

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2012



Employees Carry Your Message

by Anne Sceia Klein, Fellow PRSA

Do your employees all say the same thing about your organization?

Do they agree with and pass along the messages senior leadership hopes they will?

As this economic environment continues to be tough competitively, organizations are focusing back on their core messages. Are they unique? Do they resonate with customers? How about employees: do they believe in the messages and speak passionately about your organization? If you don't know, I urge you to find out.

More and more of our clients are paying special attention to their reputation and their brand. Senior managers want to know if the messages are being clearly communicated to the outside world by employees and other managers.

Are the right things being said? Do the current messages reflect what the organization is all about? Has the organization changed? Has the message platform changed? Do managers and employees buy in to it?

(Continued on last page.)

Anniversary

HAPPY 30TH BIRTHDAY, AKCG!

January 4, 2012, marked the 30th anniversary of the founding of our firm. Fittingly, the staff presented Anne and Jerry with a cake to mark the occasion.

The big surprise, though, was a large "coffee-table" book containing photos and messages to Anne from dozens of colleagues, relatives and friends. The book was months in the making and a complete surprise to Anne. "For the first time in my life, I can honestly say I was totally speechless," she said later.

If you haven't had a chance to see this one-of-a-kind volume, it's online at <http://tinyurl.com/74vhjpb>.



Jerry and Anne Klein with the cake presented by the staff for the firm's 30th anniversary.

Personnel

BETH ARCHER PROMOTED TO VP

We are pleased to announce Beth Archer's promotion to Vice President. Beth, who joined AKCG as a senior account manager a year ago, provides strategic counsel for our clients in the energy, healthcare and higher education sectors.

AKCG Founder Anne Klein said, "Beth's outstanding counsel and tireless efforts to serve our clients is exemplary. She is a leader not only in representing the firm but also in the communications profession. We are proud to have Beth on our team."

Before coming to AKCG, Beth was a senior manager of communications for Exelon Nuclear where she

oversaw media relations, issues management, community outreach and internal communications for four nuclear power plants in New Jersey and Pennsylvania.

Previously with the Unisys Corporation, Beth managed lead-generation communications efforts for the company's enterprise server division.

Beth is a graduate of Drexel University with a Bachelor of Science degree in corporate communications. She is a Fellow of Leadership Philadelphia and currently serves as chairperson of the Philadelphia Public Relations Association.



Beth Archer

ANNE TAPPED FOR TWO PROMINENT PANELS

Philadelphia's Forum of Executive Women invited **Anne Klein** to be a panel member for one of the breakout sessions at its April Annual Leadership Symposium. The theme of the symposium is "*The Fire Within: How to Ignite the Spark in Your Professional Life ... & Keep it Burning.*" The panel's topic is "Managing Change in a Time of Stress." Anne will discuss crisis and issue communications preparedness and how she met some of the challenges of her career.

Anne also was invited by *SJ Magazine* editor Marianne Alardi to participate in a round-table discussion with other prominent women across many industry, non-profit and government sectors in the southern New Jersey region. The group will discuss issues pertinent to women:

balancing work and family, experiences as female executives over the years, how the role of women has changed, among other topics. The SJ staff will videotape the dinner, take candid photographs and then publish a photo essay with segments of the discussion written in a script format in the May women's issue.

SENIOR COUNSELORS

Congratulations to AKCG Senior Counselor **Steve Lubetkin**, who was recognized as one of *Philadelphia Business Journal's* 2012 "Social Media Stars" for his podcast achievements.

Senior Counselor **David Cheatham** invited Anne Klein to address his public speaking class in early February. Anne provided a behind-the-scenes look at how she researched, crafted and delivered her speech for Rowan University's 2011 Graduate Commencement ceremony.

ARTICLES PUBLISHED

Vice President **Beth Archer** authored an article for the March 11 publication of CommPRO.Biz on the first anniversary of Japan's tsunami and the succeeding events at the Fukushima Daiichi nuclear plant. The article spotlighted five points to consider in responding to a crisis. The article was featured on CommPRO.Biz's corporate communications blog and in the March 12 edition of CommPRO.Biz's daily headlines. Read it at <http://bit.ly/wo4Q5U>.

Senior VP and COO **Chris Lukach** authored an article entitled, "Words Matter: Crisis Communications and the Value of Preparedness," which was featured on the front page of *Public Risk* magazine, a trade magazine of the Public Risk Management Association. The four-page spread drew attention to crisis communications preparedness plans and the importance of communications during emergency response situations. You can read the article at <http://bit.ly/GD5BEo>.

Chris was quoted in *South Jersey Biz's* February 2012 issue along with New Jersey American Water client **Peter Eschbach**. The article, entitled "Damage Control," spotlighted steps a business can take to mitigate and prevent a PR crisis. "A crisis has immediate potential to impede the way you do business, to impact the bottom line and alienate customers and people important to you,"

said Chris. Peter discussed NJAW's actions during Hurricane Irene last August. To read the full article, visit <http://bit.ly/clukach>.

Anne and Chris co-wrote an article, "Crisis Communications Can't Paper Over a Lack of Values," for the January issue of the Philly Ad Club's *Ad News* magazine, noting there are some situations a crisis communications plan just can't fix. Read the article at <http://bit.ly/GDpd6f>.

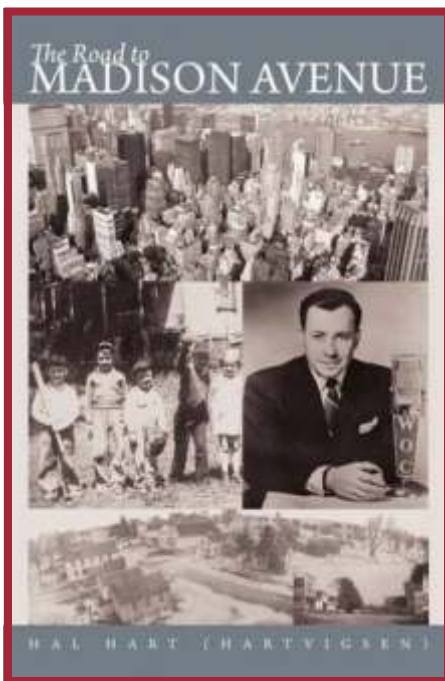


Jerry Klein (right) has been nominated for a third term as president of Broadcast Pioneers of Philadelphia. Above, Jerry and Anne (left) pose with legendary Philadelphia deejay **Jerry Blavat**, along with his daughter, **Gerri Blavat**. Dubbed "The Geator with the Heater," Blavat is a member of both the Rock & Roll and the Broadcast Pioneers Halls of Fame. At the Broadcast Pioneers December luncheon, he recounted stories from his newly published autobiography, "You Only Rock Once."

BACK TO SCHOOL

Associate **Kim Ciesla** discussed careers in communications with more than 100 high school students at her alma mater, Rancocas Valley Regional High School, in late January. During a series of round-table discussions, she spoke to students about college life, internships and opportunities for students in communication-related fields.

In late March, Jerry is slated to moderate the Broadcast Pioneers' annual Career Night for college students studying communications. The event will be held at Temple University and feature eight prominent broadcasters from the Philadelphia region giving students tips on getting their careers started.



"Anne and Jerry Klein are my favorite PR people." So writes industry veteran **Hal Hart** in his newly published memoir, *The Road to Madison Avenue*, available in print or e-book format. Now retired, Hal is a former Big Ten sports broadcaster and was a long-time vice president at a worldwide PR agency headquartered in New York. Hal worked with Anne and Jerry on presentation training for several AKCG clients. An earlier book by Hal, *Successful Spokespersons are Made*, Not Born, acknowledged Anne and Jerry.

Client News

NuStart Energy Development, LLC, a public-private partnership that helped lay the foundation for the next generation of nuclear energy in the U.S., turned to AKCG for media relations and event planning support. Before NuStart re-directs its resources back to members, the group wanted to gain exposure for its accomplishments and celebrate with the various members and government agency representatives who helped make the group a success. AKCG helped make NuStart a part of the public conversation when new nuclear plant approvals occurred in the past few months. To raise awareness, the agency wrote and placed an op-ed in *Roll Call*. The agency is planning a celebration event to be held later this spring in Washington, D.C.

In March – Nutrition Awareness Month – AKCG worked with Nicole Kaestner, a registered dietitian with our client **Mercy Home Health & Mercy LIFE**, to publicize her realistic approach to healthy living for families. Working with senior citizens in Philadelphia communities, she helps update family-favorite recipes that are passed down from generation to generation. Her simple recipe updates and substitutions help seniors, and younger generations for that matter, live longer, healthier lives. “Nutrition trends come and go. By updating recipes families use all the time, we can make their eating habits fad-proof,” says Nicole.

AKCG continues its successful relationship with the members of **United Educators**, a member-owned insurance company, consulting with several of its members during challenging issues and crises.

AKCG assisted Maxis Health System, a member of long-time client **Catholic Health East**, in developing plans and communications tools to help announce the closure of its underutilized acute care community hospital.

AKCG recently completed a series of research projects to help a healthcare client shape its new key messages. AKCG facilitated focus groups and executive interviews to gain a better understanding of internal audience perceptions of the organization, and of internal and external communications strategies. AKCG also conducted a publications audit to determine how current communications could better be used to affirm key messages and support the organization’s brand. The resulting input fed into the development of a key messages platform the client will use internally and externally to differentiate itself from competitors in a crowded marketplace.

A NEW YEAR, A REFOCUSSED MISSION

For many organizations January 1, 2012 was a mere calendar update. For the Delaware County SPCA, it marked the beginning of a significant transition – away from euthanizing adoptable animals to becoming a life-saving organization.

As the Pennsylvania-based agency embarked on its 101st year of service, it re-dedicated itself to its mission of protecting and improving the health and welfare of companion animals. The non-profit called on AKCG to help communicate the sensitive messages that focus on fighting problems that cause animal overpopulation and suffering.

“Adoptions will continue to be our highest priority,” said Rick Matelsky, executive director. “With reallocated resources, we will be operating seven days a week and expanding our programs that further our mission.”

The organization will continue to receive “owner surrenders” for a nominal fee. Matelsky noted, “While we offer low-cost pet care through our pet food bank and low-cost vet care, if families are unable to care for their pets, we will accept the dog or cat for a nominal fee.”

Social Media

NEW JERSEY AMERICAN WATER PROMOTES THE VALUE OF WATER ON FACEBOOK

New Jersey American Water engaged Anne Klein Communications Group to devise a campaign that would highlight the educational value of “liking” the company’s Facebook page and increase the number of fans who did so. Our team worked with a NJAW graphic designer to develop an exciting and engaging landing tab for visitors of the NJAW Facebook page. By making use of creative content, two-way communication, videos, images, and a fun and casual tone, the NJAW Facebook page continues to see an increase in fans.



* NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. Open to New Jersey American Water customers 18 and older with supplies bill.

Employees Carry Your Message

(Continued from front page.)

Are your publications conveying the unique messaging? Are the messages consistent?

As we work with our clients to construct new branding and new message platforms that adapt to the changing economic environment and evolving organizational changes, we are asking employees, senior leadership, customers and non-customers alike, "What do you think about the organization? What are its strengths? How would you describe the organization?" We use surveys and focus groups to learn whether the existing

messages accurately convey the true meaning of what the organization stands for and offers.

Based on communication audits of printed and electronic materials, surveys and focus groups among internal and external audiences, we have helped organizations re-brand, re-focus and re-energize their employees and their organizations. With consistent messaging that leadership and employees agree upon, the organization will be better positioned and better understood by its customers.

— A.S.K.

NICE WORDS

[Congratulations] as you celebrate 30 years of success at Anne Klein Communications Group.

Your success brings renewed optimism to our region and I am confident that you will foster an environment of inspiration and cooperation while helping to shape the future economic landscape.

Because of successful citizens like you, the reputation of our entire region is enhanced as a dynamic place to live, work, and play. I salute you.

Robert C. Wonderling
President and CEO
Greater Philadelphia Chamber
of Commerce

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

e-mail: newsletter@annekleincg.com
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.



FIRST CLASS MAIL

1000 Atrium Way
Suite 102
Mount Laurel, NJ 08054

ANNE KLEIN
COMMUNICATIONS GROUP

Spring 2012