

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2014



Honors & Awards

AKCG WINS KUDOS FOR NJAW “WATER BASICS” BOOK

AKCG earned an award in the Special Publications category at the annual Peppercorn Awards ceremony, held in December by the Philadelphia chapter of the Public Relations Society of America.

The honor was for *Water Basics*, a book commissioned by client New Jersey American Water and designed 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 features an in-depth look at the water treatment process and the need for infrastructure investments. It also educates consumers about what they can do to conserve Earth’s most precious resource.

Team members Kathryn Conda and Kim Ciesla (center left and right in photo) attended the awards ceremony and accepted the ladle trophy with client Peter Eschbach, Director of Communications and External Affairs, and Kathleen Udasco, Communications Coordinator, at New Jersey American Water.

Photo courtesy of Amanda Capasso Photography.



Don't Forget to USE Your Messaging

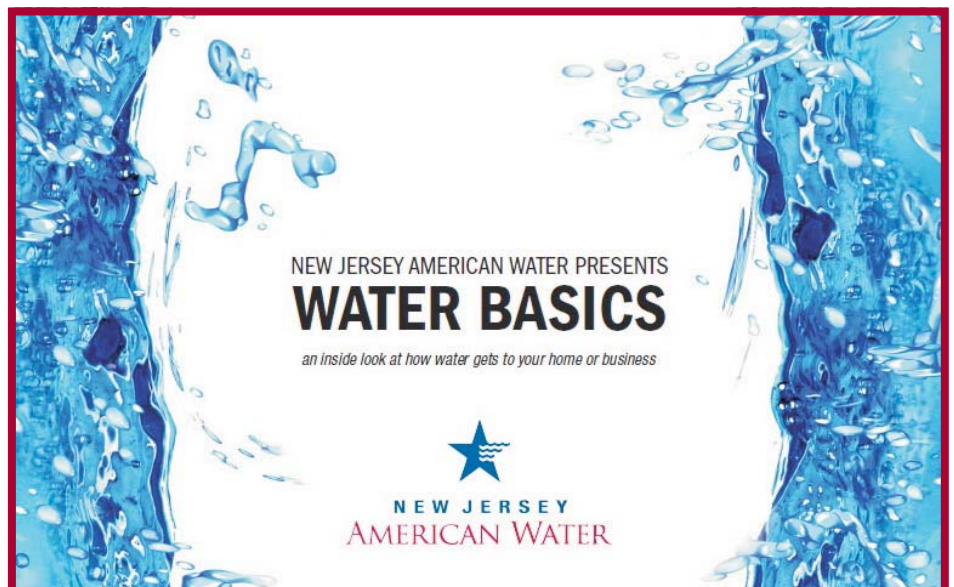
by Anne Sceia Klein, Fellow PRSA
and Christopher J. Lukach, APR

Organizations spend countless hours on research, focus groups and interviews to develop and test key messages and talking points. They are written down, reviewed by everyone imaginable, blessed by senior management, get incorporated into strategic plans ... and then ... we don't hear much of them after the initial blitz. Why not?

Like old habits, old messages die hard. It's easier to say what you've always said about your organization, what it does and what it stands for, than to use the new messages and talking points that describe your organization "today."

What happened to the research, the strategic plan, the need to change the perception of your organization? Why did you forget to use your new messages and talking points? How come middle managers rarely use the messages, if at all? And when front line employees are asked about your organization, why do they provide inconsistent answers, never uttering a single message?

(Continued on last page.)



Staff News

TEAM MEMBERS CONTRIBUTE TO THE PROFESSION & COMMUNITY

Senior Associate Kim Ciesla has been elected to the board of the Philadelphia chapter of the Public Relations Society of America. She is serving as the 2014 secretary and treasurer.

Senior Associate Kathryn Conda will be helping out at the Philadelphia Public Relations Association's annual Careers 101 event in April. As chair of the Mentoring Committee, she will recruit college seniors studying Communications or Public Relations and connect them with seasoned professionals in the field.

After one of the coldest and snowiest winters in Philadelphia's history, Kathryn was delighted to volunteer at the Philadelphia Flower Show, where she worked in the iconic event's media tent.

BETH SPEAKS AT ROWAN

Continuing the firm's engagement and support of the communications program at Rowan University, Vice President Beth Archer spoke to a public relations 101 class in November about crisis communications and issues management. The professor is client Peter Eschbach, director of communications and external affairs for New Jersey American Water. Beth also helped Professor Eschbach and Suzanne Chiavari, an engineering executive at parent company American Water,

judge presentations from the students on how they would promote the company's support of the EPA's "Fix a Leak Week" March 17-23.



IPREX MEETING

COO Chris Lukach (above) participated in the Americas Meeting of the International Public Relations Exchange in Mexico City on November 8. The annual meeting brought together some 30 partners from around the world to share best practices and discuss industry trends. Chris is on the Marketing Committee for IPREX, which is a \$200 million network of communication agencies, with 1,500 staff and 100 offices worldwide working across the spectrum of industry sectors and practice disciplines.



Photos courtesy of IPREX.

HEALTHCARE ARTICLE

Anne Klein, founder and president, and client Fran Atkinson, vice president of marketing at Kennedy Health System in Cherry Hill, N.J., co-authored an article on internal communications for Hospitals & Health Network's daily newsletter *H&HN Daily*. It was published in the January 9, 2014 edition. The article, "Seven Steps to Engaging Your Hospital Staff," focuses on AKCG's and Kennedy's research and subsequent messaging platform that distinguishes Kennedy in a crowded marketplace. *H&HN Daily* is published by the American Hospital Association and is the leading publication for hospital and health system executives.

CHRIS IN AD NEWS

Chris Lukach wrote an article for the Jan.-Feb. edition of *Philadelphia Ad News*, in which he shines a spotlight on the glaring need for sincere apologies in today's social media atmosphere. The piece is part retrospective on gaffes from 2013 (remember Paula Deen's apology tour?) and part smart advice on the best way to move forward after a mishap with your reputation intact.

Client News

CLIENT CONTACT NAMED ONE OF "TOMORROW'S LEADERS" BY CHA

"Just received word from CHA that I won the Tomorrow's Leaders Award!! I owe it all to my amazing Anne Klein team. Thank you all so much!!"

Taryn Duckett
Director of Marketing
and Communications
Mercy Home Health
and Mercy LIFE

In truth, she doesn't owe it ALL to us. We simply assisted in preparing her awards program submission.

Taryn's award comes from the Catholic Health Association, the largest group of nonprofit health care providers in the nation, representing 600 hospitals and 1,400 long-term care and other health facilities in all 50 states that make up the Catholic health ministry. Each year, CHA recognizes "an impressive cadre of



Taryn Duckett with guest emcee Pat Ciarrocchi of KYW-TV, at Mercy LIFE's annual Health & Wellness Expo last November.

dedicated, high-performing individuals who already have demonstrated commitment to advancing the mission of Catholic health care."

Taryn, who is AKCG's client contact at Mercy Home Health and Mercy LIFE in Philadelphia, was recognized for her impressive Lean Six Sigma Black Belt Certification capstone project, among other marketing achievements. For her capstone project, Taryn performed an in-depth statistical analysis to learn how the health system could improve its continuum of care by reducing patient out-migration and increasing physician referrals to Mercy Home Health.

Spotlight on Spokesperson Training

MESSAGING AND TRAINING BUILD SKILLS AND CONFIDENCE

In the last few months, the AKCG Spokesperson Training Team has helped four different client teams gain confidence in the art of using key messages and talking points to communicate with members of the media and other important stakeholders.

In December, the team, led by Chief Operating Officer Chris Lukach, traveled to New York City to conduct training for selected members of the leadership team of the student exchange organization **AFS Intercultural Programs**.

The following week in December, Chris and Vice President Beth Archer prepared several corporate and plant

leaders of Lonza, a global life-sciences supplier with U.S. offices in Allendale, N.J., to use key messages and talking points when speaking to the media.

In February, the team equipped the management team of the **Occupational Training Center of Burlington County**, a large nonprofit providing development and vocational opportunities for individuals with disabilities, with the skills needed to speak confidently with the media.

The team, including Senior Counselor John Moscatelli, next traveled to North Jersey to arm approximately 50 Realtors® with key messages and talking

points to use in media interviews regarding trends in real estate. All 50 Realtors® – many of whom were skilled interviewees who needed refresher training – were members of the **New Jersey Association of REALTORS®**.

If your organization's leaders could use a beginner's crash course or an expert-level refresher in how to represent the organization in the media confidently through the use of key messages and talking points, please contact Chris Lukach at Chris@AnneKleinCG.com.

AKCG Clients in the Media

AKCG has been busy working to promote client **Occupational Training Center of Burlington County's** social services programs throughout the region. In January, the agency secured a placement on WPHL-TV's morning news program, *Eye Opener Philly*, that highlighted the OTC's weekly visit to the Burlington County Animal Shelter. After the segment aired, *The Wire* newspapers ran a full-page photo spotlighting the program participants featured in the piece.

South Philadelphia Life magazine has consistently featured **Mercy LIFE** and its enriching programs for seniors throughout Philadelphia and Delaware County. January's issue (at right) focused on ways Mercy LIFE is helping seniors keep their 2014 health and wellness resolutions, while February's multi-page spread featured heart healthy tips in honor of American Heart Month. Keep a lookout for the March issue, which features Mercy LIFE prominently on the magazine's cover.

Since Mercy LIFE's expansion into all of Delaware County, Pa., began in January, several local publications have been helping to spread the word about the nationally recognized PACE (Program of All-inclusive Care for the Elderly) organization. The

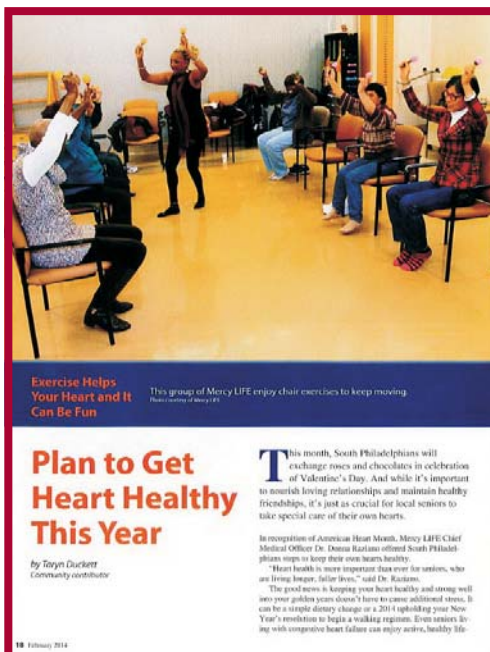


OTC featured on WPHL-TV.

Philadelphia Business Journal featured a story on Mercy LIFE's new territory, while the *Delaware County Daily Times* ran an extensive business feature including an interview with a Mercy LIFE participant.

After Mercy LIFE CEO Carol Quinn, who began her career as a registered nurse, was named Health Care CEO of the Year by the *Philadelphia Business Journal*, AKCG worked to promote the good news in *Advance for Nurses*. The story ran in November.

New Jersey American Water's Director of Financial Planning and Analysis, Elba Deck, recently accepted a promotion to parent company American Water. As part of this talented finance professional's swan song with client NJAW, AKCG secured Elba a spot on *South Jersey Biz* magazine's annual list of Executives of the Year in the November issue.



South Philadelphia Life feature on Mercy LIFE's health and wellness programs.

CRISES AND ISSUES

As it has for three decades, AKCG continues to serve clients with crises and issues situations. Since our agreements with clients on such matters include a confidentiality clause, we don't disclose their names. In the past year, we have assisted on a broad range of challenges, from divestitures, acquisitions, mergers

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Don't Forget to USE Your Messaging

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The reasons are many, but one key reason is lack of backgrounding and training. Senior managers “know” they’ve “got it.” Middle management is briefed once. Front line employees hear the messages once and then hear no reinforcement from their supervisors.

We are strong proponents in having an in-house communicator be the keeper of the messaging and ensuring the key points are included in all internal and external communications vehicles, including employee communications, news releases, speeches,

articles, on Facebook and Twitter, in advertising and anywhere else the organization’s voice is heard.

Spokesperson training is a key tool for incorporating messaging in a comprehensive manner. All levels of management need to be involved so they can rehearse using the messages in all their interactions. By continuing to rehearse using the new messages, they will become part of your regular conversation. — *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.

The firm is certified as a Small Business Enterprise (SBE) by the State of New Jersey.

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CRISES AND ISSUES

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and financial restructuring to inappropriate employee behavior and illegal drug use. Many of these situations had the potential for lawsuits and intense social media commentary.

We helped prepare two clients for community meetings where gaining community acceptance was important.

And we helped head off a potential crisis when a hospital thought it had lost patient data. That data was subsequently located, fortunately.

On the preparedness side, we assisted a prestigious university to revamp its crisis communications plan for use in today’s “insta-news” cycle.

IPREX

AKCG is a member of **IPREX (the International Public Relations Exchange)**, one of the world’s largest public relations networks.

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