

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2010



Increase Visibility, Boost Sales

by Anne Sceia Klein, Fellow PRSA

Economists tell us the recession is over. To boost your organization's market presence and increase sales and profits during this economic recovery, invest more aggressively in communications. Take advantage of one of the most cost-efficient communications tools – publicity. Publicity reinforces your advertising, Web site and direct marketing, and does it much more inexpensively than other forms of marketing communications.

Whether it's trade, general circulation or online media, the goal is the same: through publicity, you can raise the visibility of your organization in a memorable way.

Take advantage of news naturally occurring within your organization. Whether it's a new product or service launch, a sponsorship or community program, or anniversary celebration – or some other opportunity – use it to gain publicity via traditional and online media.

Nothing happening right now? Then figure out how to make it happen. Create a special event, or release the results of a survey, or issue a white paper on a topic of concern in your industry.

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Awards

AKCG TAKES FIVE PRSA AWARDS

Anne Klein Communications Group captured five awards at the annual Peppercorn Awards ceremony held by the Philadelphia Chapter of the Public Relations Society of America.

"2009 was a challenge because of the recession, but we persevered, focused on our clients' needs, and succeeded beyond our expectations. We are looking forward to an exciting new year in 2010," said Anne Klein.

Leading the parade of award winners was John Moscatelli, the firm's chief operating officer, who received the Frank X. Long Award for Excellence in Writing, recognizing John's 40-plus years as a public relations planner, strategist and writer.

AKCG also won two first-place and two second-place awards for projects completed in 2009.

The AKCG team won first place in the Special Public Relations Programs category and second place in the Social Media Platform category for a special Web site, developed in concert with Diakon Lutheran Social Ministries, to promote and support an online community among Diakon's Adoption and Foster Care program families.

Vice president and co-owner Chris Lukach won both first and second place in the Editorials category. The first place award was for an editorial on social media that was published in *The Firm Voice*, the online newsletter of the Council of Public Relations Firms (CPRF). Shortly after it appeared, the CPRF noted it was the most highly read editorial published to date. The second place award was for an editorial Lukach developed for the Healthcare and Science business of Thomson Reuters.

The firm presented the Anne Sceia Klein Professional Promise Award to



AKCG vice president and co-owner Chris Lukach with COO John Moscatelli at the 2009 Peppercorn Awards ceremony.

Allison Freeman, a senior at LaSalle University in Philadelphia. "Allison impressed us with her accomplishments and with her vision for her future as a public relations professional," said Anne. The annual Professional Promise Award was created in 2007 in celebration of the firm's 25th anniversary.

Following up on John Moscatelli's receipt of the Frank X. Long writing award, PRSA's *Public Relations Tactics* newspaper interviewed John for its February issue, which focused on the topic of PR writing. In the full-page Q&A format article (available on our Web site), John expressed his views on the state of writing in the public relations profession. While recognizing standards are essential to ensure we understand each other, John also embraces the fact that language is constantly evolving. "Grammarians are not wardens, and language is not in a prison," said John.

KATE MCDERMOTT PROMOTED TO SENIOR ACCOUNT EXECUTIVE

AKCG promoted Kate McDermott to Senior Account Executive. She will have increased responsibilities for developing and executing client programs.

A 2003 graduate of Temple University, Kate joined AKCG in 2006 as an associate working on client programs in the fields of finance, healthcare and information technology. Kate's continued hard work and contributions here at the agency are greatly appreciated. Congratulations Kate!



Kate McDermott

SHAUN HAGGERTY, INTERN

Shaun Haggerty, a junior majoring in advertising at Rowan University, joined AKCG for a spring internship. At Rowan, Shaun is an active member of the Public Relations Student Society of America, the Advertising Club, and the men's roller hockey team. When not helping out his organizations, you can find Shaun watching or attending Flyers games, a passion of his since birth.

FAVORITE ARTICLE

Back in 2007, *SJ Magazine* published a feature article entitled, "Live an Inspirational Life," profiling several people whose lives have impacted others. The lead profile and picture in that article were of Anne Klein (see the Spring 2008 issue of *Kaleidoscope*). This January, the magazine published its 10th anniversary issue and selected "Lead an Inspirational Life" as one of its 16 favorite articles out of the more than 3,000 it has published in the past decade.

MOSCATELLI IN PRINT

John Moscatelli's advice to school administrators is encapsulated in a Q&A passage, "How Schools and Businesses Can Work Together," featured in a new textbook, *School Public Relations for Student Success*, written by Edward H. Moore. John offers insights into how schools can interact more effectively and successfully with businesses in the

communities they serve. Ed and John are both faculty members at Rowan University, where John teaches courses in Crisis PR and Client Relationships.

Inside Healthcare features John's article, "Details, Details," in its February issue. John addresses how changes to the Internal Revenue Service's Form 990 reporting requirements will affect how non-profit hospitals report on and discuss their community benefit, justifying their tax-exempt status. The new reporting requirements took effect over several years, with emphases on executive compensation and more details related to community benefit. John cautions, "Over-inflated hyperbole rooted in self-congratulatory hot air will not win the day. The more compelling argument will be clear, concise statements showing how the resources invested [in community benefit] are showing tangible, measurable, actionable results."

CRISIS PREPAREDNESS

Anne has been invited to speak on crisis communications to the members of the Delaware Chapter of PRSA in April. In her speech, she will note that the number of organizations and corporations facing crises seems to grow each day and that it only takes minutes for bloggers to jump on the news. Sound planning for the inevitable flare up is essential; otherwise, reputations are quickly tarnished. Anne will highlight some recent crises and the apologies that have followed. She expects a lively discussion about



Throughout February – Heart Month – AKCG showed its support for the American Heart Association's (AHA) battle against heart disease and stroke in women. Supporting the Go Red For Women campaign, AKCG worked with Brandywine Realty Trust to light our Atrium 1 office building in red for the month – a remarkable display visible from an adjacent major highway. In addition, on Go Red Day, February 5, members of the AKCG staff (above) sported red to show their support for this worthy cause. Capping off the month, Anne Klein (who will become chair of the AHA's Central/Southern New Jersey regional board of directors in mid-2010) and Nancy Perritt joined nearly 400 supporters at the AHA's Southern New Jersey Go Red for Women luncheon that raised more than \$300,000 for research to fight heart disease in women.

whether or not the recent apologies from various celebrities and corporate presidents have been effective.



Members of the AKCG Senior Counselors ALLIANCE met in February to discuss ideas and strategies for 2010. The counselors updated one another on their core areas of expertise and new offerings, discussed projects they are working on, and suggested potential opportunities for the coming year. The ALLIANCE is composed of veteran public relations counselors who have joined with the firm to offer clients access to a highly credible and experienced group of professional public relations practitioners.

Client News

St. Francis Hospital (Wilmington, Del.) continues to call on AKCG for support of its ongoing realignment of resources. AKCG develops communications materials to reach stakeholders with the hospital's key messages.

Since the fall, AKCG has been working with **Lourdes Health System**, providing advice and counsel on sensitive issues. One such issue was the consolidation of the system's OB-GYN services to a central location.

Long-time client **Thomson Reuters** asked AKCG to analyze the visibility in high-priority trade media of several of the company's business units. The AKCG *Intelligent Approach to Media Audits*SM assesses which publications are the most relevant for a client's audiences, the level of prominence the client attains in these publications (as compared with its competitors), and the type of coverage received. In addition, the media analyses include recommendations for strategies and tactics to enhance a company's presence in its key media.

New Jersey American Water tapped (pun intended!) AKCG for several new projects. Following a successful video AKCG created for company in the fall (and introduced at the 2009 New Jersey League of Municipalities conference), AKCG is working with New Jersey American Water, the N.J. Department of



Title screen from a video created by AKCG for New Jersey American Water.

Staff News (continued)

FLOWER SHOW VOLUNTEERS

Dick Scarduzio, AKCG's CFO, and his wife Patty worked as volunteers at the annual Philadelphia International Flower Show in March. Dick and Patty helped staff the Media Tent, assisting news media representatives reporting on the show. The Flower Show, sponsored by the Pennsylvania Horticultural Society, has been a Philadelphia tradition since

1829 and is the largest indoor flower show in the world. The show transforms 10 acres of exhibit space into a floral fantasy world that attracts tens of thousands of people each year.

PLANNING IS CRUCIAL

A column by Anne appeared in the March issue of *Ad News*, the magazine of the Philadelphia Advertising Club. In it,

Anne stresses the need for thoughtful communications planning. "Planning helps us anticipate what will happen if multiple media outlets – traditional and social – converge on our company. When that happens, we want to maximize the opportunity, not risk failing because we had precious little time to plan a good strategy and develop the tactical elements," Anne wrote.



AKCG is working with long-time client Diakon Lutheran Social Ministries to create Facebook pages to help the senior-living and social services organization engage its myriad audiences. Late last year, AKCG worked to create an organization-wide Facebook page, a valued communications vehicle for clients, residents, donors and employees. Since then, AKCG has supported the launch and integration of three additional pages directed more specifically toward Diakon's youth and senior audiences.

Environmental Protection and Rutgers University to create a second video, this one aimed at promoting water conservation.

Moses Taylor Hospital (Scranton, Pa.) and **Princeton (NJ) HealthCare System**, both former clients, have asked the firm for assistance with internal communications and media relations strategy related to healthcare issues.

The trustees of **Stevens Institute of Technology** asked AKCG to provide advice and counsel on strategic communications to constituent audiences.

AKCG helped **Underwood-Memorial Hospital** (NJ) work with a reporter who was developing a story on understanding high levels of healthcare insurance deductibles and differences in charges among hospitals.

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The opportunities are limited only by your creativity.

To complement your publicity initiatives, keep your Web site current with an active newsroom to feed news to interested parties. Incorporate outreach to reporters, editors and bloggers, and encourage them to sign up for your news feeds.

With the continuing challenge of shrinking newsroom staffs, we communicators must be more active in reaching out with our messages, rather than passively waiting for someone to stumble across a story in a newspaper.

Online newsrooms, augmented by podcasts and electronic press kits, and social media tools like blogs, Facebook fan pages and Twitter, help boost your potential audience reach.

Take advantage of the enormous media resources at your disposal so you don't miss out on the most efficient and cost-effective means to maintain your visibility, spread your news and boost your sales. — *A.S.K.*

P.S. Become a fan of AKCG on Facebook! Search "Anne Klein Communications Group."

NICE WORDS FROM CLIENTS

"You all did a fantastic job this year for St. Mary. I can't tell you how reassuring it is to have you on our team. You add tremendous value, bright ideas, solid and consistent performance, great fun and true friendship."

**Patrick Donohue, Director
Marketing & Communications
St. Mary Medical Center
Langhorne, Pa.**

"I sincerely appreciate all of your support. Your guidance has helped make a very difficult situation a bit easier."

**Karen Murphy, CEO
Moses Taylor Hospital
Scranton, 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**,

a network of leading independent public relations firms around the world.



KALEIDOSCOPE is published by Anne Klein Communications Group, LLC
1000 Atrium Way, Suite 102
Mount Laurel, NJ 08054-3903
856-866-0411

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WWW: <http://www.annekleincg.com>
Editor — Jerry Klein



Printed on recycled paper

FIRST CLASS MAIL

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Suite 102
Mount Laurel, NJ 08054

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COMMUNICATIONS GROUP**

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