

# KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2002



## Coverups Never Work

by Anne Sceia Klein, Fellow PRSA

“When will they ever learn?” lamented folk singers Peter, Paul and Mary in their hit recording of Pete Seeger’s “Where have all the flowers gone?”

The message still rings true more than 45 years after the song was written. What did we learn from Watergate and other scandals? Nothing, it seems.

In the past months, our economic world has been shaken to its core by Enron, Arthur Andersen and WorldCom. And one of the world's great religions is mired in disgrace.

All of the negative publicity is the result of coverups of misdeeds. Whistle blowers could no longer remain silent, and the media – always looking for a sensational story – were all ears.

Covering up a problem is always the wrong thing to do. Telling the truth about a problem and how it is being fixed is the always right thing

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## Awards

# ANNE KLEIN NAMED 2002 P.R. PROFESSIONAL OF THE YEAR

Anne Klein was honored as the 2002 Public Relations Professional of the Year by the New Jersey chapter of the Public Relations Society of America (PRSA/NJ) at its 12<sup>th</sup> Annual Pyramid Awards banquet on June 13.

The PRSA/NJ's Public Relations Professional of the Year award recognizes an individual who has a strong record of public relations success and exhibits the highest standards of public relations ethics. This award also recognized Anne's volunteer service to the public relations profession, to PRSA and to the

Public Relations Student Society of America. In addition, she was lauded for being a pioneer, teacher and pacesetter.

At the same event, AKA received a First Place Pyramid award in the category of **Crisis Communications** for the program, “Adapting for the Long Term,” developed for Mercy Health System to help it announce the closing of Mercy Community Hospital in Havertown, Pa. AKA also received an Honorable Mention in the **Special Events** category for the Kvaerner Philadelphia Shipyard Grand Opening and Keel Laying.



Michael Cherenon (center left), president of the New Jersey chapter of PRSA, presents the Public Relations Professional of the Year award to Anne Klein. Flanking them are AKA SVP and COO John Moscatelli, holding the Honorable Mention certificate for the Kvaerner Philadelphia Shipyard grand opening, and AKA VP and Senior Account Manager Christina Paterniti-Boivin, with the Pyramid award for the Mercy Health System hospital closing announcement.

## AKA ADDS NEW MEMBERS TO THE TEAM



*Dick Scarduzio*



*Vivian Davis*

Two new faces have been added to the AKA roster recently.

**Richard A. Scarduzio** is AKA's new chief financial officer. Dick brings to the firm more than three decades of experience in the financial services industry, and, most recently, in the not-for-profit sector. He joined AKA after serving as CFO of a South Jersey-based chapter of United Way. Previously, Dick was vice president of commercial new business

development at First Union Corporation and ran his own financial services consulting business. He has extensive experience in the sales, marketing and operations of corporate and governmental cash management products.

**Vivian J. Davis** has joined AKA as an administrative assistant. Vivian has more than 15 years experience working with upper level management in the transportation and water utilities industries. She assists with office operations, provides administrative support to the account service staff and is an assistant to Anne and Jerry Klein. Vivian is a graduate of Harris Business School (N.J.), where she finished in the top five percent of her class.

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## PINNACLE HAPPENINGS

Jerry and Anne Klein and about two dozen other members of Pinnacle Worldwide met with officials of the government of Romania in June to discuss ways to raise the country's visibility and increase international investment and tourism.

The session was part of Pinnacle's 2002 Summer International Meeting, held in Bucharest. Pinnacle is an international network of leading independent public relations firms from around the



*Shown above at a reception at Bucharest's George Enescu Museum are Pinnacle's Bucharest member and meeting host Andrew Littauer (center, with hand raised) along with (left to right) Pinnacle officers Yap Boh-Tiong (Singapore), vice president-Asia/Pacific; Henry de La Garza (Houston), president; Larry Wheeler (Kansas City), president-elect; Ruud Bijl (Rotterdam), vice president-Europe; and chairman Jerry Klein.*

*Photo by Razvan Botea/BMG for Business Review(Bucharest).*



## BY THE SEA

The AKA staff headed out to sea literally for the firm's annual staff outing in July (see photo at left). They boarded the good ship Whale Watcher at the Cape May (N.J.) Whale Watch & Research Center for what was billed as "a three-hour cruise." Fortunately, unlike Gilligan, the Skipper and their friends, all of the AKA crew returned safely to port.

## MOSCATELLI ON CRISIS

SVP and COO John Moscatelli was invited to appear on Comcast CN8's "It's Your Call With Lynn Doyle" program to talk about the public relations and crisis communications aspects of the Catholic Church's pedophilia crisis. "As abhorrent as pedophilia is, the real crisis the church faces is a crisis of confidence," said John.

Moscatelli once again shared his crisis communications expertise with students at Rowan University this spring. John has been an adjunct faculty member at



*John Moscatelli on the set of Comcast CN8's It's Your Call program with host Lynn Doyle.*

Rowan for more than 10 years. He teaches a popular module in crisis communications several times a year.

In April, John brought his crisis expertise to communications students at Philadelphia's John Bartram High School. He participated with four other members of Philadelphia's PRSA chapter. The pros partnered with a pair of Rowan University senior public relations students to present a crisis management workshop for high school students interested in public relations

## 20<sup>TH</sup> ANNIVERSARY HONORS

Both houses of the New Jersey legislature passed a Joint Legislative Resolution earlier this year honoring Anne Klein & Associates on its 20th anniversary. The resolution, which came as a surprise to AKA, cited the firm as “a highly esteemed and nationally respected public relations firm.” Presenting the resolution to Anne and Jerry Klein (center) were Assemblyman Francis Bodine (left), Senator Martha Bark and Assemblyman Larry Chatzidakis.



The firm received a Franklin Award of Excellence in the Neographics 2002 Power of Print competition of Philadelphia's Graphic Arts Association. The award was presented for AKA's "Agency of Champions" promotional mailing piece (see the Spring 2002 issue of *Kaleidoscope*). This was a first-time entry for AKA in one of the nation's largest regional graphic communications competitions, which showcases excellence in graphic arts, packaging and design.

## Client News

The **Health Alliance of Greater Cincinnati** has tapped AKA to assist with strategic planning and positioning on current issues. The Health Alliance is the largest and leading health care system in the Ohio, Kentucky and Indiana tri-state area. The system consists of six hospitals and a physician group, and aims to provide quality, cost-effective care to the Greater Cincinnati community.

The **Medical Center at Princeton** selected AKA to develop a community outreach program as the hospital begins a comprehensive strategic planning process to look in depth at all aspects of its operations and facilities, and identify future needs. The Medical Center plans to invite the community to play an active role in the planning process. Developing an ad hoc advisory committee composed of community representatives and setting up open houses are part of the program AKA is developing for the hospital.

The **Philadelphia College of Osteopathic Medicine (PCOM)** has chosen AKA for public relations and strategic communications. PCOM, founded in 1899, is one of the nation's oldest osteopathic medical colleges and a national leader in primary care education. PCOM offers the doctor of osteopathic medicine degree and advanced degree programs in psychology, physician assistant studies and biomedical sciences.

Pharmaceutical ingredients manufacturer **Noramco of Delaware** celebrated honors in the areas of environmental health and safety with a *Celebration of Excellence* on June 7. Noramco, located in Wilmington, Del., received recognition for its achievements under OSHA's Voluntary Protection Plan; an Environmental Leadership award from its parent company, Johnson & Johnson; and renewal of the ISO 14001 certification of its Environmental Management System.



*Checking on last-minute details for Noramco's Celebration of Excellence are (from left) Anne Klein and Nancy Farwell of AKA, Noramco's environmental health & safety manager Vince Kranz, Johnson & Johnson vice president for worldwide environmental affairs Karl Schmidt, AKA account executive Melissa Barr, and Noramco plant manager Ron Panasiewicz.*

The celebration was the kickoff for a community outreach program that AKA is working on with Noramco. AKA assisted with the planning of the event, attended by Noramco employees and J&J executives. Also in attendance were local, state and federal dignitaries, including representatives from the governor of Delaware, the mayor of Wilmington, the Region III office of OSHA, and state and city legislators. The next steps for Noramco's community relations program will be a community survey, coordination of volunteer efforts and the formation of a community advisory panel.

In May, AKA assisted **Kravco Company** with a fundraising kickoff for a new school playground in honor of September 11 victim Michael Horrocks, who was the first officer on United flight 175. The playground will be built at the Glenwood Elementary School in Glen Mills, Pa., where the Horrocks' two children are students. The kickoff was covered by the ABC, CBS, NBC and WB television affiliates in Philadelphia, as well as Comcast Cable, *The Philadelphia Inquirer* and several smaller newspapers. Kravco Company is a leading real estate development and asset management company specializing in regional shopping malls, community shopping centers, and entertainment and lifestyle centers.

## Nice Words from Clients (and Others)

"You were great in executing this; time was short and you did a great job. ... it was a PR dream."

**Dee Page, VP Corporate PR**  
**Kravco Company**

"You've built a great firm and a wonderful reputation. Congratulations. It has been good to have been associated with you...."

**Dan Kelleher, Vice President**  
**American Water Works**

"You are the consummate professional whose ethics and values have never been compromised. Your integrity means something to you and pervades the quality of your work."

**Ken Hanover, President & CEO**  
**Health Alliance of**  
**Greater Cincinnati**

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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(Continued from front page.)

to do. Out of crises like these come opportunities to improve how we do business and how we live our lives.

As communicators, we have a tremendous opportunity to help our clients or our bosses cope with problems and address the serious issues of the day. We can help our organizations get the truth out, put the facts in perspective and assist in recovering.

Don't let the lawyers bully you into doing nothing, into saying "No comment," out of a misplaced fear of litigation. Covering up a problem never improves your situation, either in the court of public opinion or in the court of law. Talking about what you're doing to correct a bad situation won't hurt you in a court of law, and it can be your salvation in the court of public opinion. It may be trite, but it's true: honesty is the best policy.

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