

# KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2008



## Social Media Belong in Your PR Program

by Anne Sceia Klein, Fellow PRSA

Blogs, forums, listserves, message boards and social networking Web sites are all part of the growing phenomenon called social media. Companies, nonprofit organizations, politicians, "causes" and "everyday people" are flocking to social media to disseminate information, express opinions, correct misstatements, make contributions to causes and campaigns, and just chat about subjects they are interested in.

People are talking. And they are talking about everything, including your organization, your product or service, and even you! Individuals active in social media are highly engaged and focused on subjects of special interest to them. The Internet has made it easy to meet and chat with other people. You could view a social media site as a natural evolution of a "membership club."

Increasingly, communicators recognize the strong part social media play in disseminating information quickly and directly to highly interested individuals. As a result, social media programs are being incorporated into communications programs worldwide.

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## Honors

### AKCG WINS AWARD FOR WORK FOR SLOAN-KETTERING

AKCG received a Pepperpot Ladle Award in the Media Relations category from the Philadelphia chapter of the Public Relations Society of America in December. The honor was for "Introducing a New Top-Tier Cancer Center."

The campaign, conducted in late 2006 for Memorial Sloan-Kettering Cancer Center, generated resoundingly positive media coverage following the grand opening of its new cancer care facility in Basking Ridge, N.J.

## Inspiration

### ANNE FEATURED IN SJ MAGAZINE

Anne Klein was featured in a recent article in *SJ Magazine* about people who live their lives "with meaning, commitment and inspiration." The article talks about her decision to start the business 26 years ago, the stamina and drive needed to sustain it, and Anne's vision in setting up a long-range succession plan.

You can read the article on the magazine's Web site (see link below). In addition, a full color PDF version of the feature on Anne, as it originally appeared in the magazine, is available on the AKCG Web site, [www.anneklein.com](http://www.anneklein.com).

*SJ Magazine* Web site:  
[www.sjmagazine.net/articles.aspx?aid=281](http://www.sjmagazine.net/articles.aspx?aid=281)

**LIVE AN Inspirational LIFE**  
BY MARY LOU SHEFFIELD

**BUSINESS ANNE SCIEA KLEIN**  
President, Anne Klein Communications Group

Twenty-five years ago, Anne Klein took a walk on the beach with her dad, talking about an idea she had been kicking around to start her own PR firm. She was 40, and had established a career running PR for Sevens. Should she give that all up to take such a momentous risk? "Yes," he told her. "You should Go for it."

And so began a PR powerhouse whose clients have included Sprint, Independent Blue Cross, Sunoco and American Water Works Company. In her illustrious career, Klein has assumed numerous honors, most recently being named Women Business Owner of the Year by the National Association of Women Business Owners, NJ Chapter.

"I don't think about success, because that isn't what I am," says Klein. "But I've received tons of letters this year because of our 25th anniversary. So I don't concentrate on being successful, I feel proud when someone says to me, 'Congratulations.'"

Klein points to several combined traits that helped her build her company: "We've got to be able to initiate and then have the stamina to go with it," she says. "You have to be a leader and a decision maker. You have to be willing to take a risk. You need to have a vision of who you are, how you want to be known and what you want your business to be. For me, it helped to be a team player and believe in a collaborative environment. I like to get input. But in the end, you have to make the decision. You can't let other people do that for you."

"So you go on, you have to be a great listener, and you can serve your clients and your customers. If you're not listening to them, you're not going to be successful. You also need to be an expert in yours and get new business."

Her professional career is now taking a new direction as she unfolds a succession plan for her firm. "So I got advice, I had to decide if I wanted to turn off the light, and I did, and I did, into the sunset. Or did I want to do succession, for the next generation? I turned out I had kind of a choice. If I had young men who expressed interest in taking over some day, 'So we created a plan for the next generation to come in. My motivation now is to keep the business thriving, so what I pass on will be even better than what I am leaving."

## LUKACH ON NEW & SOCIAL MEDIA PANEL

Account manager and co-owner Chris Lukach participated in “An Evening of New Media Myth Busting,” a discussion with new and social media experts sponsored by the Philadelphia chapter of the Public Relations Society of America and the Philly Ad Club in February. Chris presented research findings and real-life stories about the impact of the new “gatekeeperless” media environment.

## GOING GREEN

Anne Klein was a keynote speaker in November at the first Green Printing Conference held by the Graphic Arts Association (GAA). Her speech, titled “How Not to Drown in an Ocean of Green,” discussed easy, low-cost initiatives to help support the green movement and gain recognition for a company’s green efforts. GAA is the printing and imaging industry trade association for Pennsylvania, southern New Jersey and Delaware. The conference provided guidelines for graphic arts professionals on how to be socially responsible and green within their workplaces. Anne was chosen to be a keynote speaker based on her considerable experience with environmental issues and communications.



Jerry and Anne Klein were given a certificate of appreciation in February by David Marriott, president of Pinnacle Worldwide, in recognition of AKCG’s 15 years of membership. Pinnacle is an international network of leading independent public relations agencies. Jerry, who served as president and chairman and is now chairman emeritus, also was cited for his service as Pinnacle’s webmaster since 1995. The presentation was made at Pinnacle’s winter meeting in Maui, Hawaii.

## GOING RED

Anne served on the Planning Committee for the American Heart Association’s (AHA) 2008 Southern New Jersey “Go Red for Women” fundraising luncheon, which took place Feb. 26 in Cinnaminson, N.J. “Go Red” is a national campaign by the AHA to battle heart disease, the number one killer of women in America.

## GOING TO SCHOOL

COO John Moscatelli taught his Crisis Public Relations course at Rowan University again this past semester. The class covered crisis communications philosophy, planning, messaging, response and spokesperson training. John has been an adjunct faculty member at Rowan for nearly 20 years.

## GROSS IS ON THE BALL

Account manager and co-owner Michael Gross helped plan and execute the 104th annual Philadelphia Sports Writers Association awards banquet in January. The banquet honors Philadelphia’s top athletes, both professional and amateur, for their achievements on and off the field. Mike has been a member of the association for five years and has helped plan the event each year. This year’s honored guests included Jon Runyan of the Eagles, Daniel Briere of the Flyers and National League MVP Jimmy Rollins of the Phillies.



Jerry Klein, who serves as a vice president of the Broadcast Pioneers of Philadelphia, presented a plaque at the organization’s January meeting honoring the 60th anniversary of Temple University’s radio station, WRTI. In 1968-69, Jerry was the last student station manager before the station went all-jazz (now jazz and classical) with a largely professional staff. Accepting the plaque was current WRTI Operating Director Tobias Poole.



**“Bagels with Brian”** – Brian Tierney, the former PR and ad firm owner who is now publisher of the Philadelphia Inquirer and Daily News, hosted several of his fellow members of the Philadelphia Public Relations Association (PPRA) Hall of Fame at an informal breakfast in December. The visit included a briefing by the Inquirer’s Pulitzer Prize-winning editor Bill Marimow and an opportunity to sit in on the editorial meeting as the next day’s paper was being planned. Tierney was inducted into PPRA’s Hall of Fame in 2000. Shown on the balcony of the Inquirer building, overlooking Philadelphia’s historic City Hall (top right), are (left to right): Gloria Hochman, Anne Klein, Sally Berlin, Brian Tierney, Sylvia Kauders, Dan Cirucci, Shirley Bonnem, current PPRA chairman Mark Tarasiewicz and David Brown.

## Client News

AKCG's social media experts are helping **Diakon Lutheran Social Ministries** build an online community for current and prospective participants in its Adoption & Foster Care program. The online community will serve as a forum for current adoptive parents as well as people thinking about adoption or in the adoption process to ask questions, share experiences and discuss challenges with each other and Diakon's supportive staff.

To prepare for his debut as the new general manager of the **Southeastern Pennsylvania Transportation Authority (SEPTA)**, Joe Casey spent a day with AKCG to review his goals for this regional transportation agency and refine his messaging. Richard Maloney, SEPTA's director of public affairs, arranged the session to ensure the new GM drove home his vision for SEPTA's future. A review of media coverage following the announcement press briefing showed that Joe was successful in communicating his goals and vision.

John Moscatelli and Mike Gross worked closely with Scott Share, vice president for system communication for **Catholic Health East**, to plan for the announcement in January of CHE's proposed acquisition of Cathedral Healthcare System's assets and liabilities. Cathedral Healthcare operates three hospitals in Newark, N.J. The system has been in financial straits for some time, and the acquisition is the only way to ensure a Catholic healthcare presence in Newark. Catholic Health East, a multiinstitutional Catholic health system co-sponsored by 10 religious congregations and Hope Ministries, operates in 11 eastern states from Maine to Florida.

In support of a realignment of resources in western Pennsylvania, CHE also asked AKCG to provide counsel and support for the announcement of the sale of Pittsburgh Mercy Health System's Mercy Jeannette Hospital, Jeannette, Pa., to Excela Health. John and Mike developed key messages, supporting materials and the communications plan supporting the announcement. John traveled to Jeannette prior to the announcement to provide spokesperson training for the hospital's leadership team and was on site on announcement day to assist in responding to media queries and provide feedback to the hospital's CEO,

Julie Hester, following a series of employee meetings.

John Moscatelli and Chris Lukach conducted a two-day media and crisis preparedness training session for executives at **Lonza Biologics Inc.**, a cell-culture manufacturing facility in Portsmouth, N.H. AKCG has worked with another Lonza facility, Lonza Riverside in Conshohocken, Pa., for more than 15 years.

In December, AKCG worked on a project with **Pennswood Village**, a nationally respected not-for-profit continuing care retirement community in Newtown, Pa. To support the organization's community outreach activities, the AKCG team helped with key message development as well as guidance on disseminating information about the organization and its residents' community involvement activities.

AKCG arranged for the president and COO of **BetterInvesting**, Bonnie Reyes, along with several BetterInvesting directors and volunteers, to ring The Closing Bell™ at the New York Stock Exchange (NYSE) on Jan. 2, the first day of trading for the new year. BetterInvesting Volunteer Advisory Board chairperson Linda Blay did the honors. AKCG's BetterInvesting team attended the event and worked closely with the NYSE media relations team to coordinate publicity efforts for what has been virtually an annual tradition the last several years. BetterInvesting has been an AKCG client for 26 years.

After an eight-year absence, **Travelers Aid**, a not-for-profit social service agency, returned to Amtrak's 30th Street Station in Philadelphia to provide direct assistance to travelers. To celebrate, Travelers Aid held a grand opening ceremony on December 21, highlighting the services available at its new and improved information booth. Attendees included Travelers Aid International President and CEO Raymond Flynt, Amtrak Station Superintendent Rick Gadbois, Philadelphia City Councilwoman Jannie Blackwell, and representatives from the offices of Congressman Chaka Fattah and then Mayor-elect Michael Nutter. AKCG



*AKCG account manager and co-owner Mike Gross and associate Bonnie MacIsaac on the floor of the New York Stock Exchange, as representatives of client BetterInvesting, on the balcony above, count down to the ringing of The Closing Bell.*

helped promote the event through media relations, and it received great media coverage. The local Fox News station ran a story about the event and Ted Weerts, executive director of Travelers Aid Philadelphia, was interviewed by both KYW Newsradio and Clear Channel, which has six radio stations in the Philadelphia market.

AKCG assisted **St. Vincent's Home**, Philadelphia, communicate information about its transition from a campus-based to a community-based service delivery model. AKCG provided advice and counsel as well as writing and editing support for St. Vincent's, which provides services for adolescent girls who are unable to live in their own homes because of abuse, neglect, poverty, instability of family structure or lack of support. St. Vincent's Home is a separately incorporated nonprofit human services agency that operates under the auspices of Catholic Social Services of the Archdiocese of Philadelphia.

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(Continued from front page.)

Organizations can become engaged in a dialogue on a social media site where the topic about the organization or its mission is already being discussed. Or the organization can help start a conversation by launching a new venue.

You can build a strong community of support using social media because the conversation is two-way. There are so many opportunities to strengthen your position because social media offer opportunities to talk directly to the people you are interested in and who are interested in you.

If you think that only young people are using social media, think again.

The enormously popular site MySpace reports that more than half of its users are over 35.

So if you have an idea or an issue or a new product or service, or you want to engage an audience in your cause, you should definitely integrate social media into your communications program. Even if you may be reaching fewer people than with traditional media, you will be reaching those who are really engaged.

Not all social media programs are right for every organization. We help our clients choose the right channels for their messages. — A.S.K.

## NICE WORDS

“I want to extend my sincere thanks to you for helping me and my team get through our announcement day. The services you provided were perfect. You made me feel at ease, and I appreciated your coaching and communication tips. You are truly talented at what you do and we were blessed to have your terrific guidance.”

**Julie Hester, President  
Mercy Jeannette Hospital  
Jeannette, Pa.**

“Many thanks for the training this past week. It was more helpful than I could have imagined.”

**Joseph M. Casey, General Manager  
SEPTA, Philadelphia, Pa.**

AKCG is certified as a Woman Business Enterprise (WBE) by the Women's Business Enterprise National Council (WBENC) and as a Small Business Enterprise (SBE) by the State of New Jersey.



**Anne Klein Communications Group** is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States. It is a member of **Pinnacle Worldwide**,



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