

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2002



Listen to Your Customers

by Anne Sceia Klein, Fellow PRSA

How many times have you asked for a product or service and received something that wasn't right in some respect? And in how many of those cases have you politely made a recommendation or filled out a customer comment card and actually received a sincere "thank you," or even an acknowledgment?

More times than not, we receive a form letter that doesn't even address the comments we made. Or we receive an excuse why our suggestion or comment can't be acted upon. Wouldn't we feel so much better if we heard a response that said, "You made a good point, and we will look into it. Thank you."

Last summer on a flight on Singapore Airlines, the attendants literally begged us to complete the customer feedback form. They said it was important to know what we thought. Was the food good enough? Were the seats comfortable? Did the flight attendants need more training?

(Continued on last page.)

Awards

ANNE KLEIN HONORED BY PUBLIC RELATIONS SOCIETY

The annual Pepperpot Awards ceremony of the Philadelphia chapter of the Public Relations Society of America (PRSA) turned out to be a very special night for Anne Klein & Associates (AKA). While the firm won two awards honoring programs created for clients, agency president Anne Klein received the Maxine Elkin Award for excellence in public relations in recognition of the accomplishments of Anne's more than 35-year career in public relations.

The award, one of the chapter's major accolades, is named after a well known and highly respected Philadelphia public relations professional. It was established three years after her untimely death in 1995 to honor the leadership, professionalism and integrity she brought to public relations and the volunteerism, creativity, and commitment she gave to advancing performance and professional development within the chapter.

Also at the December event, AKA received a First Place Pepperpot award in the category of Special Events (7 days or fewer) for the Kvaerner Philadelphia Shipyard Grand Opening and Keel Laying, and a Meritorious Achievement award in the category of Public Service for the

"Philadelphia Gets Ready for the Flu Season" press conference held by the Delaware Valley Healthcare Council.

The chapter's annual Pepperpot Awards ceremony began in 1968 to honor outstanding public relations programs and overall excellence in public relations.

The Public Relations Society of America is the leading public relations association in the world. The Philadelphia chapter was organized in 1952 and is among the five largest of the more than 100 chapters nationwide. Anne is a past president of the chapter and a PRSA Fellow.



AKA staff at the Pepperpot Awards (left to right): VP & Senior Account Manager Christina Paterniti-Boivin (with the Meritorious Achievement award for the DVHC flu season press conference), SVP & COO John Moscatelli, President Anne Klein (with the Maxine Elkin Award), Account Executive Melissa Barr (with the First Place Pepperpot award for the Kvaerner Philadelphia Shipyard Grand Opening), and Senior Account Executive Marisa Avallone Sharkey, starting her term as PRSA chapter treasurer.

MARISA SHARKEY ELECTED TREASURER OF PRSA PHILADELPHIA CHAPTER

Senior Account Executive Marisa Avallone Sharkey was elected treasurer of the Philadelphia chapter of the Public Relations Society of America for 2002. As treasurer, Marisa oversees the organization's finances and manages its budget.

ANNE KLEIN FEATURED IN PHILADELPHIA BUSINESS JOURNAL

Anne Klein was spotlighted in the *Philadelphia Business Journal's* "CEO Portrait" column this past November. Each week, the publication selects a different area president or chief executive officer to showcase in this question-and-answer column.

BE PREPARED

That is what Anne advised the Professional Communicators of South Jersey at a winter breakfast meeting. When a company's worst nightmare is about to hit the press, good preparation will enable the company's spokespersons to handle the situation with practiced ease. (See this issue's *Nice Words* for how one of the audience members responded.)



Jerry Klein (third from left) was one of seven presidents of Pinnacle World-wide who attended the organization's 25th anniversary celebration in January in Key West, Fla. Pinnacle is an international network of leading independent PR firms, with more than 60 offices around the world. Jerry is currently chairman. Joining him were (left to right) founding member Joe McCarthy (Minneapolis), David Eisenstadt (Toronto), Art Stevens (New York), Neil Amidei (San Francisco), current president Henry de La Garza (Houston) and Paul Fullmer (Chicago).

AKA SWEETHEARTS

Staff members Joanne Grimes and Cathy Rought helped Anne Klein to plan and conduct a silent auction in February for the Southern New Jersey Region of the American Heart Association. The auction is the centerpiece of the "Sweetheart Ball," the organization's annual gala dinner dance and volunteer recognition event. With the assistance of Kristin Dahl, AHA special events director, the efforts of Anne, Joanne and Cathy helped raise almost \$10,000 for AHA, an increase of \$3,000 over last year.



Cathy Rought (left) and Anne Klein with Kristin Dahl, special events director for the Southern New Jersey Region of the American Heart Association, attend the "Sweetheart Ball."

OPINION PIECE IN THE TIMES

Anne's column in the fall/winter issue of *Kaleidoscope*, "Don't Cancel Your Holiday Party," dealt with carrying on with normal routines in the aftermath of September 11. The column was later reprinted as an op-ed piece by the *Trenton (N.J.) Times*. In addition, portions of it were quoted in a story in the *Chicago Sun-Times*.

ON THE WEB

The AKA Web site (www.akleinpr.com), designed and maintained by Jerry Klein, has been included in The Internet Atlas of Websites, available at leading bookstores. Over a million sites were searched and 150,000 of the "world's best" were chosen based on reliability, popularity and ease of use.

Client News

Mercy Health System selected AKA to handle public relations for the reconfiguration of services at Mercy Community Hospital, Havertown, Pa., and Mercy Fitzgerald Hospital, Darby, Pa., as well as other communications needs. A member of Catholic Health East, Mercy Health System is a diverse, integrated system providing comprehensive healthcare services to people in all stages of life. The largest Catholic healthcare system serving the Delaware Valley, its mission is to be a partner in the healing ministry of the Sisters of Mercy, Hope Ministries and the Catholic Church.

AKA worked to publicize the local premieres of a new TV show, *Better Investing*, in more than a dozen markets across the country. The series of half-hour programs, produced by **Mort**

Crim Communications and Detroit Public Television for long-time AKA client NAIC (the non-profit National Association of Investors Corp.), features the investment educational material for which NAIC is famous. The show will continue to debut in new markets as local public TV stations add it to their program line-ups.

With recent placements on *The Oprah Show* and CNBC and articles in *Money* and *U.S. News & World Report*, the last place we would expect to find a mention of NAIC would be the *Farmer's Almanac*. But indeed, the 2002 *Old Farmer's Almanac* picked up an AKA news release mentioning that, according to an NAIC survey, all-women investment clubs outperformed their all-male counterparts.

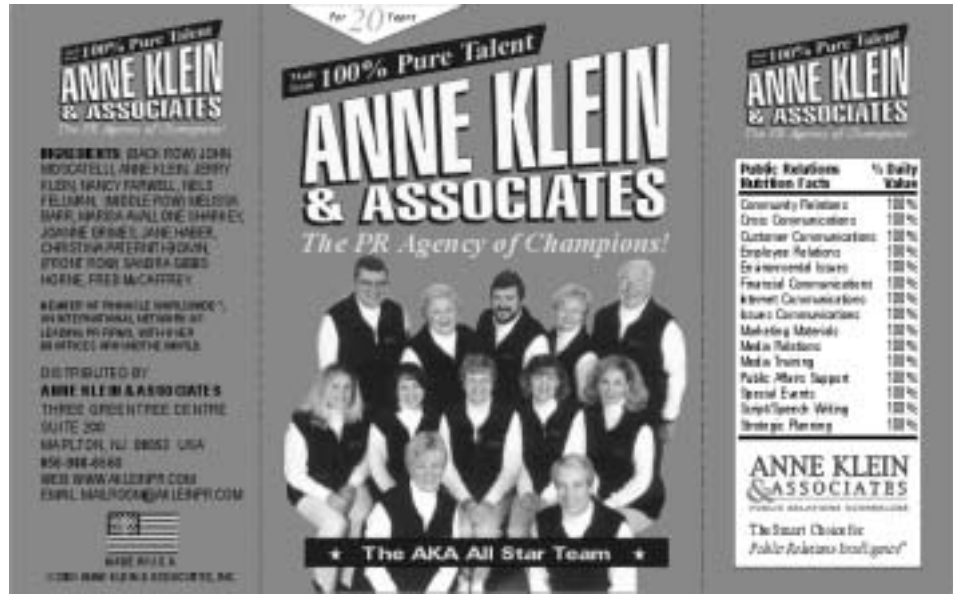
AKA ALL-STARS LINE UP FOR THE 21ST SEASON

Most of our client work at Anne Klein & Associates is pretty serious. Crisis communications, community relations, reputation management, and the like. So we decided to use our 20th anniversary as an opportunity to showcase a different aspect of our capabilities: our creative and fun side.

In planning our anniversary, we built on the “team” theme we established five years ago during our 15th anniversary year. We replaced our staff members’ 15th Anniversary MVP sports trading cards with a new “AKA All-Stars” series.

Then we created a “PR Agency of Champions” cereal box. A team photo appears on the front of the box, while the ingredients list consists of the names of all of our staff members. The Nutrition Facts panel enumerates the firm’s services and specialties. Inside the box we put a complete set of our new sports cards.

We sent the box to clients and new business prospects. In addition, everyone on our mailing list received a postcard rendition of the cereal box.



Reaction to our 20th anniversary promotion has been tremendous. Here is a sampling:

“It looks great – the box and cards are a stitch. I’m glad I’ve been able to come along for AKA’s ride to 20 years!”

Richard Wells
V.P. Public Affairs
Main Line Health

“I love the theme and cards, very creative and a super marketing plan. My compliments to your team.”

Lee Marshall
Mid Atlantic Regional Manager
BusinessWire

“...received your awesome package! Talk about a hat trick! What a terrific way to get the word out!”

Lisa Culbertson
Regional Director
American Heart Association

“Thank you for sending the ‘Superstars’ to me. Someone tried to trade me an autographed rookie card of Michael Jordan for them, but I turned them down. As you know, you are my superstars, not Michael.”

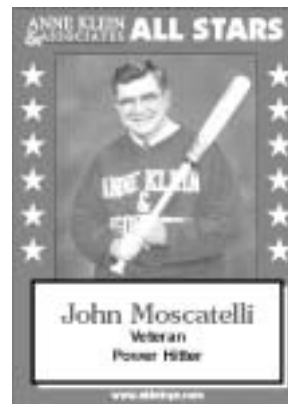
Kenneth S. Janke
President & CEO
National Association of Investors Corp.

“Congratulations on AKA’s 20th birthday. You and Jerry and the AKA team have set the standard for public relations in the Delaware Valley for a very long time. Here’s to many more years of successful achievement.”

Lois Teer Seeligsohn
President
Word Association



Anne and Jerry prepare to sample a cake given to them by their staff to celebrate the firm’s 20th anniversary.



Nice Words from Clients (and Others)

"It was your initial inspired and creative approach to the event that made the [Kvaerner Philadelphia Shipyard Grand Opening] ceremony such a tremendous success."

Ann Hagen, PR Consultant

"Your talk [on crisis public relations for Professional Communicators of South Jersey] was a great help to me I am asking our Communications Task Group to help put together additions to our crisis plan."

*Linda Coppinger
Assistant Director
Girl Scouts of South Jersey*

It's great to see inspiring women like [Anne] spotlighted [in Philadelphia Business Journal], acting as role models for aspiring business women in our region.

*Yale Heller Jekogian
Director of Development
Womens Way*

"Congratulations ... on the excellent role model you have provided to so many young communications professionals in the field."

*Marilyn Kleinberg
Director, Special Events
Chamber of Commerce of
Southern New Jersey*

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.



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Listen To Your Customers

(Continued from front page.)

Small wonder that Singapore Airlines has a very high customer satisfaction rating.

When your customers speak, LISTEN. And teach your employees to LISTEN. That's the way to keep your customers happy and coming back to you.

We know that cost controls are important in any business, but skimping on customer service, even when times are tough, is penny wise and pound foolish. It's just like cutting your marketing efforts when sales are down; you'll lose more potential revenue than the costs you save.

We invest a lot of time and money trying to attract customers. Shouldn't we do the same to keep them?
A.S.K.

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20 years
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PUBLIC RELATIONS COUNSELORS
ANNE KLEIN ASSOCIATES