

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2001



Put Employees First

by Anne Sceia Klein, Fellow PRSA

Right now, employees are in need of our attention. With our country's current economic slow-down, we are reading more and more about massive layoffs. And once again the news stories tell us that companies are not behaving appropriately when they deliver the bad news.

We are going a decade or two backward in our behavior when we assign a security guard to accompany a laid-off employee back to his or her desk for 10 minutes to retrieve a few personal items and then escort that employee out the door. Employees find that they have been locked out of their computer files. Their security and parking passes are invalidated immediately. They are treated like criminals. What did they do to deserve this terrible treatment?

Your employees are adults. In most cases, they aren't going to take what isn't rightly theirs. They are entitled to take a few examples of their work. They are entitled to say goodbye to colleagues. They are entitled to dignity.

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Personnel

MOSCATELLI JOINS AKA AS CHIEF OPERATING OFFICER

John Moscatelli, APR, has joined AKA as senior vice president and chief operating officer in a major management move that will allow former COO Nancy Farwell to focus her considerable expertise in strategic planning completely on clients.

John had been with the Philadelphia office of Earle Palmer Brown since 1986, serving as senior vice president since 1991 and associate general manager of public relations since 1993.

"We're delighted that John has joined us," said Anne Klein. "John brings with him a wealth of management and counseling experience gained over 15 years at one of the region's other top PR firms. And his addition will enable Nancy Farwell to devote her full energies to strategic planning and counseling for clients. This is a part of our practice that continues to grow significantly, especially in environmental, community relations, and issues and crisis management."

Prior to John's tenure with EPB, he completed a 20-year stint as a public affairs officer with the U.S. Air Force. He was graduated from St. Joseph's College with a bachelor's degree in history.



John Moscatelli, APR

Awards

AKA WINS BEST OF SHOW AT PRSA AWARDS

Anne Klein & Associates dominated the 32nd Annual Pepperpot Achievement Awards ceremony of the Philadelphia chapter of the Public Relations Society of America (PRSA) in December. The firm won three first-place Pepperpot awards for various client programs, including one that was named "Best of Show."

In addition, Anne presented the chapter's first Frank X. Long Award for creativity and excellence in writing to AKA Senior Vice President Nelson M. Fellman. And Anne and Jerry presented awards for the AKA-sponsored Collegiate Case Study Competition in Crisis Communications.

See page three for more details about the various awards.

AKA WELCOMES MELISSA BARR

Melissa M. Barr has joined AKA as an account associate. She will work on accounts in the fields of banking, finance, healthcare and chemicals.

Melissa comes to us from the Valley Forge (Pa.) Convention & Visitors Bureau, where she was responsible for promoting the area as a tourist destination and convention site by organizing media tours, writing copy for publications and handling media relations. During the 2000 Republican National Convention held in Philadelphia, Melissa worked in the media pavilion, assisting the many national and international media attending the event.

Melissa holds a bachelor's degree in journalism from the University of Maryland and is a member of the Public Relations Society of America.



Melissa Barr

chapter of the Public Relations Student Society of America. Anne and Tony established the chapter 25 years ago at what was formerly Glassboro (N.J.) State College.



Left to right: Alene Brennan, president, Rowan PRSSA; Prof. Anthony Fulginiti; Anne Klein; and Cathy Rought, vice president, Rowan PRSSA.



The AKA staff and some friends were "on the air" in December, taking pledge calls from viewers of Philadelphia's PBS station, WHYY TV 12. The station's pledge drive host, Ed Cunningham (a college classmate of Jerry's) interviewed Jerry about the firm. Not that we're taking credit for it, but pledges that night exceeded the station's goal by 30 percent!



Anne and Jerry (front row center, flanking woman in flowered dress) were among some 40 members of Pinnacle Worldwide attending the organization's Winter International Meeting in Miami in January. It was Pinnacle's largest meeting ever, with attendees from every region of the globe. Pinnacle is a network of leading independent PR firms throughout the world. Jerry Klein is chairman and immediate past president.

ROWAN 25TH ANNIVERSARY

Anne Klein and Professor Anthony J. Fulginiti, APR, Fellow PRSA, were recently honored for 25 years of service as professional and faculty advisors, respectively, to Rowan University's

Client News

AKA client the **National Association of Investors Corp.** (NAIC) got the new year off to a great start, with day-long coverage on national cable channel CNBC. The NAIC investment club "Girls with Cash," based in New York, was featured between programming blocks throughout New Year's Day. The "Girls" had the opportunity to pose

questions to financial experts and, of course, chat about NAIC. Other NAIC clubs were featured in similar fashion on Martin Luther King Day and President's Day. NAIC's media coverage scored another great hit when "The Progressive Women's Investment Club" of Nashville appeared on *Oprah!* The show, which aired on February 28, featured "Ordinary

People, Extraordinary Wealth." The club members talked about their investment club and how following NAIC principles helped it become a success. NAIC has already had quite an exciting year, and it's just barely spring!

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AKA WINS BEST OF SHOW AT PHILADELPHIA PRSA PEPPERPOT AWARDS

It was an exciting evening for Anne Klein & Associates at the 32nd Annual Pepperpot Achievement Awards in December. The ceremony, held by the Philadelphia chapter of the Public Relations Society of America (PRSA), saw AKA walk away with three first-place awards plus “Best of Show.” The firm also presented three special awards. One is named after a former AKA senior counselor and was presented to a current AKA senior vice president. The other two were for the winners of an AKA-sponsored collegiate case study competition.

AKA’s three first place Pepperpot awards were in the following categories:

- Institutional Programs (Campaigns Four Months or More),
- Special PR Programs, and
- Big Ideas.

The climax of the evening was the presentation of the Best of Show award, which went to AKA and client Lonzagroup’s suburban Philadelphia pharmaceutical chemicals manufacturing plant (see *Spotlight on Our Clients* in the Spring 2000 issue of *Kaleidoscope*). AKA designed and helped implement a community relations program to educate local residents and township officials about plans to double the size of the plant. As a result of the proactive program, Lonzagroup has received approval of every zoning and permit application that it has sought. This program won the Pepperpot award in the Institutional Programs category.

The Special PR Programs award went to AKA and the Russell Byers Charter School. The school was formally approved by the Philadelphia Board of Education in February and will open its doors in September. AKA handled media relations for an October 2000 event that announced plans for the school. The event generated the most extensive media coverage ever for a Philadelphia event of this kind. At least 20 broadcast “hits” aired on the local ABC, CBS, NBC, Fox, WB and UPN television stations as well as the Comcast cable news program and the all-news radio station, KYW. The event also was covered extensively by

both Philadelphia daily newspapers and prominent weeklies. The agency established the overall media strategy, provided media interview training, and got the media out to cover the colorful event in Center City Philadelphia. Named for the late *Philadelphia Daily News* columnist who was tragically murdered during a 1999 robbery attempt, the new school is being established by his widow, Laurada Byers.

The Big Ideas award came for a program called Street of Stars™, designed to honor the Philadelphia region’s greatest athletes with commemorative plaques, similar to Hollywood’s Walk of Fame. Unfortunately, client budget cutbacks prevented the program from being implemented.

During the Pepperpot ceremonies, Anne presented the first Frank X. Long Award for creativity and excellence in writing. The annual award is named for



The AKA team assembled after the Pepperpot awards ceremony. Left to right: Nels Fellman (holding the Frank X. Long Award), Jennifer Schauble of client Lonzagroup, Jerry Klein (holding the Best of Show trophy), Nancy Farwell, Fred McCaffrey, Paul Sieracki of Lonzagroup, Marisa Avallone, Sharkey, Anne Klein.

AKA Senior Counselor Frank Long who passed away last summer. A panel of PRSA judges selected AKA Senior Vice President Nelson M. Fellman (who, by the way, was the creative genius behind the Street of Stars program). Throughout his career, Nels has developed creative ways to spearhead myriad initiatives for clients in a variety of industries.

Anne and Jerry also presented plaques, checks and certificates to the winners of the chapter’s C⁵ (Collegiate Case Study Competition in Crisis Communications) program. AKA has sponsored the competition since its inception in 1998 as an effort to educate public relations students on the finer points of crisis communications.

The winner of the \$500 first prize was the Susquehanna University chapter of the Public

Relations Student Society of America. The PRSSA chapter at West Virginia University won the \$250 second prize.



Anne presents the inaugural Frank X. Long Award to Nels Fellman.



Anne and Jerry with Laurada Byers

CLIENT NEWS

(Continued from second page.)

AKA recently planned and executed two very successful press briefings for the **Delaware Valley Healthcare Council** (DVHC). The first focused on how the region's hospitals and healthcare organizations were working together to prepare for the flu season. It included an overview of the vaccine shortage and how the region's emergency rooms prepare for flu outbreaks, a review of flu prevention tips and a summary of symptoms. Media attending included reporters from Philadelphia's NBC, ABC, Fox and WB television stations, along with all-news radio station KYW, PBS station

WHYY-FM, *The Philadelphia Inquirer* and the Associated Press. Other media, including *USA Today*, also picked up the story. The second briefing was on the Regional Medication Safety Program being initiated at over 70 southeastern Pennsylvania hospitals by DVHC's Health Care Improvement Foundation. Attending media included the *Inquirer*, the AP and the local ABC-TV affiliate. *Modern Healthcare* also covered the story and the American Hospital Association is working on it for its daily and weekly on-line newsletters.

Put Employees First

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We can understand the tight security in some situations. But it should not be the norm. Why do we want to destroy our good relationships with our employees when they probably didn't do anything wrong, but were just victims of a downturn in the economy? What if we want to hire them back one day? Will they want to return, having been treated so badly? Do we think they will say nice things about us when we treat them this poorly? Think about a company with thousands of employees laid off. How much harm can they do to corporate reputation?

Human resources people think they need to take these swift and severe actions to protect everyone who remains. Public relations people think that a little warmth and caring will accomplish the same result and have a far better outcome. Think about it. *A.S.K.*

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



KALEIDOSCOPE is published by
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Marlton, NJ 08053 (856) 988-6560
e-mail: newsletter@akleinpr.com
WWW: <http://www.akleinpr.com>
Editor — Jerry Klein



Printed on recycled paper

FIRST CLASS MAIL

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Suite 200
Three Greentree Centre

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Spring 2001