

# KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2013



## Sweat the Smaller Stuff

by Anne Sceia Klein, Fellow PRSA and Christopher J. Lukach, APR

The communications challenges which surfaced during Hurricane Sandy once again reminded public relations professionals to take a good look at their crisis communications plans, while risk managers assessed their operations and readiness. And for good reason. The crippling power outages, infrastructure damage and travel restrictions led to an almost untenable situation for many organizations needing to reach their audiences with vital information. “Dark ages” communication tools became invaluable, especially transistor radios, posters on windows and word-of-mouth communications.

We at AKCG are encouraged that organizations are again investing in crisis preparedness. Make no mistake: Preparing for worst case scenarios, like natural disasters, is a vitally important exercise. But it’s only part of the crisis preparedness process.

Poor communications during a major disaster can profoundly impact your organization’s ability to operate.

(Continued on last page.)

## Honors & Awards

### THE STREAK CONTINUES

For the fourth straight year, AKCG has won at least four awards at the annual Pepperpot and Achievement Awards sponsored by the Philadelphia chapter of the Public Relations Society of America.

The Pepperpot Awards recognize best in class public relations campaigns and tactics from the Philadelphia region. AKCG won three first-place Pepperpot Awards and one second-place ladle.

Claiming honors across several categories, AKCG took home Pepperpot awards for the following:

**Social media:** for its work with New Jersey American Water of Voorhees, N.J., in transitioning NJAW’s Facebook page from a customer service resource to a model for community engagement.

**Internal communications:** with Kennedy Health System of South Jersey, for developing a key message platform

that would distinguish Kennedy from its competitors.

**Audio/Video programs:** with NuStart Energy Development, LLC of Washington, D.C., for developing an engaging video chronicling the nuclear consortium’s successes.

AKCG scored a second-place finish in the **Editorial/Op-Ed Columns** category with NuStart Energy. The team wrote and placed an op-ed in the D.C. insider publication, *Roll Call*.

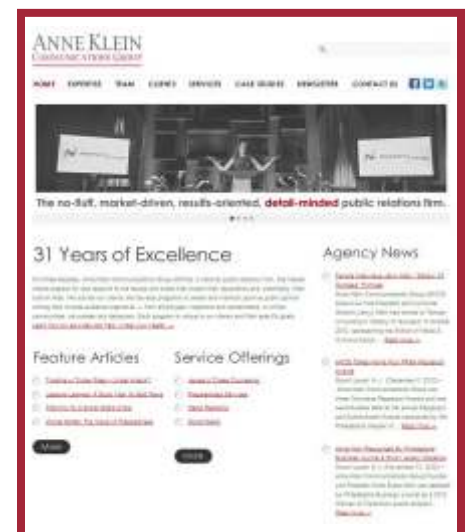
At the awards dinner, which was held in Philadelphia in December, the firm also presented the annual Anne Sceia Klein Professional Promise award to Kelly Ann Rickert, a senior at Marywood University in Scranton, Pa. The Professional Promise award was created in 2007 in observance of the firm’s 25th anniversary.

## Marketing

AKCG launched its redesigned website in January to coincide with the firm’s 31st anniversary.

The new website spotlights AKCG’s individual offerings and expertise, and features new case studies and thought leadership articles. Visit the new website at [www.anneklein.com](http://www.anneklein.com).

The website includes an archive of all past issues of *Kaleidoscope* since 1996. Click on the Newsletter link at the top or bottom of any page.



## BETH ARCHER NAMED AMONG DREXEL'S 40 UNDER 40

Vice President Beth Archer was named to Drexel University's inaugural class of "40 Under 40," which recognized the "bright, innovative, entrepreneurial minds who are making their mark on the world—and, in so doing, helping spread the word about our great University," according to *Drexel Magazine*.

An article by Beth on social media crises appeared in the February edition of *Business Woman* magazine. "Timeline or Twitter Feed – Under Attack?" (online at [tinyurl.com/tw-under-attack](http://tinyurl.com/tw-under-attack)) focused on the preparation and strategic response needed when an organization's social media properties face negative attention.

Beth also was elected to the board of directors of the Partnership for the Delaware Estuary ([www.DelawareEstuary.org](http://www.DelawareEstuary.org)), a nonprofit organization established in 1996 to take a leadership role in protecting and enhancing the Delaware Estuary, where fresh water from the Delaware River mixes with salt water from the Atlantic Ocean. The PDE staff works with partners in three states to increase awareness, understanding, and scientific knowledge about the Delaware Estuary, the region's most important cultural, economic, and recreational resource.

### FIRM CITED BY CHAMBER

AKCG was honored by the Chamber of Commerce of Southern New Jersey during its 140th anniversary celebration in March. Organizations that have been members of the Chamber for more than 25 years were recognized for their long-standing membership and their commitment to the Southern New Jersey region. AKCG has been a member of the Chamber since its founding.

### ANNE INTERVIEWED

As a followup to being named a Woman of Distinction by *Philadelphia Business Journal*, Anne was interviewed by CEOIntronet. CEOIntronet tapes interviews with CEOs and streams them over the web. In addition, the principals of the show, including CEO Sally Solis-Cohen, help make strategic connections among the CEOs. According to the

producer, the show looks for the most interesting, innovating, inspiring and informative CEOs in the Greater Philadelphia region for the series of profiles and roundtables. The program is taped at WPVI-TV. Anne was thrilled to be interviewed by Patti Owens, the daughter of one of her Penn classmates, Dr. John Owens. It's a small world! After the individual interview, several of the CEOs participated in a roundtable discussion. You can view Anne's interview at [tinyurl.com/ask-interview](http://tinyurl.com/ask-interview), and view the roundtable at [tinyurl.com/ceo-roundtable](http://tinyurl.com/ceo-roundtable).

### WELCOME KATHRYN

Kathryn Conda has joined the firm as a senior associate.

Kathryn spent the last several years working at three boutique public relations firms in the Philadelphia region. She holds a Bachelor's degree in Communication and Public Relations from the University of Maryland, College Park, which she completed in three years. During her undergraduate years, she served two consecutive terms in executive leadership roles for the university's local chapter of the Public Relations Student Society of America. Kathryn is a member of the Philadelphia Public Relations Association.



*Kathryn Conda*

### KEEPING UP WITH KIM

Senior Associate Kim Ciesla joined the Philadelphia Chamber of Commerce Young Professionals Network's Social Media and Marketing Committee. She helps inform the general membership of Chamber events and activities. Her blog

post covering the first professional development session of 2013, "Strategies for First Time Managers," is on the YPN website at [tinyurl.com/strategies-blog](http://tinyurl.com/strategies-blog).

Kim has taken on a board position with the Philadelphia PRSA chapter. She currently serves as Chair of the Emerging PR Pros Committee. In this role, she plans events and activities geared toward young professionals and serves as liaison between the Philadelphia PRSA chapter and local student chapters.

Kim also spoke to New Jersey American Water client Peter Eschbach's "Intro to Public Relations Class" in early February at Rowan University. The guest lecture focused on the importance of research in campaign planning and what the public relations profession is like from an agency professional's point of view.

### JERRY AT TEMPLE

When Jerry Klein was inducted into Temple University's Gallery of Success last fall, he also was interviewed about his career and how his education at Temple influenced it. You can see the interview at [tinyurl.com/tu-interview](http://tinyurl.com/tu-interview).

Jerry will be on the Temple campus in late March to once again moderate the Broadcast Pioneers' annual Career Night for college students studying communications. The event will feature prominent broadcasters from the Philadelphia region giving the students tips on getting their careers started. Jerry will start his fourth term as president of Broadcast Pioneers in July.

### SUPPORTING HEART HEALTH

Anne continues her active role with the American Heart Association board of directors as Immediate Past Chairperson. Both she and Jerry support the AHA Go

Red for Women Luncheon and educational programs. Anne joined the Circle of Red For Women, and Jerry joined the Red Tie Brigade to demonstrate their commitment to educating women about heart disease and stroke. Several members of the firm wore their "red" to celebrate national Go Red Day on February 3.



*Anne being interviewed on CEOIntronet, Jerry being interviewed on Temple University TV by broadcast veteran Amy Caples.*



## Spotlight on Our Clients

# NEW JERSEY AMERICAN WATER USES SOCIAL MEDIA BEST PRACTICES

New Jersey American Water runs an award-winning social media program that uses creative content along with proactive and reactive emergency communications to engage its customers. As part of the company's learning culture, New Jersey American Water asked AKCG to assess the use of social media by water utilities across the U.S. and detail best practices for electric and gas utilities who are innovative in using social media.

AKCG analyzed more than 30 different social media properties of 14 water utilities and four electric and gas utilities, including those rated as best on social media. This best practices analysis revealed New Jersey American Water is clearly a social media innovator among water utilities. Few other water utilities are as responsive, as creative, or even as engaging with customers in a meaningful manner.

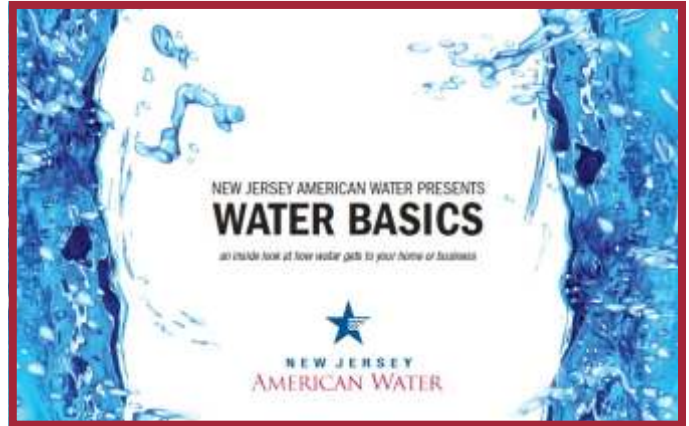
AKCG found utilities approach social media in diverse ways: some view social media as another way to "push" communications one way, while others view the tools as a meaningful way to engage with customers, employees and other

important stakeholders. The analysis presented the best and worst social media practices and included a series of

recommendations for New Jersey American Water to implement to continue to enhance its online presence.

## WATER BASICS

Nearly 100 years ago, New Jersey American Water provided the pipes that supplied water to Thomas Edison's lab in West Orange, N.J. Since then, the processes for delivering customers high-quality water to drink or wash their dishes, clothes and cars has improved greatly. New Jersey American Water engaged AKCG to create "Water Basics," a book to educate key stakeholders about how water travels from its original source (such as a lake, river or reservoir) to customers' homes and businesses. The 32-page book, currently in production, features an in-depth look at the water treatment process and the need for infrastructure investments, and educates consumers about what they can do to conserve Earth's most precious resource.



## Client News

**Specialist's Insights**

### Risky with a chance of meatballs

CIT drives into reputational risk, to not how insurers are helping companies to keep their eggs in check.

**REPUTATIONAL RISK**

Reputational risk is a major concern for companies that are heavily reliant on the trust of their customers. It's the most visible risk, but also the most difficult to manage. It's the most visible risk, but also the most difficult to manage. It's the most visible risk, but also the most difficult to manage.

AKCG was recently tapped by the **Mid-Atlantic Dairy Association** to develop a multi-year strategic plan. The MDA, one of 19 state and regional organizations under the Dairy Management Inc. umbrella, builds demand for milk and dairy products in portions of Pennsylvania, New Jersey, Maryland, Delaware, Washington, D.C., and northern Virginia.

AKCG was mentioned in *Captive Insurance Times*, a trade publication that covers the global captive insurance markets. The article (at left) featured client **Atlas Insurance Management's** forward-thinking efforts to help its member companies mitigate reputational risk. AKCG serves as a provider of reputation management services for AIM insureds. The article can be viewed at [tinyurl.com/akcg-cit](http://tinyurl.com/akcg-cit).

## CHRIS SPEAKS ON CRISIS MANAGEMENT

Senior Vice President Chris Lukach was a featured speaker at the recent gathering of the members of **The National Catholic Risk Retention Group** in St. Petersburg, Fla. Chris's presentation, during a workshop titled "Creating a Crisis Management Continuum," focused on preparing for and responding to crises that play out in traditional and social media. TNCRRG provides insurance and risk management services to more than 50 Catholic dioceses across the country.

## Sweat the Smaller Stuff

(Continued from front page.)

But poor communication during other types of crises can have the same magnitude of impact if that incident erodes the trust of the people you serve.

Financial mismanagement, executive impropriety or misconduct, an unfounded social media rumor, employee scandals, product errors, quality breakdowns, or a poorly executed sale or acquisition – these are just a few examples of the types of incidents that, on the surface, may not appear to have the same impact on an organization as a natural disaster, but can be even more devastating.

We cannot prepare only for those scenarios that are the most visible; we must prepare for the incidents or issues that have the potential to dissolve the goodwill an organization has worked hard to build. And in our 24/7 social media environment, even these smaller issues demand equally swift and timely responses.

Don't put your organization at risk by focusing your preparedness efforts too narrowly; consider all of the incidents that keep you awake at night.

— A.S.K. and C.J.L.

**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 IPREX (the International Public Relations Exchange), one of the world's largest public relations networks.

**IPREX**

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## NICE WORDS

Senior VP and COO Chris Lukach was one of five “Thought Leaders” featured on the cover (at left side) of the January/February issue of the Philly Ad Club’s magazine, *Ad News*. The cover appearance accompanied Chris’s Outlook 2013 article titled, “A Good Year for Bad News.” The article summarized lessons learned from high-profile communications crises in 2012.



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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