Christina Paterniti. After several strategic planning meetings with the chairman, AKA began to conduct employee and customer benchmark research worldwide. Preliminary research confirmed the impression that the company's external image needed to be bolstered and its subsidiaries tied closer to the parent. The first step was a new logo design.

"We designed a new, more relevant (and exciting!) logo, and then worked with our client to develop a positioning statement," Christina reports. "Engineered Products For Global Partners" recognizes that TT products are manufactured in 10 factories in the U.S., United Kingdom, Germany and Brazil, and distributed worldwide. Also underway is a complete graphics standards program that will better link the company and its divisions.



TT chose the National Industrial Fastener Show & Conference in Columbus, Ohio, in May for the launch of its new identity program, since this is the premier show of the industry. AKA helped TT plan and manage the logistical details. It was there that TransTechnology unveiled its brand new, high tech exhibit. So impressive was the exhibit, it won "Best of Show" honors, much to the delight of all the company representatives staffing the exhibit. "It was like we won the World Series," says Monica Aguirre, assistant to the chairman, who is

responsible for working with the agency on the entire awareness and identity program.

To make more customers, and the 1600 TransTechnology employees, better aware that the company is the world's largest retaining ring manufacturer, and now the seventh largest fastener manufacturer in the U.S., a dramatic trade advertising and media relations campaign was launched under the guidance of AKA's Nels Fellman and Kristina Davidson. The first ad ran in the Fastener Show magazine, and then the full color, full page campaign broke in *Fastening* and *American Fastener Journal*.

With the results of the employee and customer benchmark research now available, AKA will work with TT on other new communications strategies to improve and solidify relationships with these two key audiences.

"TransTechnology has a goal of reaching \$500 million in revenues by fiscal year 2001, and of being recognized by its customers as the company dedicated to engineered products for global partners," Christina says, quoting Mr. Berthelot, "and AKA is proud to be part of the team that will achieve this goal."

Client News

An AKA team spent close to a week in San Jose, California, in October for the **National Association of Investors Corporation's** 48th annual Investors Congress and Expo. This year, in addition to handling national publicity for the event, NAIC asked us to manage on-site media logistics and local publicity as well. AKA's efforts included a news briefing with guest speakers Peter Lynch, the Motley Fool and the Beardstown Ladies, and a joint promotion with the *San Jose Mercury News* which included an NAIC supplement in the Monday paper prior to the event. More than 4,000 people attended the 3-day gathering.

AKA is developing a brochure to be distributed in mainland China, spotlighting client **Armstrong World Industries'**

community relations activities in that country. AKA is getting advice and counsel on Chinese culture and language from B&B International, Ltd., our Pinnacle partner in Beijing.

Lonza U.S.A., a manufacturer of fine chemicals, asked AKA to create and facilitate a Community Advisory Panel (CAP) as part of the community relations program for the company's Riverside plant in suburban Philadelphia. The CAP provides a forum for members of the community to discuss issues and concerns with plant management. Through a CAP, a plant can learn more about the community in which it operates in order to become a better neighbor and corporate citizen.

Nice Words from Clients

"Nancy (Farwell) did a great job on the media training ... very thorough with a good grounding in the fundamentals before we started practicing."

Richard Wells
Director of Public Affairs
Main Line Health System

"Thank you and your associates for the outstanding guidance you provided [on a water supply improvement project]. Your work in developing a comprehensive Public Information Campaign in a very short time period was critical to the success of the project."

Carmen P. Tierno Jr., P.E.
Operations Engineer
New Jersey-American Water Co.

Grass Roots Campaign Mobilizes Public Opinion in Support of Medical Center

Life is usually pretty uncomplicated in Penn Township in southeastern Pennsylvania. It's a mostly rural area – fewer than 4,000 residents – down by the Mason-Dixon Line which forms the border with Maryland.



But this past summer, the Southern Chester County Medical Center (SCCMC), a community hospital serving the region, found

itself facing a serious problem. The local township supervisors were threatening to condemn the hospital's sewage treatment plant, so they could take it over to provide sewer service to township residents. And while condemnation legally requires payment of adequate compensation, the price the supervisors were offering wasn't nearly enough to pay off the loans the hospital had taken to build the plant. It was clear that unless something was done, the hospital faced further severe financial hardship. It had already cut jobs and services in the face of a \$2 million deficit brought on by reductions in insurance reimbursements.

The hospital and the township were already in court over the treatment plant. The township had no public sewer system, and many of the area's private septic systems were old and failing. Several years earlier, during planning for the plant, the township insisted that the hospital make it large enough to serve not only the hospital but other area residents as well. The township then negotiated a bulk purchase agreement so it could hook residents up to the hospital's plant. But after a change in composition of the township council, the new members said they would not honor the contract. So the hospital sued for contract enforcement.

In an effort to resolve the lawsuit, the township suggested it might buy the plant. SCCMC was happy to work on an agreement since it wanted only a fair price to pay off its construction loans and be out of the sewer business. But in

mid-July, before the agreement was finalized and without discussion or warning, the township council scheduled a September 3 hearing to condemn the plant. To make matters worse, the township's attorney advised the supervisors not to talk with hospital officials.

Faced with the cost and distraction of protracted litigation, SCCMC decided to explore other options. That's when hospital officials called in Anne Klein & Associates.

After a thorough briefing on the background by the hospital's president and PR director, AKA recommended an intensive grass roots program to mobilize public opinion, thereby forcing the township supervisors to do the right thing and not put the medical center in financial jeopardy.

residents and community ads, the president met with a focus group of employees who lived in the township to gain an understanding of their perspective and an indication of community sentiment. The president and the PR director began one-on-one telephone calls and personal meetings with influential residents, business leaders and local newspapers. Board members participated. Direct mail and advertising supported the one-on-one communications. Several town meetings were held for area residents. Throughout, AKA continued to counsel and advise the team.

Normally, township meetings are sparsely attended. But on September 3, the township supervisors were met by an overflow crowd of voters who wanted a fair resolution. And they listened.

Sewage impasse continues in Penn Township

Legal fees, concerns, mount as the years-long negotiations to create a public sewer system embroils the township and medical center.

By MONICA THOMPSON AND WALTER MALIN

How much is sewage worth these days?

A Chester County judge may decide that question for Penn Township and the Southern Chester County Medical Center, which are at the center of a costly waste water

Creek/C&S Partnership housing development — want to build their own plants. But those plants could have limited lives, Mason said, and once they're built, "we're stuck with them."

He added that a prior contract to buy sewage capacity was deemed "illegal for any private individual to sell sewage to anyone." But Phillips, who said the medical center has for years

"Let's shine some light on it. We think if we put enough sunlight on it, we'll take sewage and grow roses."
— Scott Phillips

house of public opinion. Let's shine some light on it. We think if we put enough sunlight on [the issues], we'll take sewage and grow roses."

Mason said the court will make a judgment on the waste-water treatment plant's value. "We're obligated to pay the fair market value [of the sewage plant and the land it sits on]," Mason said. "That seems to be where the problem is. They're leaving us no alternative but to condemn."

If supervisors exercise the right of eminent domain and condemn the plant, "we would immediately

Hospital CEO holds "town meeting"

By STEVEN HOFFMAN Staff Writer

Frustrated by his inability to speak to Penn Township Supervisors, Southern Chester County Medical Center (SCCMC) CEO Scott Phillips held a town meeting at the hospital Tuesday night.

Phillips said the meeting was held to hold a town meeting Tuesday night.

Phillips said the meeting was held to hold a town meeting Tuesday night.

Apparently we don't appreciate who wins the township council or the firm that overtook the center.

Phillips said the meeting was held to hold a town meeting Tuesday night.

Phillips said the meeting was held to hold a town meeting Tuesday night.

Phillips said the meeting was held to hold a town meeting Tuesday night.

Phillips said the meeting was held to hold a town meeting Tuesday night.

Penn, SCCMC make deal on sewage plant

By CHRIS BARBER Staff Writer

Representatives of the township and the Southern Chester County Medical Center have reached an agreement during which he asked for community support in urging supervisors to bring the dispute to a settlement.

Representatives of the township and the Southern Chester County Medical Center have reached an agreement during which he asked for community support in urging supervisors to bring the dispute to a settlement.

Representatives of the township and the Southern Chester County Medical Center have reached an agreement during which he asked for community support in urging supervisors to bring the dispute to a settlement.

Newspaper headlines trace the progress from impasse to final deal.

Following approval from the executive committee of the SCCMC board of directors, AKA began formulating a strategic plan for the medical center's team to implement. There were only five weeks until the condemnation vote, so time was of the essence.

Face-to-face communications formed the core of the communications program. As AKA developed background materials, key messages, Q&As, letters to

Instead of condemning the sewer plant, the township worked out an agreement with the medical center to purchase the plant at a fair price.

"Public outcry to their local government worked," said the hospital's public relations director afterwards. "[Our president] feels very strongly that the campaign built the momentum that finally resulted in the two sides sitting down together and settling the whole thing."

Donna Field Serves as Secretary for PRSA Chapter

AKA senior account executive Donna Field has been named secretary of the Philadelphia chapter of the Public Relations Society of America (PRSA). Last year she served as chairperson for the Peppercorn Awards ceremony.

Anne Kept Busy Speaking

Anne has been in demand this Fall as a speaker on a wide range of topics. She addressed the Supplier Diversity Development Council's Annual Minority and Women-owned Business Conference on building strong partnerships between public utilities and their suppliers. AKA has long enjoyed a business relationship with New Jersey-American Water Company (NJAW), one of the conference's sponsors.

On the very same day, Anne completely switched gears and addressed the Jersey Shore Public Relations and Advertising Association on *Creative Strategies to Market Your Business or Service*.

In November, Anne and Jerry Klein return to Fordham University to speak to MBA students on crisis communications and public affairs. This will be their fourth guest lecture at Fordham.

Anne Klein & Associates is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States. It is a member of **Pinnacle Worldwide, Inc.**,



a leading network of independent public relations firms around the world.

KALEIDOSCOPE is published by
Anne Klein & Associates, Inc.
Three Greentree Centre, Suite 200
Marlton, NJ 08053 (609) 988-6560
e-mail: newsletter@akleinpr.com
WWW: <http://www.akleinpr.com>



Printed on recycled paper

Research Is Reality Check

(Continued from front page.)

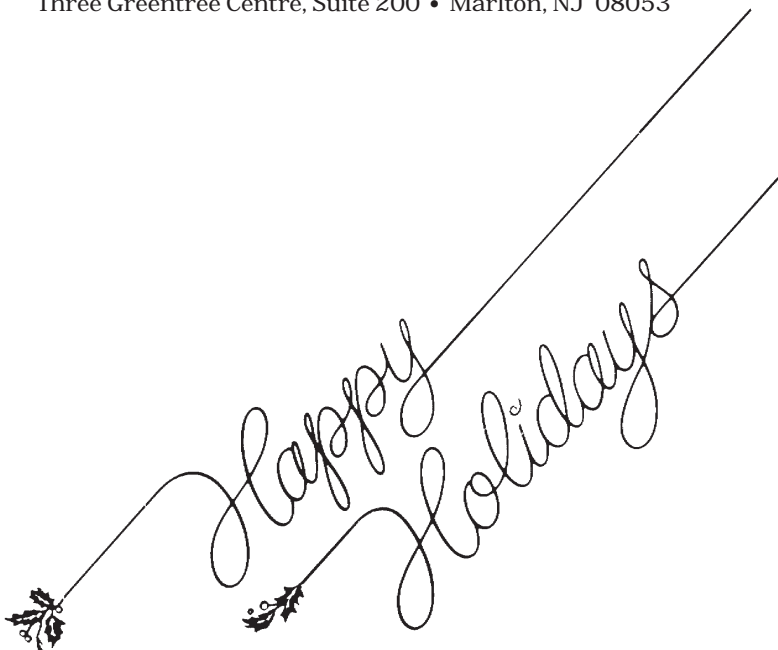
County Medical Center that they were upset their township was planning to condemn the center's sewer treatment plant and put their jobs and the medical center in jeopardy. Using this research, we were able to help the center mobilize public opinion to bring about a successful and fair solution. *(See story on page 3.)*

For TransTechnology, we confirmed through research that its customers had a better awareness of its subsidiaries than of the parent. That finding dictated that our strategic planning for TransTechnology begin with a new identity program. *(See story on page 2.)*

A few years ago, it was hard to convince many clients that they needed to do benchmark research to ensure their programs got started on the right foot. But times have changed, and so have clients' attitudes. Increasingly, our clients are interested in establishing more scientific methods to choose the right PR strategies and to measure the results of their public relations programs. — A.S.K.

ANNE KLEIN & ASSOCIATES PUBLIC RELATIONS COUNSELORS

Three Greentree Centre, Suite 200 • Marlton, NJ 08053



FIRST CLASS MAIL