

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2006



Reflections on Down Under

by Anne Sceia Klein, Fellow PRSA

A friend asked me, "What was your biggest take-away from your trip?" From a personal viewpoint, I didn't need to hesitate for a moment to reply: "Apart from the spectacular scenery in New Zealand, I was most taken by the friendliness of the people in both Australia and New Zealand, and their willingness to exceed expectations for service and assistance." And I wasn't alone in this opinion.

One only had to have been riding on a local bus outside of Christchurch and hear the conversation of four American students overflowing with exuberance about being in New Zealand for a college semester abroad. They were raving about how nice everyone was and how willing they were to assist them.

I couldn't agree more. I was impressed by the doorman in Melbourne who immediately had ice sent to my room to soothe my swollen ankle. (It worked.)

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International

ANNE, JERRY ATTEND PINNACLE MEETING IN AUSTRALIA, GIVE LECTURES IN NEW ZEALAND

AKA principals Anne and Jerry Klein spent much of February "Down Under." The duo traveled to Sydney, Australia, to attend the 2006 Winter International Meeting of Pinnacle Worldwide. They then went to New Zealand, where they and other Pinnacle members spoke at seminars in Auckland and Christchurch, at the invitation of the Public Relations Institute of New Zealand.

Pinnacle is an international network of leading public relations firms. AKA has been its exclusive Philadelphia region member since 1992, offering our clients the services of nearly 60 top PR firms around the world on an as-needed basis. Anne is currently serving as membership chair and Jerry is chairman emeritus, having served successively as treasurer, president-elect, president and chairman.

The meeting in Sydney was designed as an opportunity to get to know better our Pinnacle colleagues in the Asia-Pacific region, and was attended by members from Australia, the Philippines, Japan, Korea and Singapore. Also attending, in addition to Anne and Jerry, were U.S. members from Portland, Ore., St. Louis

and Los Angeles, and current Pinnacle president Ron Hanser of Des Moines, Ia.



Jerry Klein in Christchurch, NZ

The seminars in New Zealand focused on the latest "best practices" in public relations. Pat McCormick of Portland spoke on public affairs and on word-of-mouth marketing. Scott Pansky of Los Angeles focused on cause marketing, particularly involving celebrities. Anne reviewed the lessons learned from major crises over the past 30 years, while Jerry talked about online newsrooms and other Web sites supporting public relations programs. The group also had a panel discussion on media relations and how the media have changed over the years.



With the famed Sydney Opera House in the background (right), Jerry (third from left) and Anne (fifth from left) pose with fellow Pinnacle members.

LESLIE-ANNE FRANK JOINS AKA AS ACCOUNT MANAGER

The newest member of the AKA team, Leslie-Anne Frank, brings with her more than 18 years of experience in public relations, media relations and broadcast journalism. Previously, she led the East Coast office of a Dallas-based public relations agency, developing media relations programs, strategic sponsorship partnerships and event support for corporate and nonprofit clients. Leslie-Anne was a senior member of a national team of communications professionals whose work helped place Fortune 500 clients on national lists for diversity best practices. Earlier, she worked at a Philadelphia public relations and advertising agency in media relations and event planning, in addition to serving as broadcast producer. Her client list included corporations, hospitals, nonprofits and elected officials. Leslie-Anne's broadcast journalism experience in the Philadelphia area includes serving as associate producer and assignment editor at KYW-TV, production assistant at KYW-Newsradio, and news anchor and reporter at WRTI-FM. She received her bachelor's degree in broadcast journalism from Temple University.



Leslie-Anne Frank

him to stay in touch with what's current by interacting with students. John says teaching also provides him an outlet to "revisit what I'm doing and why I love doing it."

Recently, John participated in the university Rowan public relations Graduate Mentoring program, which was established to give graduates that "extra little *something*" to help them succeed in the public relations field. Every year the program hosts a Graduate Mentor Night, bringing in accomplished industry professionals to speak about their experiences and offer insight about their specific fields. John was so impressed with one graduate that he invited her to accompany him to a counseling session for "Center in the Park," a nonprofit organization that provides social services to the elderly. The counseling session focused on marketing, communications and fundraising for the organization.



On January 3, AKA accompanied members of two **BetterInvesting** volunteer advisory boards on a visit to the New York Stock Exchange (NYSE). AKA organized the visit (which has become an annual tradition), and arranged for the group to ring the Closing Bell of the first trading day of the new year. Mimi Rauschelbach (*center*), chair of the National Investors Association Advisory Board, did the honors. NYSE CEO John Thain (*fourth from left*) hosted the group.

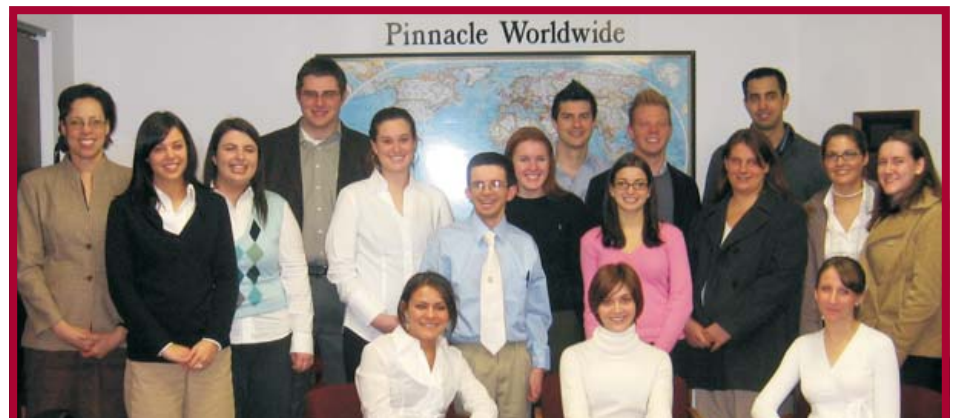
ROWAN PRSSA VISITS AKA

AKA hosted an agency tour for the Rowan University chapter of the Public Relations Student Society of America (PRSSA), giving students an inside look at life in a public relations agency. COO John Moscatelli gave an overview of AKA and showed examples of the work AKA has done for clients; staff members then took groups of students on an office tour. The tour concluded with a question and answer session. "I enjoyed seeing how a real PR agency is run, and I'm

excited to use what I learned to improve PRaction (Rowan's student-run agency)," said Jessica Longmire, PRaction president. AKA has a long history of association with the Rowan PRSSA chapter. Anne Klein co-signed the chapter's charter in 1976 and has been one of its professional advisors ever since. The agency has hired numerous Rowan graduates over the years, including three of its current staff members.

MOSCATELLI AND ROWAN - PERFECT TOGETHER

AKA chief operating officer John Moscatelli was featured in Rowan University's *Touch of Class* newsletter for his outstanding relationship with the students and faculty at Rowan University. The alumni newsletter spotlighted John's academic contribution to the university in the field of public relations. For more than 15 years John has taught classes at Rowan University in the areas of crisis communications and client relationships. John enjoys teaching because it allows



AKA staff members hosting students from the Rowan University chapter of PRSSA included (left to right) Leslie-Anne Frank, Jess McGeehan, Chris Lukach (fourth from left) and Arianna Stefanoni (leftmost seated).

Spotlight on a Client

DIAKON LAUNCHES BRANDING CAMPAIGN WITH AKA SUPPORT

For Diakon Lutheran Social Ministries, Anne Klein & Associates has developed and launched an integrated image advertising, corporate branding and public relations campaign designed to increase brand awareness, stimulate inquiries and educate key audiences about the scope and impact of Diakon's community-based services.

Diakon is a social services organization that serves more than 70,000 people every year in Pennsylvania, Delaware and Maryland. The organization was formed in 2000 by the affiliation of Tressler Lutheran Services, based near Harrisburg, Pa., with Lutheran Services Northeast.

Last year, AKA helped Diakon communicate a restructuring effort that narrowed the focus of the organization's ministry to three service areas: Senior Living Services, Family & Community Ministries, and Diakon Housing & Community Development.

Once the reorganization was complete, AKA resumed development of plans for a public relations and advertising campaign. AKA had conducted research in 2004, and the results indicated that Diakon's audiences were not familiar with the organization's name or its breadth of services. The branding campaign was designed to put a human face on Diakon and to help attach meaning to the name.

In the initial stages of the plan, AKA worked with Diakon to update and standardize the use of its logo. Part of the

organization's challenge was to bring all of its many services together and have them all identified with Diakon. AKA also focused on revising the company's stationery, printed materials and four different newsletters, to make sure they all had the same look and feel.

The theme of the branding campaign is "Many Hands. One Heart.™" It is meant to capture the compassion and commitment of Diakon staff. AKA developed TV and radio commercials, print ads and videos for internal and external use. The people featured in the campaign are Diakon residents, employees and clients who agreed to share their stories because of the positive impact Diakon has had on their lives. The commercials will run throughout the year in neighborhoods across each region where Diakon provides services.

The videos, three in all, are another vehicle to help people understand who Diakon is and what it offers. One focuses on Senior Living Services, a growing area for the organization. The second gives an idea of what it is like to work at Diakon and will be used for employee orientation. The last offers a broad overview of the organization's services. Executives who speak to congregations, donors and local groups will use this video as an introduction to Diakon.

After developing the branding campaign materials, AKA presented them to the Diakon leadership team and also provided a toolkit to help the team

members inform their staffs. The toolkit included: key messages and talking points; frequently asked questions; scripts; examples of the new logo; a news release on the branding campaign; copies of the print ads; and a DVD containing all of the commercials and videos.



The Rev. Daun E. McKee, Diakon president and CEO, presented the branding materials to residents and employees at a campaign launch celebration on March 7 at Luther Crest, a Diakon Lutheran Senior Living Community in Allentown, Pa.

"AKA has done an outstanding job of working with our Corporate Communications department and helping us to get to this point," said the Rev. Daun E. McKee, Diakon president and CEO. "When more people understand who we are, what we do and the type of compassionate care we provide, more people will turn to us when they are in need. That's an incredible opportunity and one we now feel uniquely positioned to meet."

A billboard created as part of the Diakon branding program.

Client News

A community outreach program developed by AKA for client **Noramco, Inc.**, received an honorable mention in the 2005 Johnson & Johnson Worldwide Sustainability Awards. Noramco is a member of the Johnson & Johnson family of companies. The outreach initiative, named Noramco Neighbors, was formed in 2003. Johnson & Johnson has asked Noramco Neighbors to present a summary of its project at the company's annual Healthy People, Healthy Planet colloquium in May.

Reflections on Down Under

(Continued from front page.)

And by the gentleman in Wellington who saw me standing on the street corner in the government district, looking at my map. He stopped to point me in the right direction. I was even more impressed that he took time to give me a brief description of the various buildings and landmarks surrounding us.

Exceeding customer expectations is a trait that appears in many companies' values statements. It is a willingness to offer assistance before you are asked. My down under experience was refreshing. How often does that happen here at home? Not often enough!

My second take-away? That our PR colleagues in the Asia/Pacific region face the same challenges we do, and are learning to use the same new tools that we are. For example, word-of-mouth marketing has begun to take its place among the arsenal of PR practitioners' strategies there as much as here.

We all agreed that our profession has been changed forever by the 24-hour news cycle, cell phones and the Internet. But we also agreed that high tech communications can never fully replace one-on-one interaction, and the need to exceed customer expectations every day. *A.S.K.*

Nice Words

"I wanted to thank you again for the great job [Mike Gross did] of organizing and facilitating the Noramco Neighbors meeting today. The attendance was great and there was good energy throughout the meeting.... I'm looking forward to another successful year for Noramco Neighbors with AKA's help."

*Vince Kranz
EHS Manager,
Noramco*

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



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