

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2011



Employee Morale: Rekindle It

by Anne Sceia Klein, Fellow PRSA

I doubt many employers or employees have escaped the recession with their morale unscathed. Perhaps it was easier the first year to be optimistic and maintain high morale. But as the recession drags on, employers and employees alike no doubt find it difficult to remain upbeat. When “flat” became the new “up,” how was it possible to take a risk? “Maintain” was the goal.

In a discussion with one of our senior counselors about internal communication programs, he recounted to me an article he had read about the challenge of rebounding from the recession when morale is poor. As employers gradually become more optimistic and begin acting on that optimism, the likelihood employees will fall automatically into step with their managers is low.

Changing the employees’ mindset is not easy. This is where internal communication programs become essential to motivate employees to lift up their heads and start thinking creatively again, proposing new ideas and being willing to take risks.

(Continued on last page.)

Personnel

ARCHER JOINS THE FIRM

Elizabeth R. Archer has joined the firm as a senior account manager. Beth will provide strategic counsel and service for clients in the energy, healthcare and higher education industries. Before coming to AKCG in March, Beth was senior manager of communications for Exelon Nuclear where she oversaw media relations, issues management, community outreach and internal communications for four nuclear plants in New Jersey and Pennsylvania.

Previously with the Unisys Corporation, she managed lead generation communications efforts for the company’s enterprise server division. Beth graduated from Drexel University with a Bachelor of Science in corporate communications. She currently serves as president of the Philadelphia Public Relations Association and is a Leadership Philadelphia Fellow.



Beth Archer

Honors and Awards

Anne Klein Communications Group received five awards at the annual Pepperpot Awards event sponsored by the Philadelphia chapter of the Public Relations Society of America. The Pepperpot Awards honor excellence in public relations programs. It was the second straight year the firm has won five awards at the ceremony.

“We are so pleased our work for our clients has been recognized. We share the honors with them,” Anne Klein said.

Two of the awards highlight one of the firm’s key areas of expertise – crisis communications. AKCG won a first-place Pepperpot for an H1N1 crisis communications plan prepared with St. Mary Medical Center of Langhorne, Pa. The firm won a second-place award for a pair of articles written by Anne for *Today’s Campus* magazine on crisis communications and risk management for colleges and universities.

The firm also won a pair of awards in video categories. AKCG took home

first-place honors for a video that celebrated the opening of a new hospice unit for the Visiting Nurse Association of Greater Philadelphia. The other winning video project was a second-place finish for a 30-second television public service announcement, sponsored by New Jersey American Water, urging viewers to support the Community Food Bank of New Jersey.

The media kit prepared for a “demolition ceremony” to announce plans to construct The Shopping Center at the ARSENAL in Northeast Philadelphia earned a second place award.

Also at the December event, the firm presented the Anne Sceia Klein Professional Promise award to Kimberly Ciesla, a senior at Rowan University. “Kimberly’s leadership, academic achievements and vision for her future greatly impressed us,” Anne said. The annual Professional Promise award was created in 2007 in honor of the firm’s 25th anniversary.

JOHNSON PROMOTED

The firm has promoted Robert Johnson, who recently celebrated his one-year anniversary with the firm, to senior associate.

“Robert has used his considerable talents to bring significant value to our clients, fresh perspective to the agency, and characteristic wit to just about everything. He is a great asset to AKCG,” said Chris Lukach, AKCG VP and co-owner.



Robert Johnson

LEGAL SEMINAR

EVP Jerry Klein will moderate and Chris Lukach will participate in a continuing legal education seminar in May, along with attorney Steve Ludwig from the Philadelphia law firm Fox Rothschild. The session is titled, “How Social Media Can Become a PR Bonus or a Nightmare for Your Nonprofit.” They will review the successful use of social media (how to do it right) and the pitfalls (what not to do), discussing “best practices” in terms of policies for staff and also for users of social media sites. It is part of the

Pennsylvania Bar Institute’s ninth annual Nonprofit Institute, a full-day conference on various topics of interest to nonprofit organizations.

ALSO ON THE SPEAKING TOUR

The AKCG team’s expertise on crisis communications continues to attract the attention of program chairs.

- Anne and Chris were featured speakers for a crash course on crisis communications presented by the *Philadelphia Business Journal*.
- Anne was a featured speaker when the Philadelphia Public Relations Association presented “Crisis PR & Reputation Management: What to do When You Become the Headline.”
- Anne and Jerry will discuss crisis communications preparedness for educational institutions during the annual conference of the American Association of Colleges of Osteopathic Medicine.
- Anne will represent the firm at a convocation of schools in Connecticut that are members of United Educators. She will discuss the types of crises middle and high schools face and how to engage the services of AKCG when a potential crisis looms.

In addition, Anne has been invited to be the keynote speaker at the graduate commencement ceremony for The Rowan University College of Graduate & Continuing Education.

BACK BY POPULAR DEMAND

The AJF Chapter of the Public Relations Student Society of America at Rowan University asked Anne to present tips on business and dining etiquette to its members to help them prepare for job interviews. Anne began this program over a decade ago with the assistance of Mary Mitchell, a senior counselor and etiquette advisor, who now is based in Seattle, Wash.

GO RED FOR WOMEN - AND MEN

Anne has been active in the American Heart Association program, Go Red for Women, since its inception in 2003. Go Red For Women raises awareness and funds research to help women fight heart disease, the No. 1 killer of women in the United States. This year, Anne enlisted Jerry to expand the Go Red program in the Southern N.J. region by involving a group of men in the movement to protect women’s heart health – a Circle of Red for Men. At the April 13 luncheon, Jerry will host a table of 10 men who have joined to honor the women in their lives and support their heart health.

Client News

For client **The Pennsylvania Institute of CPAs**, AKCG’s social media team developed an online media analysis and action plan to help strengthen two-way communication with PICPA’s 20,000 members. Since putting the recommendations into action, PICPA’s Facebook fan base has doubled to 1,600 members. PICPA invited AKCG VP Chris Lukach to its annual meeting to present an overview of social media for business to the group’s executive board and chapter presidents. At the December presentation, Chris reviewed the benefits and pitfalls of embracing a social media strategy and the unique opportunities available to the professional organization.

Client **Croda Inc.**, a manufacturer and supplier of natural-based specialty chemicals for personal care,



Croda Safety, Health & Environmental Manager Robert Touhey with AKCG’s Beth Archer and Robert Johnson during a recent visit to the New Castle plant.

pharmaceutical, household and industrial markets, recently tapped AKCG to promote some of its community and charitable contributions near its Atlas Point facility in New Castle, Del. In the last

two years, AKCG worked with Croda to form its Community Advisory Council, consisting of business and community leaders, educators and emergency responders, and to create the facility’s community newsletter, *The Point*.

Working closely with **Glaxo-SmithKline** Communications Manager Cathy Trzaskawka, AKCG developed an extensive resource guide that profiled all the charitable organizations to which the company has made contributions in the past four years and plans to contribute to in 2011. This guide, to be used exclusively by GSK employees, will serve to help the GSK team easily identify how each charitable organization is associated with at least one of the company initiatives – Prevention, Intervention and Innovation.

Spotlight on a Client

AKCG ASSISTS WITH GROUNDBREAKING EVENT FOR NJAW

New Jersey Lt. Governor Kim Guadagno joined New Jersey American Water President John Bigelow and other dignitaries on Wednesday, March 2, as they ceremonially broke ground in Short Hills, N.J., for the new \$75 million Canoe Brook water treatment plant. This state-of-the-art facility will replace the original Canoe Brook plant built in the 1920s. Because of the new plant's many environmentally friendly



New Jersey Lt. Gov. Kim Guadagno

features, NJAW will apply to have it certified as LEED ("Leadership in Energy & Environmental Design") by the U.S. Green Building Council. It would be the first facility of its kind to be LEED-certified.

Complete with laser-engraved, chrome-plated ceremonial shovels and hard-hat shaped acrylic mementos, this celebratory event attracted scores of NJAW employees, the local media, elected officials including N.J. Senator Thomas Kean, Mayor Sandra Haimoff of Millburn Township and members of the N.J. Board of Public Utilities.



Artist's rendering of the planned Canoe Brook water treatment plant.

The AKCG team worked closely with Peter Eschbach, NJAW's director of communications and external affairs, to produce this exciting event.

On another front, AKCG is assisting New Jersey American Water on positioning the utility as an industry thought leader. We worked with NJAW's communications team to draft a series of three advertorials, under Bigelow's byline, on fire service, infrastructure and water quality. The advertorials appeared in the *New Jersey State League of Municipalities* magazine and addressed important issues that ring loudly with elected officials – issues related to their constituents.

The first advertorial, written to explain the importance and complexities of the water system and the maintenance required to

support fire services, appeared in the January issue of the magazine. The second advertorial, in the February issue, focused on the unseen network of pipes that runs underneath the feet of New Jersey residents throughout the state. This piece on infrastructure helped readers understand the continued commitment NJAW has demonstrated to its customers through millions of dollars in capital investments. The third advertorial highlighted the thousands of quality tests NJAW conducts on the water throughout the treatment process to ensure customers receive the highest quality water. This article appeared in the April/May issue of the magazine.



NJAW President John Bigelow and Lt. Governor Kim Guadagno (foreground) pose with workers and dignitaries at the groundbreaking ceremonies.

Client News (continued)

AKCG met with executives from **Lutheran Social Ministries of New Jersey** to help them refine key messages and talking points. The team met for half a day to practice AKCG's spokesperson training techniques for effectively communicating with various audiences including employees, business partners and members of the media.

When Julie Hester, CEO of **St. Francis Hospital** in Wilmington, Del., was asked to be the keynote speaker at the luncheon honoring *Delaware Today's* 2010 Delaware Businesswomen of the Year, she asked AKCG's John Moscatelli to help her organize and develop her presentation. As both a speaker and one of the year's honorees, Julie was keenly aware the business community would be

following her remarks closely, knowing she is a relative newcomer to the Delaware scene and engaged in a challenging turnaround for the hospital. According to all reports from the luncheon, the speech was well received, conveying the right tone and an inspirational message rooted in the many challenges Julie has faced and overcome in her career in healthcare.

Over the last six months, AKCG has been diligently working with **St. Mary Medical Center's** Human Resources and Communications teams to ensure the Bucks County, Pa., hospital's colleagues were kept fully informed about essential employee benefits changes. As open enrollment season approached, our team, led by EVP John Moscatelli, developed messaging and a communications

package delineating for St. Mary colleagues changes to their benefits (particularly health care coverage) and their options, and encouraging their participation in a hospital-sponsored and highly effective Wellness program. Early in 2011, it was time to explain St. Mary's decision to redesign its pension program. Following a near universal trend, St. Mary had decided to phase out its defined benefits pension plan (the kind supported only by employer payments) and introduce a defined contributions plan, often known as a 401(k) plan, where employees contribute to the retirement fund with matching contributions by the employer. The communications materials were designed to clearly inform colleagues of the changes and successfully foster a climate of acceptance for them.

Employee Morale

(Continued from front page.)

Senior managers and business owners need to clearly signal renewed optimism and major shifts in business strategies. They are the key individuals who can convince employees that it is okay to take a calculated business risk and to propose creative new ways of doing things.

After reassuring your employees of their jobs, their contributions and their value, then embark on an internal communications program to inform, recognize and reward creative new efforts. — *A.S.K.*

NICE WORDS

“I love the resource guide and everyone here who has seen it thinks it’s great as well. Your firm does excellent work and they are very respectful of me and my time. I have dealt with a lot of vendors here at GSK, and elsewhere, and your people are by far the nicest and easiest to work with.”

*Cathy Trzaskawka
Communications Manager
GlaxoSmithKline*

“Communicating retirement plan changes is challenging and doing so during difficult economic times presented a daunting task. John Moscatelli and the Anne Klein Communications Group significantly contributed to a well conveyed, well received and successful transition with St. Mary Medical Center retirement plans.”

*Mary E. Sweeney
Vice President, Colleague
Resources & Development
St. Mary Medical Center*

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
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Mount Laurel, NJ 08054-3903
856-866-0411

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



Printed on recycled paper

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.



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