

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2004



Listen, Think, Decide

by Anne Sceia Klein, Fellow PRSA

As we read the papers, listen to radio, watch TV and scan the Internet, we are bombarded with facts, opinions and speculation. There is a tremendous push by all of these outlets to attract our attention. All of the news coverage will be magnified this year by the presidential campaign that will put both old and new issues on the table for our consideration. It will be easy to be distracted by so many points of view. And so we will start paying more attention to the opinion polls.

Let's not forget this year that the most important poll we want to listen to is what our clients, customers, neighbors and others important to us are thinking about our industries and our organizations.

What is important to them? How do their thoughts and opinions affect their purchases of our products and services, donations to support our mission, or reaction to our organization's plans and goals?

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Honors

ANNE KLEIN TO BE INDUCTED INTO PPRA HALL OF FAME

The Philadelphia Public Relations Association (PPRA) has announced that it will honor Anne with the most prestigious award given by Philadelphia's public relations community. The organization will induct Anne into its Hall of Fame in May.

Each year, the Hall of Fame Award celebrates an individual public relations

professional who has brought honor, respect, acclaim and recognition to both the public relations industry and the community.

Recipients of this award must excel in public relations and community service, and must be approved by a panel of previous Hall of Fame honorees.

Awards

FIRM WINS PEPPERPOT AWARD; ANNE RECOGNIZED BY PRSA

Anne Klein was the 2003 recipient of the Deann White Award for community service and volunteerism, given by the Philadelphia chapter of the Public Relations Society of America at its annual Pepperpot Awards dinner.

In addition, AKA and client Kravco Company received a first place Pepperpot Award in the category of Fund Raising for their program, "A Tribute to an American Hero," to promote fund raising for the construction of a children's playground in honor of Michael Horrocks, first officer on United Flight 175, who lost his life on September 11, 2001. We are honored that this heart-warming program has been recognized at three award events since its implementation.



(L to R) AKA senior vice president John Moscatelli, account manager Melissa Jackson and Anne Klein with the Pepperpot Award for the program created for client Kravco Company.

AKA CLIENT AND ANNE SPEAK ON CRISIS COMMUNICATIONS

When speakers on the topic of crisis communications were needed, the Philadelphia Public Relations Association called on Anne Klein to serve as a panelist. The workshop, entitled “Creating a Crisis Communications Plan That Works,” was led by a panel that also included long-time AKA client, Richard Wells, vice president of public affairs, Main Line Health. AKA and Wells wrote the Main Line Health crisis communications plan. AKA account manager Melissa Jackson served on the breakfast workshop committee and was instrumental in organizing the seminar.



PPRA’s panel discussion on crisis communications included Donna Alston, AquaPennsylvania; Anne Klein; Richard Wells, Main Line Health; Lori Doyle, University of Pennsylvania; and Michael Wood, PECO Energy.

SHE WROTE THE BOOK (WELL, AT LEAST THE CHAPTER)

Anne has completed writing a chapter, “Working With the Media,” for a forthcoming textbook titled *Forensic Nursing: Concepts and Challenges*. The information in the chapter will help

forensic nurses be prepared when interviewed by the media in crisis situations and be confident spokespersons for their organizations. Forensic nurses help bridge the gap between the healthcare system and the criminal justice system.

They may be called on to assist in situations like a natural disaster, a case involving violence against a child or elderly person, or treatment of a crime victim.

Client News

AKA associate Mary Kate Breslin scored a coup by securing a regular feature segment on CNBC for our client the **National Association of Investors Corporation**. The feature, called “Real People, Real Money,” airs at 11:50 a.m. EST in the Friday edition of Morning Call. In the segment, NAIC investment club members talk with co-anchors Ted David and Michelle Cabruso-Cabrera and address their market outlook, investment strategy, portfolio worth, and the ins and outs of group investing. Mary Kate also arranged for NAIC representatives to ring the Opening Bell at the New York Stock Exchange on January 2, the first trading day of the new year (photo, top right).



Christine Curtis (center), chairperson of NAIC’s national advisory board, is interviewed by CNBC reporter Mary Thompson as fellow board member Phil Keating looks on following the Opening Bell ceremonies on January 2.

The safety of patients in hospitals is an issue of growing importance for the nation’s healthcare industry. For **Main Line Health**, AKA has developed a special communications plan designed to help the suburban Philadelphia healthcare system take credit for its position as a

leader in patient safety. Main Line Health has implemented a number of patient safety initiatives and wants to ensure internal audiences are aware of and comply with them, while reassuring its external audiences of Main Line Health’s commitment and concern. Medical errors are considered to be a serious cause of injuries and deaths among patients in the United States, and Main Line Health has dedicated additional resources to improve processes and procedures, upgrade equipment and train staff to improve patient safety throughout its system.

AKA has been enlisted by **Karman Development Group, LLC** of Cherry Hill, N.J., to develop an ongoing public relations program. AKA’s first project focuses on a property, currently under renovation by Karman, that will be a lifestyle center called Cornerstone Commerce Center. Cornerstone offers

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AKA HELPS THOMSON ISI GAIN NOTICE AROUND THE WORLD

Parlez vous Francais? Hangul-ro mal-hal-su it-seum-ni-ka? The fall of 2003 found Anne Klein & Associates engaged in a project designed to promote Thomson ISI and its research solutions via the news media in France, South Korea and the United States. To reach the international media, we took full advantage of our membership in the Pinnacle Worldwide network and worked directly with partner public relations agencies in Paris and Seoul.

Pleased with the project's results, Thomson ISI asked AKA to continue working on media outreach in the United States and in other countries around the world for 2004.

Thomson ISI is an established leader in the information solutions industry. It provides access to high-value, essential information for researchers and scholars across the globe through a variety of Web-based products. Headquartered in Philadelphia, Thomson ISI is a business of The Thomson Corporation and is

committed to providing information solutions via the latest and most efficient technologies.



ISI Web of KnowledgeSM is the single environment from which researchers can access, analyze and manage information on virtually any topic of interest to them. ISI Web of Knowledge offers users seamless navigation to access the highest quality content, to employ effective evaluation tools and to take advantage of bibliographic management tools. In addition, the platform provides innovative search tools for Web searching and evaluated Web content.

Among the benefits Thomson ISI offers is its ability to provide researchers with a systematic, objective means of determining the relative importance of professional and scientific journals within their disciplines. Thomson ISI calls this the "impact factor." Based upon citation analysis and statistical data, Thomson ISI can help researchers see which are the "hottest" journals, which have the highest impact and which are most frequently used or cited.

Thomson ISI products serve more than seven million researchers, information specialists and administrators at academic institutions, government laboratories and agencies, and corporations. Thomson ISI products can be found in 90 percent of the Association of Research Libraries member institutions in North America, and its research tools are favorites among researchers and institutions in Latin America, Asia-Pacific and Europe.

Client News

class A corporate office space, a variety of retail outlets and an upscale restaurant. AKA's public relations activities will help recruit tenants, promote community awareness and understanding, anticipate and handle issues of concern, and reinforce relationships with retail tenants. Karman Development Group specializes in bringing new life to troubled properties. For the past 20 years, it has undertaken successful redevelopment projects of bankrupt properties across the country.

AKA partnered with Kramer Research, LLC of Marlton, N.J., to conduct six employee focus group sessions as part of a larger research initiative for **Diakon Lutheran Social Ministries**. The goal of the program is to enhance Diakon's communication with its internal and external audiences. Focus group sessions brought together professionals and administrative staff to gain insight into employee perceptions of Diakon. Questions were designed to elicit input

for the development of a long term, comprehensive strategic public relations plan for Diakon. Diakon offers a range of retirement, health care, and children and family services in Pennsylvania, Maryland and Delaware. It is the second largest Lutheran social ministry organization in the United States.

AKA worked with **Mercy Health System** and **Thomas Jefferson University Hospitals** to announce that the two organizations are exploring ways to enhance healthcare delivery in South Philadelphia. St. Agnes Medical Center, operated by Mercy, and Methodist Hospital, operated by Jefferson, are both challenged by changing demographics in their service area. AKA developed internal and external communications and managed media relations surrounding the signing of a letter of intent to pursue a vision of transforming St. Agnes Medical Center from a short-term acute care hospital into a Continuing Care Medical

Center, while Methodist Hospital would concentrate its services on short-term acute care.

The Wilmington, Delaware-based community outreach group formed by AKA and **Noramco Inc.** has expanded in both membership and scope of work. "Noramco Neighbors," consisting of local community leaders in the education, non-profit and civic spheres, now numbers more than 25 volunteers. "This is far beyond what we could have expected when we arranged a small meeting in July of 2003 with seven people," said Ron Panasiewicz, Noramco plant manager. The group has formed four subcommittees to better implement its goals. Although much of AKA's focus for Noramco has been on community relations, we still remain active with its crisis response planning. AKA account manager Melissa Jackson attended a safety drill in the fall to assist with public affairs.

NICE WORDS

"I truly appreciate (Anne's) wonderful guidance and advice, and the time you took to help."

Rebecca Harmon
Chief Public Affairs Officer
University of Pennsylvania
Health System

"I want to thank this team for your support and responsiveness ... as we have worked together to develop and deliver the first phase of ... this important transaction. Special thanks to John Moscatelli and Lori Bookbinder of Anne Klein...."

H. Ray Welch
SVP, Strategic Planning
& Communications
Mercy Health System

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.



Listen, Think, Decide

(Continued from front page.)

Have you asked them lately? Maybe you should!

In the early years of the new millennium, we have witnessed dramatic events that have affected our lives, our thinking and our values. Public opinion polls conducted by major organizations, like Roper ASW, report that opinions of American consumers have undergone major shifts. What was important to individuals in the last decade has now taken a back seat. More consumers are valuing

home and family. Their purchases are reflecting these new values. If you haven't taken the pulse of your many target audiences lately, you should.

Listen: Take a poll.

Think: What do the answers tell me?

Decide: Business as usual?

A tweak? A major shift?

Then, take action based on this analysis of the opinions of individuals who are important and relevant to your organization. — *A.S.K.*

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