

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2016



The Season of "Unfriend"

by Christopher J. Lukach, APR
President

We're heading full-steam toward another presidential election, and the closer we get to November 2016, the more I begin to ache for the once tiresome Facebook photos of what my friends are having for dinner.

That's because election season brings unmatched social media posts and exhaustion — a time during which you form new opinions of people with whom you may have had long-established relationships.

It's a season of unfollowing, if not altogether unfriending.

While election season is an appropriate time to celebrate one's constitutional right of free speech, it's also a perfect time to be reminded that while political speech may be protected, it is not without professional or interpersonal consequences.

With the social media landscape littered with political landmines, now may be just the right time to blow a decade of dust off your organization's social media policy.

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Accomplishments & Honors

Mike Gross, AKCG's senior vice president and chief operating officer, successfully completed the examination for Accreditation in Public Relations, entitling him to use the APR professional designation. The announcement was made by the Universal Accreditation Board (UAB), a consortium of nine professional communication organizations that directs this competency certification program.

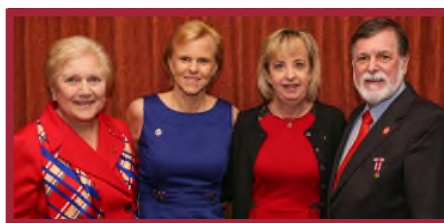
The Accreditation program aims to improve the practice of public relations by assessing competence in 60 areas of knowledge, skills and abilities associated with the profession. The rigorous review process included Mike presenting his portfolio to a Readiness Review panel of peers and sitting for a computer-based examination. Congratulations, Mike.

Both Chris Lukach, AKCG president, and Anne Klein, the firm's founder, also hold the APR designation.



During the 2015 Peppercorn Awards, hosted by the Public Relations Society of America's Philadelphia chapter in December, Mike Gross was presented the DeAnn White Award for Excellence in Community Service. Mike was recognized for his community service and volunteerism. Pat Ciarrocchi, long-time CBS 3 reporter and anchor, served as the event's emcee.

Extracurricular Activities



Anne and Jerry Klein are once again leading an effort to support and promote women's heart health through the American Heart Association Central/Southern New Jersey Affiliate's Go Red for Women campaign. Anne is serving as 2016 chair of the Red Dress Circle, a group of women making significant contributions to the campaign; Jerry is co-chair of the Red Tie Brigade, a

group of male contributors. Jerry and Anne played a key role at a kick-off reception for the two groups in March. The annual GRFW fundraising luncheon will be held on April 15.

Photo (from left): Anne, SJ Magazine editor-in-chief Marianne Aleardi, attorney Deborah Hays and Jerry at the Go Red for Women kickoff reception. The magazine is this year's corporate recipient of the Heart of South Jersey Award, given in recognition of its significant support for GRFW. Hays, a partner in South Jersey's Archer & Greiner law firm, is this year's individual recipient. Anne and Jerry were presented with the inaugural Heart of South Jersey Award last year.

AKCG HOSTS IPREX 2016 GLOBAL LEADERSHIP CONFERENCE

AKCG recently hosted the IPREX Global Leadership Conference (GLC) for 2016 in Philadelphia. As the host partner for this year's GLC, AKCG president Chris Lukach put Philadelphia on the main stage. Chris told the group of partner agency delegates that Philadelphia is more than just cheesesteaks, Rocky Balboa and Ben Franklin, and that it is a city on the rise. IPREX Partner agencies from across the U.S., and Germany, Belgium, Ireland and England, sent their "up-and-coming" young leaders to learn about what it takes to manage a team and become a leader in their agency. Delegates also learned why having a global network of partner agencies through IPREX is beneficial and crucial to success in today's market.



Participants in the IPREX Global Leadership Conference in Philadelphia. Chris Lukach is the tall one in the back..

AKCG's Matthew Burns kicked off the conference by leading a discussion around the art of the "creative steal," or how agencies discover and learn from the campaigns we see every day – the clever

stories, the stunts, the successes and failures, and the way brands communicate.

NEWS ABOUT CHRIS

Chris was named chair of the Advisory Board to Rowan University's College of Communication and Creative Arts. A graduate of the College, Chris was invited to join the board at its inception in 2014.

Ad News magazine featured Chris's 2016 predictions in its January issue. Titled, "Exhaustion, Disruption and Regulations," the article predicted new trends in the areas of social media exhaustion, social media disruption fueling urgent crises, and overtime regulations that will overhaul the way young PR professionals build their careers. Read the article at <http://tinyurl.com/threechallenges>.

SHARING EXPERIENCE

In February, Senior Associate Darrah Foster spoke to members of the Public Relations Student Society of America (PRSSA) chapter at Richard Stockton College of New Jersey. Darrah shared several on-the-job learning experiences, as well as interviewing tips for landing an internship or first job. Darrah also emphasized the importance of not being afraid to pick up the phone and call reporters, in addition to the importance of



Darrah Foster (fifth from left, in light jacket) with PRSSA students at Richard Stockton College.

being involved in professional organizations.

VIRTUS TRAINING

The AKCG team knows that developing a fundamental understanding of our clients' businesses is key to anticipating their needs and delivering a clear and effective communications strategy. In partnership with client **The National Catholic Risk Retention Group (TNCRRG)**, Chris Lukach, Michael Gross and Matthew Burns recently attended VIRTUS training to help us better understand the steps the Catholic Church in the U.S. has taken to prevent child abuse. Through safe environment programs like VIRTUS, millions of people active in the church – clergy, vowed religious, lay ministers, teachers, coaches, administrators, volunteers and parishioners – have been trained to recognize and respond to signs of inappropriate behavior.

Client News

For the second consecutive year, Mike and Chris led two days of spokesperson training for researchers at the **Johns Hopkins University Bloomberg School of Public Health** in Baltimore. The program included large-group presentations for a variety of subject-matter experts and small-group trainings for some of the school's top spokespersons. During the sessions, the participants learned new ways to organize and structure key messages and address reporters' questions.

When Pennsylvania Governor Tom Wolf announced his prostate cancer diagnosis, the AKCG team saw an opportunity for **St. Mary Medical**

Center in Bucks County to inform the communities it serves about why early diagnosis and intervention are key to beating this disease. AKCG secured a

live, in-studio appearance at Philadelphia's NBC 10 for St. Mary urologic surgeon Justin Harmon, DO, of Comprehensive Urologic Specialists.

In February, AKCG pitched and secured a prominent placement for client **Life Time Athletic Mount Laurel** on the front cover of the Taste section of South Jersey's largest newspaper, the *Courier-Post* (see photo at left). The article highlighted the menu options of the club's eatery, the LifeCafe, as well as the restaurant's convenience and the other amenities at the club.

(Continued on next page.)



RECOGNIZING COMMUNITY OUTREACH WITH MERCY HEALTH SYSTEM

AKCG continues to support client Mercy Health System and its three hospitals by earning recognition for the myriad community-based services and programs they provide the greater Philadelphia area.

In addition, the team has secured coverage in Catholic Health World, Becker's Hospital Review, the Philadelphia Tribune, Milestones, Golden Times and other community newspapers showcasing how the organization is bringing healthcare services to some of the most in-need communities in the region.

At the end of 2015, AKCG promoted the annual Tree Lighting Ceremony at Mercy Fitzgerald Hospital and Christmas Pageant at Mercy Philadelphia Hospital, successfully placing the Tree Lighting on the local ABC-TV affiliate and the Christmas Pageant on the local CBS-TV affiliate.

And, we are kicking off 2016 with momentum. AKCG, working with our partners at the respective hospitals, already has secured two feature stories for the ABC-TV affiliate's "Art of Aging" series. The first one featured Nazareth Hospital's Dr. Genevieve Skalak, who spoke about shorter hospital stays and then preventing re-admissions for patients once discharge. The second segment, about how MHS follows up after an Emergency Department visit, will air in the coming weeks.



These ethics teaching rounds team members educate medical residents and a student at Mercy Philadelphia Hospital. The team members are Patrick O'Connor, left, the hospital's rehab director, and Fr. Peter Clark, SJ, and Sr. Suzanne Gallagher, RSM, both center right. Fr. Clark directs the Institute of Clinical Bioethics at Saint Joseph's University. Sr. Gallagher is Mercy Philadelphia Hospital's vice president of mission services.

Ethics teaching rounds equip med students to make weighty decisions

By BETSY TAYLOR Darby, Pa., and Nazareth Hospital in Philadelphia, (Nazareth isn't a teaching hospital and doesn't have medical residents; ethics teaching rounds were adapted to train the nursing staff there.) Rounding is the practice of gathering clinicians and students together to discuss patient care. Ethics teaching rounds at Mercy Health System hospitals complement medical teaching rounds and are conducted separately. The ethics teaching rounds are held once a week at each hospital.



(Above) Catholic Health World showcased Mercy Health System's practice of Ethical Rounding, a unique service in this region.

(At left) The local ABC-TV station covering Mercy Fitzgerald Hospital's annual tree lighting ceremony.

(Below) A Nazareth Hospital physician interviewed on the station's "Art of Aging" series.



The Philadelphia Inquirer featured a "medical mystery" and solution from Dr. Dhruvan Patel of Mercy Philadelphia and Mercy Fitzgerald hospitals.

AKCG works to leverage media relations, specifically in the hospitals' local areas, to help attract interest in their programs and doctors. For example, AKCG has maintained a steady stream of coverage in the Philadelphia Inquirer's Sunday health section, where Mercy physicians are regularly featured in its "Q&A" and "Medical Mystery" columns.

More Client News

New client PDQ (People Dedicated to Quality) celebrated the grand opening of its first restaurant in the Tri-State area in Sicklerville, N.J. in November. PDQ revolutionizes casual dining with its "fresh food fast" concept. AKCG supported PDQ's opening by securing coverage from numerous media outlets including The Courier Post, NJ.com, and The NJ Wire.

Catholic Health World featured Mercy LIFE Valley View Nurse Colleen Jordan and her pursuit of a nursing assistant credential. In January 2014, Mercy LIFE assumed operations of Valley View, in the

western suburbs of Philadelphia, and pledged to retain all previous employees who succeeded in earning state certification as nursing assistants. What makes the story so remarkable is Valley View's 41 residential participants and all of Valley View's front-line clinical staff are deaf. The article features Jordan and Mercy LIFE's Molly Crumley, the director of operations of Valley View, as they discuss the organization's Excellence In Care initiative and how Mercy LIFE forged a path for its deaf colleagues to earn nursing certifications.

This winter, AKCG also provided strategic counsel and messaging on a variety of client issues and crises. We advised an educational client regarding a potential Title IX complaint. Another education client faced a potential media scandal related to a faculty member being accused of sexual misconduct. And our team assisted a healthcare client mitigate potential negative media attention regarding a previous issue that resurfaced in the news.

1000 Atrium Way
Suite 102
Mount Laurel, NJ 08054

FIRST CLASS MAIL

The Season of "Unfriend"

(Continued from front page.)

It's time to remind employees — executives and spokespersons especially — that the ubiquitous disclaimer, "my tweets are my own," never truly insulates an organization from an employee's poor judgement. And a thoughtless political post could mean the difference between retaining or losing a client or customer.

Post smart. Post slow. Post sober.

— C.J.L.

NICE WORDS

"On behalf of the New Jersey Council of County Colleges, thank you [to Chris Lukach] for keynoting our statewide Institutional Advancement Affinity Group Meeting last week at Ocean County College. Although we never wish to have crises, we are better prepared now than we were before getting to see your dynamic presentation."

Jacob C. Farbman, Ph.D., APR
Director of Communications
New Jersey Council of
County Colleges

"I just got the fall issue of *Kaleidoscope* and read about Mike Gross's 40 Under 40 award. Congrats Mike; it's very much deserved!"

Brynn R. Buskirk
Director, Marketing and
Community Relations
Phoebe Ministries
Allentown, PA

"Chris, your columns are just great. That's unfair! Let me hate you or at least have reasons to 'unfollow' you. Thanks for being so good!"

Charlie Volpe
Editor, Ad News

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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Anne Klein Communications Group, LLC
1000 Atrium Way, Suite 102
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856-866-0411

e-mail: newsletter@annekleincg.com
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Editor — Jerry Klein

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