

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2003



PR Is More Than Just News Releases

by Anne Sceia Klein, Fellow PRSA

One of our clients told us recently how much he appreciated our dedication to his business and our understanding of the challenges he faced. He liked the fact that we are a business “partner” – not just a vendor that writes and distributes news releases.

We have known for years that public relations encompasses much more than just media relations, but hearing our client say it reassured us that we are doing the right thing for him and his organization. His comment reinforced our belief that public relations professionals need to be strategic business thinkers focusing on their clients’ interests.

In going about their day-to-day work, our clients expect that we will think about issues that are having an impact on their operations and offer advice on managing communications regarding those issues. When a crisis looms, our clients depend upon us to think about the impact the situation

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Awards

TRIBUTE TO 9/11 HERO FETED BY NEW JERSEY PRSA

Anne Klein & Associates was honored in June for its role in promoting the construction of a children’s playground in honor of Michael Horrocks, first officer of United Flight 175, who lost his life on Sept. 11, 2001. The New Jersey chapter of the Public Relations Society of America presented its Pyramid Award to AKA and client Kravco Company, which led fundraising efforts for the playground at the Glenwood Elementary School in Glen Mills, Pa., not far from Kravco’s corporate headquarters outside of Philadelphia.

The ceremony took on special significance when Michael’s wife Miriam spoke to acknowledge the award and the playground built in her husband’s memory.

She then presented a plaque to AKA “to serve as a reminder of their efforts on behalf of my children and myself.” The employees of AKA, she said, “witnessed our love, incorporated their own love and helped us create, through their insight, a physical place for all of us to find Michael.”

AKA also won a Pyramid Award in Crisis Communications for the public relations program it planned and helped implement when Mercy Community Hospital, in a Philadelphia suburb, was closed. AKA had been awarded a Pyramid last year for its handling of the initial announcement of the hospital’s planned closing.



Miriam Horrocks (center right) presents to Anne Klein a plaque depicting the playground built in her husband’s memory. Kravco’s Dee Page holds the Pyramid Award as AKA staff members (l. to r.) John Moscatelli, Jerry Klein and Melissa Barr Jackson look on.

AKA WELCOMES NEW STAFF MEMBERS

Teresa A. Newton has joined AKA as executive assistant. Before AKA, Teresa served as an account group coordinator at a Center City Philadelphia public relations agency, and in a variety of administrative positions at two other Philadelphia public relations and advertising agencies. She oversees office administration operations, supports the account service staff, assists in maintaining the agency's information system, and directly assists Anne and Jerry Klein.



Teresa Newton



Mary Kate Breslin

Mary Kate Breslin joined the firm as an associate after receiving a bachelor of arts degree in communication from Rowan University where she majored in public relations, minored in journalism and was active in the Public Relations Student Society of America. She served an internship in the Rowan University marketing department, and was promoted to marketing research assistant. At AKA, she provides public relations support for a variety of accounts. Mary Kate is a member of the Public Relations Society of America and the Association for Women in Communications.

CLASS ACT

The AKA staff recently benefited from an instructive presentation by Mary Mitchell, president of The Mitchell Organization, a Philadelphia-based executive training and consulting firm. The presentation was based on Mitchell's latest book, "Class Acts: How Good Manners Create Good Relationships and Good Relationships Create Good Business." Mitchell, nationally known as a columnist and author under the name

Ms. Demeanor, is the author of five previous books, including "The Complete Idiot's Guide to Business Etiquette." In addition to the presentation, she met with individual staffers who had questions in areas such as career success, dealing with clients, dealing with uncomfortable business and social occasions, and dining etiquette. Mitchell custom designs client service, business and personal etiquette, presentation and negotiation skills programs for corporations and professional organizations. She is also a member of the AKA Senior Counselors ALLIANCE.

AKA VOLUNTEERS

For the second year, Anne Klein helped coordinate and then conducted a silent auction to benefit the Southern New Jersey Region of the American Heart Association. The auction is the centerpiece of the organization's annual gala event to recognize healthcare professionals, corporate leaders and volunteers. This year's gala was held aboard the historic Battleship New Jersey, which is berthed in the Delaware River at Camden, N.J., as a permanent floating monument. Proceeds from the auction support research on fighting heart disease.



Getting ready to board "The Big J" for the Heart Association's annual gala and silent auction are Anne Klein (right) and Sheryl Semales, another member of the auction committee.

Associate Mary Kate Breslin volunteered her services for the eleventh annual Bridesmaids Ball, held in Philadelphia by the Leukemia and Lymphoma Society in April. Breslin helped fellow volunteers coordinate and execute the event. Several hundred young professionals from the greater Philadelphia region attended, enjoying live music and participating in the society's silent auction. The Leukemia and Lymphoma Society raises money for the treatment and research of blood cancers.

Breslin also walked 12 miles through downtown Manhattan and across the Brooklyn Bridge in April to help raise money for multiple sclerosis treatment and research. Mary Kate has participated in two previous MS walks.

SUPPORTING EDUCATION

AKA has made a contribution to its "hometown" daily newspaper, the *Burlington County (N.J.) Times*, in support of its "Newspapers In Education" program. The program provides newspapers to local schools to be used as in-class "living" textbooks and teaching tools, helping students strengthen their reading and writing skills, develop community ties and a sense of civic responsibility, and develop lifelong consumer skills. The program also provides teaching materials and conducts teacher workshops that provide professional development credit hours.

AKA ASSISTS WITH HOSPITAL SYSTEM REPOSITIONING

AKA helped The Medical Center at Princeton (MCP) announce a name change and new positioning to external audiences in June. The firm developed communications strategies to generate awareness for what is now known as **Princeton HealthCare System (PHCS)**. AKA also wrote communications materials to announce that the system's hospital, now known as University Medical Center at Princeton, has become a University Hospital affiliate of the University of Medicine and Dentistry of New Jersey Robert Wood Johnson Medical School. Both announcements were made at a news conference held by PHCS at its annual June Fete fundraising event. Barry Rabner, president and CEO of PHCS, and Harold Paz, M.D., dean of the UMDNJ-Robert Wood Johnson Medical School, officially signed the affiliation agreement in front of employees, local media and members of the community.

The **Main Line Health** system has enlisted AKA to develop a community survey to solicit feedback regarding reputation, future development plans, perceived community benefit and areas

for improvement at its three acute care hospitals. The survey will be distributed to local residents and the business community in each of the hospitals' service areas. The information received will help ensure Main Line Health's success as it strives to grow and remain strong in the years ahead. AKA also updated Main Line Health's crisis communications plan to expand sections on responding to possible crises involving terrorism or chemical warfare.

AKA is coordinating meetings with local community leaders to help client **Noramco, Inc.** expand its relationship with its surrounding community. In addition, AKA has been involved with a revitalized employee communications program at Noramco, a manufacturer of pharmaceutical ingredients based in Wilmington, Del. AKA is helping develop new approaches and advising on topics like employee meetings and written communication.

Mercy Health System engaged AKA to communicate to internal and external

audiences news of the closing of Mercy Fitzgerald Hospital's inpatient obstetrics unit. Mercy Fitzgerald, in Darby, Pa., a Philadelphia suburb, is part of Mercy Health System, the largest Catholic healthcare system serving the Philadelphia region. It is a member of Catholic Health East, a multi-institutional, Catholic health system co-sponsored by 13 religious congregations and Hope Ministries.



As part of a year-long celebration of its 50th anniversary, the Philadelphia chapter of the Public Relations Society of America sponsored a reception at the Union League to honor its past presidents, among them (circled in photo at right) Anne Klein (1979) and John Moscatelli (1993). The Philadelphia chapter was chartered by PRSA in 1953 and today boasts more than 450 members. During the anniversary observance, John (above) moderated a panel discussion of editors representing some of the top news media in the region.



AKA arranged for executives of the National Association of Investors Corporation (NAIC) to ring the opening bell at the New York Stock Exchange in March. In the top photo, AKA account executive Melissa Barr Jackson confers with Robert Zito, NYSE executive vice president for communications. In the bottom photo, NAIC Chairman Ken Janke (center left) and President Dick Holthaus (center right) applaud the start of the trading day with NYSE Chairman and CEO Dick Grasso (left) and Zito.

NICE WORDS

AKA's COO John Moscatelli has taught a crisis communications class at Rowan University for about 10 years. But sometimes, teachers are the last to know if they are having a positive impact on their students. John recently received these nice words: "Just wanted to tell you that our Crisis PR class proved to be a very worthwhile experience. I just had an interview with 'XYZ company' ... and a lot of the questions asked related directly to what was discussed in class. ... thank you for a very enlightening class..." John says that receiving appreciation like that is "what makes teaching a worthwhile experience."

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

Pinnacle Worldwide, a network of leading independent public relations firms around the world.



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will have on stakeholders and suggest the steps to take to do the right thing and tell people about the actions they have taken.

Clients expect that we will think about and provide communications counsel on the right approach to reaching out to neighbors and communities. Clients expect that we will think about the impact of change on employees and other internal audiences, and design communications programs that build and reinforce good relationships.

And our clients expect that they will receive the same level of professional consulting service as they expect to receive from their accountants or attorneys.

PR professionals need to remember that we have a higher role to play than just sending out news releases. When we keep that in mind, we reap the heartfelt appreciation of our clients. – A.S.K.

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