

# KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2000



## The PR Profession – Still Misunderstood

by Anne Sceia Klein, Fellow PRSA

Over the years, there has been a fair amount of criticism directed at the PR profession. We have been called all sorts of names. Sadly, most people don't understand what we do, and the lack of knowledge is increasing.

At a PRSA conference last year, our ability as communicators was questioned by a management consultant. He said that PR people are used only for media contact and special events planning. We are not hired by senior management to communicate with employees, he said, because we don't know how. The consultant charged that PR doesn't have measurable, repeatable and predictable outcomes for our employee communications efforts. I challenged the consultant's process — not all employee cultures are alike, and skilled communicators know this. PR professionals suggest programs tailored to individual situations.

(Continued on last page.)

## Anniversary

# KALEIDOSCOPE MARKS ITS 10TH BIRTHDAY

With this issue, *Kaleidoscope* marks the completion of ten full years of publication. We begin the 11<sup>th</sup> year of our newsletter and our 19<sup>th</sup> year as a public relations firm with a new and updated look, both in our firm's logo and our newsletter design. We hope you like it.

In the very first issue of *Kaleidoscope* in the spring of 1990 (below), we profiled the AKA staff, wrote about awards we had won, and bragged about our "state-of-the-art" computer system. In her column, Anne reflected on the firm's first eight years of business.

Ten years later, we are still winning awards for outstanding client programs: six in 1999, including the impressive Public Relations Society of America Silver Anvil Award of Excellence. We have kept steady pace with the new technologies; in fact, our state-of-the-art computer system is about to be upgraded yet again. For the past five years, *Kaleidoscope* has been accessible on our Web site, which has garnered a respectable number of awards of its own.

In looking back over ten years of *Kaleidoscope* issues, we see that some of the faces have changed, some of the clients have changed, even our office location has changed. What has remained constant is Anne Klein & Associates' dedication to serving our clients with "public relations intelligence."

We're proud of our clients and the variety and challenges of the work they give us. We're also proud that so many of the programs we have worked on with our clients have received recognition through awards from our peers in the public relations profession. And we are proud of our staff members who make everything possible.

We thank our clients and our staff, our friends and colleagues, and our families for all the support and encouragement that they have provided over the years. We look forward to the future of Anne Klein & Associates and *Kaleidoscope* for years to come.



## THREE STAFF MEMBERS PROMOTED

AKA senior account manager Christina Paterniti-Boivin has been named a vice president of the firm, while associates Wendy Lathrope and Marisa Avallone both have been promoted to account executive.

Since joining AKA in 1996, Christina has managed programs for clients in industrial and consumer products, healthcare, management consulting, public utilities and insurance. She currently oversees a wide range of client programs including media relations, community relations, special events and issues management. She is also responsible for strategic program planning and client service.

Wendy and Marisa joined the firm in 1999. Wendy handles accounts in the fields of finance, manufacturing, fine chemicals and consumer products. Marisa serves clients in the areas of high technology, healthcare, manufacturing, marine products, fine chemicals and legal services.

Both Wendy and Marisa are working on completing their master's degrees in PR at Rowan University and recently passed their comprehensive exams.



Anne Klein (front row, far left) and Jerry Klein (front row, far right) attended the Winter 2000 International meeting of Pinnacle Worldwide in Puerto Vallarta, Mexico, in February, along with Pinnacle members from Argentina, Brazil, Mexico, the Czech Republic, Hungary, Turkey, Canada and the United States. Jerry is president of Pinnacle and is slated to become chairman in September 2000. Pinnacle consists of more than 60 leading independent public relations firms throughout the world.

## ANNE AND JERRY LECTURE AT FORDHAM UNIVERSITY

Anne and Jerry spoke to MBA students at Fordham University in February on a breadth of public relations issues. This was their fifth guest lecture at the New York City campus. While Anne and Jerry enjoy the challenges of meeting and talking with the students, it's nice to know the students enjoy the encounter. Of their recent appearance, one student said, "[Anne's] presentation was great! She has a great speaking presence, and I found her insight and real life examples educational and memorable."

## ANNE'S SPEECHES AVAILABLE IN BOOKLET FORM

For several years, Anne has been a much sought after speaker on various topics, including environmental, crisis and employee communications. Some of her presentations are now available in booklet form. The titles include:

- Employee Communications for Human Resources Professionals
- Taking Control of Media Communications During a Crisis (separate versions for healthcare and HR audiences)
  - Crisis PR and More...
  - Environmental Community Relations

If any of these titles would be good additions to your reference library, please contact us and we will be happy to send you a copy.



Anne and Jerry stopped in Vancouver, B.C., recently, to visit and talk shop with fellow Pinnacle member Jim Hoggan (right), president of James Hoggan + Associates. Pictured with Jim is his executive vice president, Nancy Spooner.



For the second year, Anne Klein & Associates underwrote the "C5 Award" (Collegiate Case Study Competition in Crisis Communications), presented by the Philadelphia chapter of the Public Relations Society of America. The award competition is open to chapters of the Public Relations Student Society of America. The 1999 award was won by the Lehigh University Chapter. The photo above shows Lehigh faculty advisor Carole Gorney and student Sarah Nichols accepting the award from Philadelphia chapter president David Brown and Anne and Jerry Klein. AKA's Wendy Lathrope is chairperson for this year's awards competition.

## WELCOME, SEBASTIAN

Belated congratulations to AKA vice president Christina Paterniti-Boivin and her husband, Rejean (Reggie), on the birth of their son, Sebastian Samuel Boivin, last July.

## WELCOME BACK, FRED

Fred McCaffrey, APR, has returned to AKA as a senior counselor. Fred first joined us as a VP in 1994 and was assigned full time to Rhône Poulenc. Fred was then recruited to serve as Director of Marketing & Communications for New York Life's HMO, NYLCare. When the company was acquired by Aetna and moved to northern New Jersey, Fred returned to counseling. Last summer, we asked him to pinch-hit for Christina Paterniti-Boivin during her maternity leave. As a result of his excellent work for our clients, we've asked him to continue to work with us.



Fred McCaffrey

### LARGE LOCAL LAW FIRM LOOKS TO PR FOR BETTER VISIBILITY

When the southern New Jersey law firm of Parker, McCay and Criscuolo engaged Anne Klein & Associates last August, it was at a crucial point in Parker McCay's history. Its position as one of the area's largest law firms had just become even stronger as the result of a merger with another prominent area law firm.

Like many law firms, Parker McCay traditionally had been reluctant to shine a spotlight on itself. But with the merger, and the realization that the marketplace is becoming ever more competitive, the firm's partners decided it was now time to increase Parker McCay's visibility, in order to help grow Parker McCay's practice in its specialized areas of service.

Begun as a small, three-lawyer practice in Mt. Holly, N.J., in 1915, Parker McCay has grown with South Jersey and flourished into one the region's most respected providers of legal services. With 55 attorneys and growing, Parker McCay handles all types of litigation matters and provides public sector services for a multitude of clients throughout the area.

AKA began its work with a series of media efforts to publicize the merger and provide the news media with profiles of Parker McCay's new partners. The AKA account team also proactively scouted opportunities to spotlight the firm and developed feature stories for the local press. In addition, a series of news releases highlighting the numerous achievements and community activities

of Parker McCay's attorneys has produced a consistent stream of publicity in the regional press.

Moving forward, AKA will be continuing its media efforts as well as helping Parker McCay update its firm brochure and other marketing materials.



*A Lonza employee explains to local high school students how a chemical plant works. The "Science Shadowing" program, part of Lonza's community relations effort, helps students understand how the science they study in school is applied in the workplace.*

### COMMUNITY RELATIONS GETS RESULTS FOR LONZA

Good planning and consistent community relations efforts are absolutely necessary when you need local government approval to continue or expand your business. AKA client Lonza knows the value of such programs first-hand. The Lonza Riverside plant, based in suburban Philadelphia,

manufactures high purity ingredients for pharmaceuticals. After working with AKA early in the 90s, the company rehired AKA three years ago to help build a community relations program that would earn support from local residents and township officials for an expansion project, which is central to the company's growth and ability to meet its clients' needs.

AKA developed and is in the midst of working with the plant manager and his staff to implement a five-year strategic plan. The program is designed to explain the plant, its products and processes to the community and to expand its reputation as a good corporate citizen. The plan includes ongoing media relations, a Community Advisory Panel, a dedicated Web site, direct community involvement through corporate support, risk management communications, as well as open houses and public meetings.

The results so far have been quite gratifying. As a consequence of building better community understanding, Lonza has received approval for every zoning and local permit application it sought, allowing the company to proceed with the latest phase of its plan to double the size of its manufacturing plant.

As additional permits and approvals are required for Lonza's next expansion phase, AKA is helping company officials prepare for future public meetings about its plans, and is working on a video to highlight Lonza's commitment to the community and its employees.

## Client News

**Horizon Mercy**, a managed care program providing healthcare services to New Jersey Medicaid recipients and low income families, has selected AKA for public relations. In addition to media relations, AKA will assist Horizon Mercy with media training, special events and programs, and the development of a crisis communications manual. Horizon Mercy is a partnership of Horizon Healthcare of New Jersey, Inc., which is a subsidiary of New Jersey's Horizon Blue Cross Blue

Shield, and Mercy Health Plan, which is a subsidiary of Mercy Health System in southeastern Pennsylvania.

AKA is helping **Raritan Engineering Co.** launch its new Sea Fresh System, a product that, for the first time, allows boaters to switch easily between using raw water from the sea or a lake, and their own onboard supply of water for flushing their marine toilets. The system

has been spotlighted in several new product and feature stories in boating trade and consumer magazines. While AKA is helping the 40-year-old company expand its marketing program, the account team is also supporting Raritan's efforts to promote sound environmental policy for marine waste disposal.

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## CLIENT NEWS

(Continued from third page.)

Preparations are well under way for the *National Association of Investors Corporation's* (NAIC) 50<sup>th</sup> Annual Investors Congress and Expo. Thousands of veteran and novice investors will converge on the Pennsylvania Convention Center in Philadelphia this August to learn more about investing the NAIC way. AKA is currently formulating an editorial and advertising plan, booking local financial experts to speak and developing new ways to promote the event. This will be NAIC's third Congress and Expo held in Philadelphia since NAIC became an AKA client in 1982.

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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.



A recent *U.S. News and World Report* feature on youth investing highlighted NAIC's *Young Money Matters* newsletter, a fun and informative publication for teens and youngsters who want to learn how to invest. AKA worked with the reporter extensively to provide the information she needed, including statistics on youth investing, profiles on individual youth investors, and information on subscribing to *Young Money Matters*. Five NAIC youth members were featured in the article.

**KALEIDOSCOPE** is published by Anne Klein & Associates, Inc.  
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Marlton, NJ 08053 (856) 988-6560  
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Printed on recycled paper

## Still Misunderstood

(Continued from front page.)

A few weeks ago, another management consultant told me that all you need for a career in public relations is "a healthy dose of b\*\*\*s\*\*\*." "Not true," I said. "No PR pro can survive in financial, crisis, community or environmental communications on B.S." We argued for quite some time up a very long ski lift.

MBAs, attorneys and management consultants *try* to do PR, but most still don't understand communications. They deal in the world of black and white; PR professionals know what gray means. Most of us pride ourselves on learning our clients' businesses and challenges. We provide thoughtful, considered and specially tailored solutions to their communications problems. We support their business goals. Enlightened CEOs know this and include us at the strategy table because we bring value, not B.S.  
A.S.K.

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