

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2015



Don't Forget To Practice ...

by Christopher J. Lukach, APR
President

In just about every spokesperson training class we conduct for our clients, there comes a moment – the “aha!” moment – when it finally “clicks.” The message resonates; it makes sense. And what (just a couple of hours earlier) appeared to be an insurmountable challenge to apply the fundamental spokesperson techniques, has become natural and intuitive. Trainees begin to practice with new confidence. They stay focused and on-message. They are on their way to becoming effective spokespersons.

In today's media landscape, the pressures on spokespersons are greater than ever. Facing tighter deadlines, viral-minded media struggle to keep pace with social media. Careless expressions and misstatements are prone to heightened visibility and an endless lifespan.

(Continued on last page.)

Honors and Awards

MIKE GROSS IS A “GOOD GUY”

AKCG's SVP and COO Mike Gross received the prestigious “Joe Devir Memorial Sports Writers Service Award” during the Philadelphia Sports Writers Association's annual awards dinner in January. Mike has been a member volunteer with the organization for more than 10 years and currently serves on its Board of Governors.

Mike helps plan and execute the annual banquet, which honors professional and student athletes from across the region and attracts nearly 1,000 attendees each year. Mike's award, nicknamed the “Good Guy Award,” is given each year to a PSWA member for service to the association beyond the call of duty.

Other honorees during this year's banquet included South Jersey native Mike Trout of the Los Angeles Angels as professional athlete of the year, Lewis



Master of Ceremonies and PSWA secretary Larry Litwin presents the Sports Writers' “Good Guy” award to Mike Gross.

Katz, the late co-owner of the *Philadelphia Inquirer*, as humanitarian of the year and Philadelphia's Taney Dragons Little League team as team of the year.

AKCG WINS PEPPERPOTS

Anne Klein Communications Group garnered two first-place awards and two second-place honors at the 2014 Pepperpot Awards in December. The awards program, organized by the Philadelphia chapter of the Public Relations Society of America, recognizes best in class public relations efforts in the Philadelphia region.

The winning campaigns included AKCG's crisis communications work in response to a tragic shooting at Mercy Fitzgerald Hospital, and a bylined feature

story about CPI Companies' founder in a top trade publication.



The AKCG team shows off the Pepperpot awards.

The two ladles were for work on Mercy LIFE's annual Caregiver Award event and for a research initiative with CPI Companies to identify life insurance policyholders' attitudes and behaviors about annual policy audits.

The firm also presented the Anne Sceia Klein Professional Promise award to Rachel Christie, a senior at La Salle University in Philadelphia. The award, given annually, was created in 2007 to mark the firm's 25th anniversary.

Staff News

ANNE AND JERRY TO BE HONORED BY AHA

Anne and Jerry Klein will receive the inaugural Go Red for Women “Heart of South Jersey Award” from the Southern New Jersey affiliate of the American Heart Association. The award, which “celebrates individuals making sustained, unique or extraordinary efforts ... advancing women’s issues and promoting a healthy lifestyle for all,” will be presented on April 17 at the annual Go Red luncheon.

Anne has been active with the AHA for nearly 15 years. She served on the board, becoming its chairperson, and on the Executive Leadership Team for Go Red. In 2011, she recruited Jerry to form the Red Tie Brigade. Jerry chaired the group for three years and was successful in recruiting an influential group of men who are involved in the Go Red luncheon to honor and celebrate the women in their lives.

JERRY APPOINTED TO BOARD

Jerry Klein was recently appointed to the Board of Visitors for Temple University’s School of Media and Communications. The Board provides counsel and advice on the development of strategic plans, policy formation and academic matters. Last fall, Jerry was inducted into SMC’s Alumni Hall of Fame.

SERVING THE COMMUNITY

Kathryn Conda, recently promoted to Account Executive from Senior Associate, continues to serve as chair of the Mentoring Committee of the Philadelphia Public Relations Association, connecting young professionals with seasoned practitioners. In the coming months she will serve as an Ambassador with the Chamber of Commerce of Southern New Jersey.

Senior Associate Darrah Foster is also keeping busy as a volunteer. She served on the committee that planned PPRA’s Annual Gold Medal Award Luncheon this past November. For the third year, Darrah is helping to plan PPRA’s Careers 101, an annual program for students and young professionals. Darrah continues as chair of PPRA’s Recruitment and Retention Committee.

Darrah also served as a media coordinator at the Philadelphia Flower Show. In the coming weeks Darrah will participate in PRSA’s PR Institute, an advanced eight-week training program where participants join a mock-agency team to create and pitch an integrated communications plan to a real-life client.



AKCG’s Kathryn Conda, Jerry Klein and Anne Klein were guests of SJ Magazine publisher and editor-in-chief Marianne Aleardi (second from right) in November at a sneak preview of an entertaining new TV program called “This is South Jersey.” Hosted by Aleardi, it’s a lifestyle show focusing on the people and places of Southern New Jersey. Each month, the program follows Aleardi as she explores the places that make South Jersey such a great place to live and visit. Anne Klein is a member of the magazine’s editorial advisory board.

And if you thought you spotted a couple of familiar faces in SJ Magazine recently, you were right! The photo was of Anne and Jerry in their 1976 wedding photo. The two were highlighted in the February issue (just in time for Valentine’s Day) featuring stories of how some local couples first met.

Client News

AKCG is working with long-time client **Croda Inc.**, a chemical manufacturer in New Castle, Del., to develop media interest and community engagement for its recently announced plans to establish the first U.S.-based surfactant plant to use corn-based bio-ethanol. This investment, which will bring new jobs to the region and new opportunities to Croda, grows out of the company’s sustainability initiatives. Following months of strategic planning and anticipating community interest, AKCG helped Croda announce its plans and secured media coverage in the community’s primary newspaper, the *Delaware News Journal* and its online counterpart, *delawareonline.com* (photo at right), among others. As the permitting process and development progresses, ACKG will help Croda usher in this one-of-a-kind operation.



In January the AKCG team, together with client **New Jersey American Water**, designed and implemented a unique social media contest. The competition, hosted on Twitter, tasked middle school science students throughout New Jersey to photograph

and submit their building projects leading up to the Future City Regional Finals at Rutgers University on January 18. Prior to competition day, student teams submitted “Selfie Sneak Peek” photos of their projects and tagged entries with the hashtag #NJAWNeers. The first annual #NJAWNeer photo contest attracted several creative entries and elevated New Jersey American Water’s Twitter profile throughout the state. Leading edge engineering practices are the foundation of New Jersey American Water’s daily operations. The company sponsors the Future City Competition annually to reinforce this message and to encourage young students to learn about careers in the water industry. This year’s winning team, Iselin Middle School in Woodbridge, N.J., received a \$500 cash prize to invest into math and science supplies at their school.

Spotlight on a Client

BRINGING ATTENTION TO MERCY LIFE'S QUALITY HEALTHCARE AND ADULT PROGRAMS

As part of its 2014 expansion into all of Delaware County, Pa., AKCG client Mercy LIFE celebrated the grand opening of Mercy LIFE Sharon Hill last November. The grand opening event included a dedication and blessing, open house and facility tours in addition to the third annual Mercy LIFE Devoted Caregiver Award presentation, all in time for National Family Caregivers Month in November.



Fox 29 anchor/reporter Karen Hepp presents the 2014 Mercy LIFE Devoted Caregiver Award to recipient Juanita Smith at the third annual Devoted Caregiver event in November.

Mercy LIFE is a nationally recognized Program for All-Inclusive Care for the Elderly (PACE) and the new facility, located conveniently on a major local thoroughfare, expands access to quality healthcare and adult day program services to all qualifying Delco seniors.

In addition to the grand opening ceremony, Mercy LIFE celebrated its third annual Devoted Caregiver Award program. The award, established in 2012 to recognize one outstanding Mercy LIFE family caregiver, was presented to Juanita Smith of South Philadelphia. Smith, a busy mother of five, has dedicated her life to caring for her mother Wilhelmina, a Mercy LIFE participant who suffers from early-onset Alzheimer's disease.

The celebration and Devoted Caregiver Award ceremony featured a program of speakers, including Delaware County Council Chairman and Senator-elect Tom McGarrigle; a representative from the office of U.S. Senator Pat Toomey; and Karen Hepp, anchor/reporter for FOX 29 News. Susan Croushore, Interim President & CEO of Mercy Health System, and Carol Quinn, MSN, BSN, RN, CEO of Mercy LIFE and Mercy Home Health, also gave remarks.



At Mercy Philadelphia Hospital, 110-year-old Viola Toomer recovered from hip surgery in record time. Shown in the photo above with her orthopedic surgeon, Dr. Menachem Meller, Ms. Toomer is the oldest patient ever to undergo hip surgery at the hospital. She shared her inspiring story with NBC 10 reporter Cydney Long.

And of special note: Mercy LIFE participant Muriel Nesbitt recently celebrated her 100th birthday at the North Hancock Day Center with her friends, family, and Zac Lashway from WPHL-TV's popular morning program, Eye Opener Philly.

More Client News

With our region enduring one of the coldest winters on record, cardiologist Dr. Thomas Metkus of client **Nazareth Hospital** shared heart-healthy winter safety tips with listeners of Philadelphia's *KYW Newsradio*. Nazareth's Dr. George Hobbib spoke on WCAU-TV (NBC 10) to alert viewers to the potential for injuries resulting from cold weather.

Chris Lukach and Mike Gross recently led two days of spokesperson training for researchers and administrators at the **Johns Hopkins University Bloomberg School of Public Health** in Baltimore. The extensive program began with a workshop to introduce fundamental spokesperson techniques to more than 100 attendees, and ended with a series of small-group training sessions, during which attendees refined their techniques through on-camera exercises.



*Ron Sussman and Tricia Pilone, the powerhouse husband and wife team behind Voorhees, N.J.-based **CPI Companies** and **PolicyAudits.com**, shared their story of success in business and in love with the Philadelphia Business Journal in November. The full-page feature highlighted some of their top tips for business owners. CPI Companies is a South Jersey-based life insurance brokerage firm that works with clients to identify life insurance best practices and recommend policies that best meet clients' changing needs as their lives and business evolve. PolicyAudits.com provides easy access to a client advocate within the life insurance industry and provides a patented process of evaluating life insurance policies from any insurance carrier anywhere in the world.*

Don't Forget To Practice ...

(Continued from front page.)

Fortunately, fundamental spokesperson techniques – tried and true – remain just as valid as ever.

AKCG's training philosophy centers on helping spokespersons present key message points and communicate with authority and credibility. Being an effective spokesperson doesn't mean being flashy or quick-witted; it does mean being a "natural" and thoughtful communicator.

The best spokespersons are those who understand their value, their role, and their responsibility. They assimilate the techniques. They exercise control. They know how to say what they need to say and then stop. — *C.J.L.*

NICE WORDS

I know I don't say it enough but I just wanted to thank you for your constant support of Mercy. You are wonderful to work with and I personally feel comforted that I can reach out to you at a moment's notice when something unique and interesting happens. You help to calm me down, make me laugh and deal effectively with the situation at hand. Don't know what I or Mercy would do without you.

*Ann D'Antonio
Senior Director,
Marketing Communications
Mercy Health System*

Anne Klein Communications Group is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States.

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