

KALEIDOSCOPE

Exploring the Many Facets of Public Relations

Spring 1998



True Partners Work Together

by Anne Sceia Klein, Fellow, PRSA

In our new business presentations to potential clients, we always mention that we want to work as a partner, not just a vendor. And the potential client always says, "Yes, we want to work as partners, too."

Most times, the partnership works out fine. We have an excellent relationship and both of us achieve the results we had hoped for. Fortunately, for us and for all of you who look to outside sources for help with your businesses, partnerships are flourishing.

But we, like many of you, have found that it's not always easy to predict whether people who *say* they believe in a partnership really do. Sadly, sometimes we learn the hard way that the other party didn't really understand what partnership means.

How can we all achieve the true partnership that we envision as we begin a new business relationship? A good start is by putting on the other person's shoes.

(Continued on last page.)

Awards

AKA Wins Two More Awards

AKA took home two first place awards at the 1997 Pepperpot Awards ceremony in December. Sponsored by the Philadelphia chapter of the Public Relations Society of America, these annual awards honor the very best in public relations programs in the Philadelphia region.

In the category of Marketing Communications for New Products, AKA won for "Creating and Launching the Philadelphia Version of Monopoly[®]." AKA worked with client USAopoly to successfully implement the program and launch the new board game (see the *Spring 1997 issue of Kaleidoscope*).

AKA also took home a Pepperpot award in the Electronic Single-Piece Communications category for the agency's website (www.akleinpr.com), which was recognized for its outstanding content, links to other helpful sites, simplicity and ease of use. Besides being a source of



Christina Paterniti and Sandra Gibbs with the Pepperpot award trophy for the Philadelphia version of Monopoly[®].

information, the website has also generated new business inquiries for the firm. Two of AKA's staff members helped organize the awards event (see story on next page).

Personnel

Farwell Promoted to Chief Operating Officer

Nancy L. Farwell, senior vice president, has been promoted to the newly created post of chief operating officer. "She has been the defacto COO of the agency for the past several years, and we wanted to recognize her for the work she has done," said Anne Klein.

Nancy joined AKA in 1990 after operating her own PR counseling firm in Philadelphia. She is responsible for strategic planning, counseling, client service and staff management.



Nancy L. Farwell

Fellman Elected to New A.H.A. Heritage Affiliate Board

AKA senior VP Nelson Fellman has been elected a founding director of the Heritage affiliate of the American Heart Association. The new affiliate is the result of the merger of the New York City, Connecticut and New Jersey affiliates. Nelson was chairman of the board of directors of the New Jersey affiliate until the merger. He served as a member of the Joint Operating Committee as the merger was being implemented, and headed the committee which developed the merged organization's new name.



Anne and Jerry Klein (center) traveled to Hawaii in February for the Winter meeting of Pinnacle Worldwide. The meeting gave them the opportunity to spend time with several of Pinnacle's members from the Asia/Pacific region, including (left to right): Aaron Chen from Taipei, Taiwan; Yap Boh-Tiong from Singapore; Tony Hardingham from Sydney, Australia; and Romeo and Lulu Virtusio from Manila, the Philippines. Pinnacle is a network of more than 60 public relations firms around the world. Jerry becomes president of the organization this September.

Field and Davidson Coordinate PRSA Awards Program

AKA account executive Donna Field served as committee chairperson for December's Pepperpot Awards ceremony (see story on front page), sponsored by the Philadelphia chapter of the Public Relations Society of America (PRSA). Account executive Kristina Davidson also worked on the committee, which created the entire program from concept development to staging the ceremony. They also recruited reporter Paul Moriarty of Philadelphia's KYW-TV to be the master of ceremonies and present the awards.

To add some excitement to the event, the committee decided to create a humorous version of Moriarty's popular weekly consumer feature, "Can You Believe It?" They helped write the script that spoofed the outrageous tactics some PR people use to try to interest an editor in a story. The segment was a big hit with the Pepperpot audience, especially the introduction by veteran anchorman Larry Kane and a scene with several Philadelphia Mummies.

Chance Encounter

Anne and Jerry were flying to the 1997 PRSA national conference last November when they overheard some young people sounding a lot like future PR professionals. After a round of introductions, Anne and Jerry were delighted to find themselves traveling with the Temple University chapter of the Public Relations Student Society of America (PRSSA). This impromptu opportunity afforded Anne one of her greatest pleasures – counseling young people. Michael Sheridan, president of the Temple chapter, later wrote, "your helpful tips on professionalism, networking and how to succeed will be cherished by the members ... for a lifetime."

Davidson speaks at Rowan

In November, Kristina Davidson spoke to the PRSSA chapter at Rowan University in Glassboro, N.J., on "How to Find a PR Job." Kristina, a Rowan graduate, used both her personal experiences and those of her peers to give practical, real-life tips to these future professionals. She also highlighted the Internet and on-line resources as valuable tools in the job search.



Kristina Davidson and Donna Field (both in dark slacks) meet with several Philadelphia Mummies at the KYW-TV studios for taping of the spoof on PR people which was played at the Pepperpot awards ceremony.

Lonza Selects AKA for Five-Year Program

Lonza USA, a manufacturer of bulk active ingredients for the pharmaceutical industry, has engaged AKA to create a five-year communications program supporting the company's three-phase expansion plan for its plant in Conshohocken, Pa., outside of Philadelphia. A \$20 million investment in new production facilities earned Lonza the "Automated Plant of the Year" award from *Control* magazine, an industry publication.

Metromedia Energy, Inc., a broker and marketer of electricity and natural gas, has picked AKA to handle its media relations. Among the first projects is an electricity deregulation pilot program in Westchester County, N.Y., where residents and businesses will soon be able to buy their electricity at lower rates from vendors other than their traditional source.

TransTechnology Corporation, which designs and manufactures highly engineered specialty fasteners, and rescue hoists and cargo hooks for distribution worldwide, has selected AKA for public relations. AKA will be handling a variety of responsibilities, including trade shows, media relations, customer and

employee surveys and trade press advertising. In addition, AKA will be working with TransTechnology to develop a new corporate logo and identity, pulling together the company's five major product lines.

New Jersey-American Water Company, which is building a major new water supply pipeline in northern New Jersey, has asked AKA to assist with keeping communities informed of the pipeline's progress and answering questions of residents and businesses in the area. AKA handled similar assignments for the company for more than seven years during the planning and construction of the Tri-County Water Supply Project in southern New Jersey.

AKA is working with **Middleton/Stroh Productions** to promote *On the Water*, a 13-episode series of boating travelogues getting ready to go into production. The series will be shown on the Outdoor Life cable network, which reaches some 15 million homes across the U.S. *On the Water* will be shot from the perspective of a family vacationing on a boat, cruising lakes and rivers from Maine to

Florida, from Maryland to Seattle, and in the Caribbean.

AKA account executive Kristina Davidson participated in an oil spill response exercise at Fort Wadsworth Coast Guard Station in Staten Island, N.Y., in February. The two-day exercise simulated a major oil spill off the New York and New Jersey coastline. The drill was coordinated by the **Brown Nelson Maritime Crisis Response Network**. AKA has been a network member since 1991.

Last September, it wasn't a drill, but rather the real thing. AKA participated in oil spill response activities for a spill in the Delaware Bay southeast of Philadelphia. Working on behalf of **ECM/Hudson Maritime Services, LLC**, a spill response management company, AKA staffers provided communications assistance at U.S. Coast Guard headquarters in Philadelphia. For four days, they worked side by side with Coast Guard officials in the Joint Information Center, helping get out accurate and timely information to the news media, assisting with press calls and coordinating press interviews.

More Staff News

Anne Interviewed on Radio

Anne was recently invited to be a guest on a program called "SuccessLine," on WBZC-FM at nearby Burlington County College. The program, hosted by career counselor Art Rimback (*photo at right*) celebrates success in all walks of life. Anne was chosen to be interviewed because of her firm's 16 years of success in the field of public relations.

Anne and Jerry Speaking Out!

Anne and Jerry Klein have been putting their experience to work with several speaking engagements recently, and several others coming up:

Burlington County College PR students received help on planning their media campaigns for not-for-profit clients.



Fordham University undergraduates also had an interest in media relations.

Rowan University asked Anne to give students some tips on acting appropriately in different business situations.

The Kappa Delta Association of Alumnae wanted to hear from Anne on how they could get more media attention for their community and charitable works.

The Atlantic City PR Council has asked Anne to discuss crisis communications. Anne will team with client George Gen-naoui of South Jersey Hospital, to discuss a real life story they both worked on for the past three months (*details in our next issue*).

Jerry will be giving a seminar at the PRSA Counselors Academy's annual Spring Conference in May on how to create a PowerPoint® presentation.

Nice Words about our 15th Anniversary Sports Cards

“The (15th anniversary sports trading cards) tactic combined creativity, a sense of humor and snappy visuals. And this could be the start of a trend.”

PRSA newsletter “Public Relations Tactics,” February 1998

“Public relations firms, by their nature, have to be pretty creative. But to celebrate its 15th anniversary, Anne Klein & Associates ... really hit a home run.”

Small Business News Philadelphia January 1998

“Businesses often boast about having a ‘winning team.’ Anne Klein & Associates ... goes one better.”

Philadelphia Business Journal December 1997

“We’re giving kudos to Anne Klein & Associates ... which found an opportune way of promoting itself in a catchy campaign about its 15th anniversary. Witty can sometimes be the way to go if

what you’re looking for is name recognition, not just ink.”

PR News - November 1997

“What a terrific way to celebrate. ... a great way to demonstrate your creativity. What a change from some of the somber, super serious stuff some PR firms are turning out.”

*Thomas Harris
Thomas L. Harris & Company*

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True Partners

(Continued from front page.)

Try to understand their business and their objectives. Then treat them as you would want to be treated. Take and give advice objectively, not personally. Remember that when one of you succeeds, the other does also.

The most important thing of all is to realize that there are no failures in relationships if you view them as long-term trips with necessary course corrections along the way. When something goes wrong, sit down together, assess the situation, discover together how to make things right again. And when things are going right, always remember to ask “how am I doing?” whether you are the consultant or the client.

Remember true partners always work *together*, not separately. That is the only way to succeed. — *A.S.K.*



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