

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2003



What Ever Happened to Core Values?

by Anne Sceia Klein, Fellow PRSA

During the late 1980s and part of the 1990s, corporate America rushed to adopt and embrace mission statements, visions and core values as elements to guide their operations to success. Core values, in particular, became the focus of serious attention. Topping the list were statements of fair, honest and ethical conduct.

So what ever happened to core values? We now have seen three tumultuous years of a steadily declining stock market, job losses and a sinking economy, all compounded by the aftermath of September 11, 2001. Clearly, one cause of the public's loss of faith in corporate America has been the greed of some executives who forgot about core values and, in doing so, put their companies' very futures in jeopardy.

Throughout our years of dealing with issues and crisis situations, we have always relied on our clients' mission statements and core values to guide both the operational and communications responses to a crisis.

(Continued on last page.)

Awards

AKA AND FRIENDS SHINE AT PRSA AWARDS CEREMONIES

The 34th Annual Pepperpot and Achievement Awards held by the Philadelphia chapter of the Public Relations Society of America (PRSA) was indeed a recognition of achievement for Anne Klein & Associates (AKA).

AKA received a first place Pepperpot award in the category of **Crisis Communications** for the program, "Preserving the Mission," developed for the Mercy Health System when it had to announce the closing of one of its hospitals in Pennsylvania.

AKA had more to cheer about when John Moscatelli, SVP and COO, was named the recipient of the Maxine Elkin Award. This award was established to recognize leadership, professionalism and

integrity in the field of public relations, in addition to a commitment to the advancement of the profession. AKA now boasts two Maxine Elkin Award winners. Anne Klein was the recipient the previous year.

The AKA team was further delighted when Sylvia Kauders was given the Frank X. Long Award. Named after the late AKA senior counselor whose passion was writing with creativity, style and flair, this award was established to recognize a professional who reflects that passion and excellence. Sylvia has been a long time friend and associate of Anne Klein and is a member of the AKA Senior Counselors ALLIANCE (see announcement of the ALLIANCE in the fall/winter 2002 issue of *Kaleidoscope*).



Left to right: Anne Klein, John Moscatelli, Sylvia Kauders and Jerry Klein.

AKA WELCOMES LORI BOOKBINDER

Lori Bookbinder has joined AKA as senior account manager. She has more than 13 years of corporate and agency public relations experience and has worked with clients in the healthcare, financial, automotive, micro-electronics, information technology and manufacturing industries.



Lori Bookbinder

Previously, Lori served as account supervisor at a suburban Philadelphia public relations firm where she managed strategic public relations programs for a variety of accounts. Lori also served as senior account executive at another Philadelphia-area PR firm where she managed media relations and community relations programs for consumer and business-to-business clients.

Lori's corporate experience includes six years in public relations and employee communications for U.S. Healthcare (now Aetna), one of the country's largest health maintenance organizations. She earned a bachelor of arts degree from the School of Journalism at The Pennsylvania State University.

BARR IS WED

AKA account executive Melissa Barr is now Melissa Barr Jackson. She married Scott Jackson in October at the same church where Melissa's parents were wed almost 30 years ago. The two honeymooned in the Dominican Republic and now reside in Havertown, Pa.



Left photo: With the Sydney Opera House as a backdrop, Jerry and Anne Klein (front row, center) gathered with other members of Pinnacle Worldwide in January for Pinnacle's International Meeting in Sydney, Australia. Having completed his terms as president and chairman of Pinnacle, Jerry is now



serving as its Asia/Pacific liaison. Pinnacle is an international network of independent public relations firms with some 60 offices worldwide. Anne Klein & Associates became a member in 1992. *Right photo:* Jerry & Anne are welcomed by Frank Sartor, the Lord Mayor of Sydney (center), during their visit.

Client News

One of the nation's largest Catholic healthcare systems, **Catholic Health East** (CHE), selected AKA to provide counseling and develop communications materials to announce the retirement plans of its CEO and CFO, and the appointment of a new CEO. Catholic Health East is a multi-institutional Catholic health system with facilities in 11 eastern states from Maine to Florida. CHE is cosponsored by 14 religious congregations and Hope Ministries, Newtown Square, Pa.

Kravco Company led a successful fund-raising effort netting more than \$200,000 to build a playground dedicated to the memory of Michael Horrocks, the First Officer of United Airlines flight 175 on September 11, 2001. The playground, which carries Horrocks's name, was built at Glenwood Elementary School in

suburban Philadelphia, where the Horrocks children, Christa and Mick, are students. With AKA's assistance, the event attracted significant media attention including four Philadelphia TV stations, the all-news radio station, local daily newspapers and key trade press.

AKA worked with the New York Stock Exchange to have members of the New York chapter of the **National Association of Investors Corporation** ring the opening bell on January 2. This bell-ringing signified the opening of the new year and the importance of individual investors to the American economy.

The **Philadelphia College of Osteopathic Medicine** (PCOM) enlisted AKA to develop its crisis communications manual. The manual identifies potential crisis situations that the college could

encounter and provides guidelines to assist PCOM in responding quickly and appropriately. AKA is also providing ongoing strategic communications counsel. PCOM, founded in 1899, is one of the nation's oldest osteopathic medical colleges and a national leader in primary care education and graduate studies.

AKA client **Noramco of Delaware** was recently honored with The Synthetic Organic Chemical Manufacturers Association's (SOCMA) Responsible Care[®] Achievement Award for its outstanding commitment to the safety of its employees, the community and the environment. The award recognizes chemical manufacturing facilities that have demonstrated a strong public commitment to environmental, health and safety performance. Noramco has received industry recognition several times over the past year.

SPOKESPERSON TRAINING GETTING NEW EMPHASIS

by Nancy L. Farwell
Senior Vice President

In recent months, AKA has seen a dramatic increase in the number of organizations seeking spokesperson training. The state of the economy, preparations for war, and the constant vigilance required by terrorist threats have made executives more sensitive to the need to be ready to communicate with their publics in times of crisis.

In January, AKA's John Moscatelli and I teamed up to present a half day of training for Lonza Riverside's emergency responders. Lonza Riverside, in Conshohocken, Pa., manufactures fine chemicals used by the pharmaceutical industry.

The highlight of the training session was a simulated news conference based on a disaster response scenario. A few weeks later, the Lonza executives reported to AKA that the lessons of the training were brought home as they watched coverage of an explosion at the West Pharmaceutical Services plant in Kinston, N.C. They could see how AKA's emphasis on key messages and preparation would help them make a difference in public perceptions about how they might handle a crisis.

In March, John worked closely with Rebecca Harmon, chief of public affairs, and Dr. P. J. Brennan, chief of healthcare

"Thanks to the two of you, I survived my interview. I used my key messages and I made sure I said what I wanted to say regardless of the questions asked. But most of all, I kept remembering 'The reporter is not my friend' and that kept me from being too conversational or chatty."

Jennifer Schauble
Production Operations
Coordinator
Lonza Riverside

quality and patient safety, at PENN Medicine (the University of Pennsylvania Health System and School of Medicine), to help them prepare to announce the system's policy on vaccinating its healthcare workers for smallpox. The training session explored the many sensitive areas inherent in the federal government's smallpox vaccination program, and helped PENN Medicine identify areas of potential concern and responses to those concerns.

For another client, John provided spokesperson training for the chairman of its board of directors. As John discussed

how interviews with reporters really worked, and as the chairman saw the importance of using key messages, he became more comfortable with his role as a spokesperson and more confident in his ability to succeed.

Once executives recognize that a reporter's questions present opportunities for them to give their messages, the entire process of conducting media interviews falls under a new light. The key is control, and executives with proper spokesperson training gain confidence in their ability to control the interview because they control what they say.

OVERCOMING THE FEAR OF SAYING THE RIGHT THING

"We are stunned by the news. Our overriding concern lies with the well-being and safety of our employees, their loved ones, and the surrounding community."

Don Morel
President & CEO
West Pharmaceutical Services

"This is a case where we identified the problem to the S.E.C. and worked together with them throughout the process. I'm very pleased with the outcome."

Patricia F. Russo
CEO
Lucent Technologies

These two quotes are examples of concise, clear and memorable comments. *Care and concern for human life. Always ready to do the right thing.* Stakeholders need to hear these messages if we are to rebuild trust in America's businesses and how they operate. Of course, it also follows that executives must walk the walk, not just talk the talk.

There are many companies, organizations and facilities whose managements believe in doing, and in fact do, the right thing. However, when given the chance to talk about their good works in a media interview, many executives don't know how to get their point across in a memorable way. Instead, when the interview opportunity presents itself, many executives don't view it as an opportunity at all, and decline to be interviewed.

One of the reasons voiced most often as an excuse for saying no to an interview is feeling intimidated by the reporter, which leads to feeling out of control. "I don't know what I am going to be asked." "I keep getting interrupted." "My mind blanks." "I lose my focus." These are just some of the typical comments. But with training and practice, almost anyone can be a good spokesperson. A media interview is a golden opportunity to say what you want people to know. You owe it to yourself and your organization to learn how to do it well.

What Ever Happened to Core Values?

(Continued from front page.)

We have seen that when an incident arises requiring an appropriate action along with an appropriate comment, executives who base their decisions squarely on a clearly defined and honestly held set of core values almost always make the right decision.

Our clients seem to be sensing this, and more of them – both long-time and new – are asking us not only to write or update their crisis communications plans, but also to look with them, at their operational crisis plans. They want

to ensure they really deliver on what they say they believe in. And spokesperson training has taken on added significance as our clients want to make sure they say the right thing about doing the right thing.

No amount of spokesperson training will help deal with the situations we face unless we truly mean what we said when we developed our core values. Unless we follow those values to do the right thing in responding to crisis, we create a situation where the organization

loses credibility because it is no longer true to its stated mission and values.

To survive these troubling times, organizations must anchor themselves in their core values, communicate those values clearly, and be prepared to back up their words with action — the right action. And that reminds us of one of the earliest definitions of public relations: doing what's right, and getting credit for 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 Anne Klein & Associates, Inc.
Three Greentree Centre, Suite 200
Marlton, NJ 08053 (856) 988-6560
e-mail: newsletter@akleinpr.com
WWW: <http://www.akleinpr.com>
Editor — Jerry Klein



Printed on recycled paper

Anne Klein & Associates is certified as a Woman Business Enterprise (WBE) by the Women's Business Enterprise National Council (WBENC).



FIRST CLASS MAIL

Three Greentree Centre
Suite 200
Marlton, NJ 08053

PUBLIC RELATIONS COUNSELLORS
ANNE KLEIN
ASSOCIATES

Spring 2003