

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2001



War Without Winners

by Anne Sceia Klein, Fellow PRSA

Observers of the scene are divided in their opinions about who is winning the war of words and deeds between Ford and Firestone. In my opinion, no one is winning. Fighting in the media is never an advisable course of action. The result is always damaging to your reputation.

When there are too many conflicting charges, the public gets confused. When the public cannot figure out which side is right, people walk away from both sides.

I've been involved in handling crisis communications for nearly 25 years, and I have never seen a situation quite like this one. Usually, a crisis is handled by "doing the right thing." Find out what happened. Fix the problem. Report the truth to the public. Don't cover up.

In this case, both sides are claiming to have done their research, and each is pointing its finger at the other. Each defends its honor, claiming it is "doing the right thing."

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Awards

AKA PROGRAMS WIN AGAIN

The New Jersey chapter of the Public Relations Society of America (PRSA/NJ) awarded Anne Klein & Associates its 2001 Pyramid Award in the category of community relations for the program created for client Lonzagroup's suburban Philadelphia pharmaceutical chemicals manufacturing plant (see the Spring 2000 issue of *Kaleidoscope*). In addition, AKA received an honorable mention in the special events category for the Russell Byers Charter School Announcement event (see the Fall/Winter 2000 issue of *Kaleidoscope*).

This was the second time both programs were honored. They each received a first place award at the Peppercorn Awards ceremony held by the

Philadelphia chapter of PRSA. The campaign for Lonzagroup was judged "Best of Show."



Anne Klein and SVP Nancy Farwell receive the Pyramid Award from PRSA/NJ president Michael Cherenon.

Recognition

ANNE THANKED FOR 25 YEARS OF SERVICE

Anne was honored recently by the Rowan University chapter of the Public Relations Student Society of America (PRSSA). At the chapter's 25th Anniversary graduation dinner in May, Anne was presented a plaque citing her "twenty-five years of peerless service, advice and professional companionship to the students and advisors."

The chapter also named its graduation award for professionalism after her. Anne worked with Rowan (formerly Glassboro State College) faculty member and AKA senior counselor Tony Fulginiti to found the chapter in 1976, and she has been its professional advisor ever since.



Tony Fulginiti reads the plaque presented to Anne for 25 years of service to the Rowan University chapter of PRSSA.

CRISIS COMMUNICATIONS

AKA SVP John Moscatelli, an adjunct faculty member at Rowan University for more than a decade, taught a graduate level course in crisis communications twice this year. "John's crisis communications course is always popular with the students," says Ed Moore, chair of the public relations and advertising department at Rowan. "He mixes a wide range of personal experiences with practical advice that helps students be better prepared as public relations counselors."

SANDRA TO HELP FRIENDS

Sandra Gibbs Horne, senior associate, has been asked to serve a four-year term on an evaluation working group that has been charged with reviewing the structure and workings of the Philadelphia Yearly Meeting of the Religious Society of Friends, an organization comprising all the Quaker Meetings in a four-state area.

PRSA JUDGING

Anne Klein, Jerry Klein and John Moscatelli were asked by the Philadelphia chapter of the Public Relations Society of America to help judge the annual "Best in Maryland" awards entries from the Baltimore PRSA chapter. The Baltimore chapter judged the Philadelphia chapter's entries for the 2000

Pepperpots, in which Anne Klein & Associates won Best of Show honors.

ANNE'S EXPERTISE SOUGHT

Anne was interviewed recently by both the Reuters news service and *PR Intelligence*, a public relations trade newsletter, on the public relations aspects of the growing feud between Ford and Firestone. Southern New Jersey's *Courier Post* newspaper quoted her on ways for the city of Camden to rebuild its reputation after the criminal conviction of its former mayor on corruption charges. Anne also discussed trends in public relations on PR Radio Network, an Internet radio program. That interview can be accessed via our Web site, www.akleinpr.com.

NANCY PARTICIPATES IN OIL SPILL DRILL

AKA SVP Nancy Farwell participated in a training program and "worst case discharge" oil spill drill on the Delaware Bay in June. The drill was conducted by Hudson Marine in conjunction with Sunoco Inc. Hudson is a Philadelphia-based marine consultancy specializing in training, contingency planning and emergency response. Fourteen European shipowners gathered



Anne (front row center) and Jerry Klein (back row, third from right) traveled to Singapore for the 2001 Summer International Meeting of Pinnacle Worldwide. Jerry is chairman of Pinnacle, which has more than 60 member PR firms around the world. This fall, Pinnacle will observe its 25th anniversary with a special celebration dinner in Las Vegas.

for the session in addition to the Pennsylvania Department of Environmental Protection, the Delaware Bay & River Cooperative, the U.S. Coast Guard, and other federal and state agencies. During one of the training seminars, Nancy recounted AKA's experiences in an actual spill where the response was managed by Hudson Marine. During the drill, Nancy assisted in running the information center, demonstrating the importance of accurate communications with the media and other agencies. Annual drills, each year emphasizing a different aspect of environmental crisis, are required of foreign ships carrying oil as cargo in U.S. waters.

Special Events

AKA HELPS LAUNCH REVITALIZED SHIPYARD

AKA handled planning and coordination for the grand opening of the **Kvaerner Philadelphia Shipyard**. Held on June 20, the event marked the return of shipbuilding to Philadelphia and included more than 500 guests from the state and city political, business and labor communities. The ceremony included the laying of the keel of the first CV2600 Philadelphia Class container ship. Numerous individuals and organizations were recognized for their work to help revitalize the portion of the Philadelphia Naval Business Center that Kvaerner now occupies.



News coverage of the Kvaerner Philadelphia Shipyard grand opening was extensive.

A special media day was held at the shipyard on June 19 to allow local, national and trade media to get an advance look at the shipyard, interview Kvaerner executives and learn about the shipbuilding industry.

The Kvaerner Group, headquartered in London, is one of the world's leading builders of container vessels, tankers, LNG carriers and cruise ships. Kvaerner Philadelphia Shipyard is a world class, state-of-the-art facility that employs a motivated local workforce, training them in modern shipbuilding techniques.

Spotlight on a Client

Friends Life Care At Home is unique in the nation, offering services that address the major long-term healthcare concerns of older Americans while maintaining their quality of life. Its program permits people 50 years of age and older and in reasonably good health to retire in their own homes or apartments with lifelong home assistance.

The non-profit, non-denominational group serves the five counties of Greater Philadelphia as well as northern Delaware and Pennsylvania's Lehigh Valley region. It also has members in northern and central New Jersey. Services include providing nurses, home health aides, homemakers and nutritionists. The program also includes care in an assisted-living or skilled-nursing facility, if required.

Cited by experts as a model for a national approach to continuing care at home, Friends Life Care At Home believes its acceptance is based upon the well-demonstrated desire of people over 50 to remain in their own residences for as long as possible and thus retain their independent lifestyles. In addition, this program makes financial sense. It allows

members to hold onto their savings and protect their assets while it covers most of the cost of any nursing home needs that may be required.



FRIENDS
Life Care ♦ At Home®

Having celebrated its 10th anniversary last year, Friends Life Care At Home is looking to move into new territory. It is also applying for accreditation by the Continuing Care Accreditation Commission, the national accrediting body for continuing care and other types of retirement communities.

AKA works with Friends Life Care At Home on many different communications programs. In addition to handling media relations with local, national and trade media, AKA also helps identify, develop and write stories for the organization's quarterly newsletter which is sent to both existing and potential members. AKA also assists with special communications programs. For example, last year when New Jersey state regulations on long-term care were changed, AKA developed information to be used to brief members and respond to questions.

With long-term care becoming an increasing concern, Friends Life Care At Home is well positioned for media coverage. Its president, Carol A. Barbour, was featured in the *Philadelphia Business Journal* in May. The organization was also recently featured in an article in *U.S. News & World Report* that discussed long-term care options, and in a cover story for *Continuing Care* magazine. This growing media interest will provide Friends Life Care At Home with valuable name recognition as it spreads its reach beyond the Philadelphia region.

Client News

AKA worked with **Parker McCay & Criscuolo** on the naming of Philip A. Norcross, managing shareholder and CEO of the Marlton-based law firm, as a recipient of the *Philadelphia Business Journal's* annual "40 under 40" Award. This year the winners were chosen from more than 200 nominees. Norcross was the only New Jersey-based executive recognized at the awards banquet, held on April 24th in Philadelphia. He was cited for his professional achievements and contributions to the community. Parker McCay is one of New Jersey's leading law firms, with offices in Marlton, Cherry Hill and Lawrenceville.

AKA recently helped **Horizon/Mercy** with two important announcements: the appointment of Velvet G. Miller, Ph.D., as its new president and CEO, and the naming of Leonard Johnson, VP of

marketing and communications, as Citizen of the Year by the North Jersey Medical Society. Horizon/Mercy is a Trenton, N.J.-based health maintenance organization that serves the publicly insured. AKA recently created and presented a media training seminar for Horizon/Mercy's marketing team, and is currently working on the development of a crisis communications plan.

Jerry Klein and John Moscatelli provided refresher media training for Fran Egan, assistant general manager for government & public affairs for the **Southeastern Pennsylvania Transportation Authority (SEPTA)**. The session was in preparation for Egan's role as SEPTA spokesperson during sensitive labor negotiations. Following the training, Richard Maloney, SEPTA's director for public affairs, wrote to us, "Many

thanks for your productive and direct session with Fran. She greatly appreciated the clear focus the session provided for her."

AKA recently completed an update of a comprehensive crisis communications plan for **Main Line Health**, a four-hospital healthcare system in suburban Philadelphia. The plan provides suggested guidelines and materials that can be used to manage communications during a crisis. AKA is also currently working on various project announcements stemming from Main Line Health's capital improvement program, including the expansion of the Main Line Health Heart Center.

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CLIENT NEWS

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WRITING THE HISTORY OF TYLENOL

“One of the things I have always liked about public relations is you learn so much because of your clients and their businesses,” says John Moscatelli. He found this to be true when Bob McNeil, president of a non-profit family trust called the **Barra Foundation**, recently asked John to help write a 10-minute speech on the history of Tylenol that Bob was preparing to give to a group of retired CEOs in Florida. McNeil was chief executive officer of McNeil

Pharmaceuticals, then a family-owned business, when it first introduced Tylenol as a prescription analgesic. “I learned Tylenol was originally discovered in Europe, languished in obscurity for years, and was finally brought to market through the foresight and determination of McNeil Pharmaceuticals. The speech was fun to work on, and the story of how McNeil Pharmaceuticals brought Tylenol to market is an inspiration.”

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In a perfect world, the best public relations advice in a situation like this would be for both companies to get together, cooperate and resolve the problem so that neither side loses its reputation and market share. Clearly, we don't have a perfect world.

From all appearances, Ford's and Firestone's actions are being guided by their litigation attorneys rather than their public relations advisors. The two sides seem to be skirmishing in preparation for an eventual climactic battle in a court of law.

But meanwhile, what will happen to their reputations? Will the Firestone brand survive? Will the Ford Explorer go the way of the Bronco II?

Most important, will either side win in the court of public opinion? If both companies keep acting the way they have been, I doubt it. A.S.K.

Anne Klein & Associates is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States. It is a member of

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