

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2005



In Praise of PR

by Anne Sceia Klein, Fellow PRSA

Public relations is so much more than snapping a photo or throwing a party or putting up some balloons.

Countering the few incidents lately where our business has been maligned, we cite the thousands of public relations professionals who every day help their organizations do a better job of communicating with their key audiences. We commend the strategic communications counselors who help their CEOs make key decisions about the right courses of action to take. We salute the PR staffs who help keep employees informed about their organizations' objectives, challenges, opportunities, problems and solutions. We applaud the community relations departments who strive daily to guide their organizations' resources to help their neighbors and others in the community live better lives. We admire the efforts of corporate contributions departments who make the difficult decisions regarding disposition of funds to advance the quality of life in so many ways.

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Awards

AKA WINS TWO PRSA AWARDS

Anne Klein & Associates received two first place awards for outstanding client programs at the 15th annual Pyramid Awards ceremony, held by the New Jersey chapter of the Public Relations Society of America in May.

One of the awards was for a community relations program created for Noramco, Inc., a Wilmington (Del.)-based subsidiary of Johnson & Johnson. The program was designed to demonstrate to its community that Noramco is dedicated to the health and safety of its employees and neighbors, and is committed to being a good corporate citizen. The program has been widely praised in the state of Delaware as a model that shows how businesses can give back to their communities.

The other award was for a media relations program created for BetterInvesting (formerly the National Association of Investors Corporation) that publicized the results of its Voice of the American Shareholder (VOAS) poll, created in conjunction with the research firm Harris Interactive. The VOAS campaign was the first conducted

primarily through the BetterInvesting Newsroom (www.betterinvestingnewsroom.org), an online media resource center designed by AKA to meet the financial media's growing need for immediate information delivered electronically. AKA's publicity efforts earned nearly \$4.2 million in publicity value for the VOAS poll and garnered more than 29 million media impressions in less than three months.



Proudly showing off their 2005 Pyramid trophies are AKA team members (left to right): Mike Gross, Nancy Farwell, Chris Lukach, Anne Klein and John Moscatelli.

The poll's results were mentioned by *The New York Times*, *The Associated Press*, *CBS Marketwatch*, *BusinessWeek*, *The Boston Globe*, *The Miami Herald*, *The Los Angeles Times*, and other top-tier media, as well as myriad local and regional publications, radio stations and extensive online postings.

AKA TO SPONSOR “ROPER REPORTS” PRESENTATION

AKA will sponsor the featured speaker for the September Executive Breakfast seminar of the Chamber of Commerce of Southern New Jersey. Paul Leinberger, senior vice president of GfK Group, publisher of Roper Reports, will review the results of his company’s latest consumer tracking survey and provide insight for strategic planners and corporate leaders. Roper Reports is the nation’s oldest tracking survey of consumer attitudes and behavior. AKA partnered with PNC Bank, sponsor of the Executive Breakfast seminar series, in order for Leinberger to make this special presentation to area executives. As the exclusive Philadelphia office of Pinnacle Worldwide, an international corporation of independent public relations firms, AKA has access to the Roper organization and has heard first hand Paul’s dynamic presentation style and his encyclopedic knowledge of consumer research.

AKA WELCOMES LIZ PARLETT



Liz Parlett

Elizabeth (“Liz”) Parlett has joined AKA as an account manager. Prior to joining us, Liz served as public affairs director for MWW Group in East Rutherford, N.J., where she specialized in media relations, coalition building and lobbying elected officials.

Previously, she was chief of staff for a New Jersey state senator. She has worked on several national and statewide political campaigns, including that of a former New Jersey governor. Liz earned her bachelor of arts degree in political science from Wheaton College (Mass.). She is a Christine Todd Whitman Excellence in Public Service Series scholarship graduate, and is a member of WISH (Women in the Senate and in the House) at the national level.

LUKACH PROMOTED

AKA associate Chris J. Lukach has been promoted to account executive. Since joining the firm in 2004, Chris has worked on the BetterInvesting and Thomson Scientific accounts in addition to healthcare-related programs. Chris has also contributed his time to professional organizations, serving on the 2005 Hall of Fame committee for the Philadelphia Public Relations Association and the committee organizing the Pepperpot Awards ceremony of the Philadelphia chapter of PRSA.

WE’VE BEEN BLOGGED!

Anne Klein was recently quoted in “Corporate Engagement,” a blog maintained by our Australian Pinnacle Worldwide partner agency, Jackson Wells Morris. The article, “Crisis in American PR,” discussed Anne’s dismay over the recent “dubious practices” of some U.S. PR firms, as outlined in Anne’s column in the spring 2005 issue of this newsletter.

DISCUSSION TIME

AKA COO John Moscatelli, a long-time volunteer member of the United Way of Southeastern Pennsylvania’s Marketing Advisory Committee, joined with two other Philadelphia area public relations professionals to lead a media relations discussion at a recent Marketing Summit for the region’s nonprofit agencies. More than 20 representatives of area nonprofit organizations heard the three communications experts talk about “Making Headlines - How’d They Get That Story?” The day-long summit was the result of the pro bono commitment of public relations and marketing experts from more than 20 different agencies and companies.

Anne Klein participated recently in a panel discussion, organized by the Philadelphia chapter of PRSA, on bridging the gap between PR and marketing. Anne led the group dialog on messaging. She noted that messaging establishes an organization’s position in the market and must be understandable, consistent and, most of all, credible. It is also important to remember that messaging is a key factor that differentiates an organization from its competition.



At the huge BIO 2005 convention in Philadelphia, AKA’s John Moscatelli (left), Anne Klein and Liz Parlett chat with Bob Lefebvre, vice president of Global Marketing for AKA client MDS Pharma Services of King of Prussia, Pa. AKA created a Web site and handled the publicity for the launch of The Biomarker Alliance (www.biomarkeralliance.com), a joint initiative of MDS PS and three other organizations.

MIKE AND CHRIS SPEAK AT ROWAN

In May, Mike Gross and Chris Lukach made a guest appearance at their alma mater, Rowan University, speaking to a graduate public relations class about what it’s like to work in a real-life PR agency. Their presentation turned into a two-hour interactive discussion with the students covering topics including client relationships, counseling executives and time management. Recent grads, Mike and Chris both were members of Rowan’s Public Relations Student Society of America chapter. Chris served as president during the 2003-2004 term when the chapter was named “Outstanding Chapter in the Nation.”

Spotlight on a Client

AKA HELPS SOCIAL SERVICE AGENCY REFOCUS, REFINE ITS IDENTITY

With the help of Anne Klein & Associates, Diakon Lutheran Social Ministries is moving into a new future, strengthening its brand and creating awareness of its new and expanded service offerings to all generations.

Diakon Lutheran Social Ministries was created on Jan. 1, 2000, by the affiliation of Lutheran Services Northeast and Tressler Lutheran Services. Both organizations had histories of service to children that date to the 1800s. Based in Allentown, Pa., the combined organization each year serves more than 50,000 persons in Pennsylvania, Maryland and Delaware.

With its name derived from a Greek term for service, Diakon's programs today include continuing care retirement communities, a range of children and youth services, congregational services, counseling, family life services, hospice care and much more.

AKA has been assisting Diakon on two fronts: creating a more vibrant and universally recognized brand image, and guiding the organization through the

announcement of a major restructuring in order to refocus its mission.

The restructuring resulted in the divestiture by Diakon of its free-standing



assisted living and skilled nursing facilities. Projections from market analysis made it clear that Diakon would be able to help more people over time by focusing its resources and attention on enhancing its senior living communities, and expanding its community and family services.

AKA, in close partnership with Diakon's Vision Team, developed a comprehensive, targeted communications campaign designed to deliver Diakon's message about its restructuring as directly as possible to the many key audiences involved, with a special emphasis on reaching the internal audiences. The announcement, in mid-March,

went as planned, with generally very positive feedback and media coverage that was both neutral and minimal.

With this major announcement accomplished, Diakon is now preparing to re-launch its brand to help both its internal and external audiences better comprehend who and what Diakon is all about. AKA is in the process of developing a long-range strategic marketing communications plan for Diakon that will be a roadmap to creating better understanding and more widespread support for Diakon and its mission of service.

Diakon's leadership has been pleased with the effort. CEO Daun McKee wrote, "The relationship between Diakon and AKA has been a very productive one. The company has provided us with background research to confirm our focus on Diakon as our brand, letting us know which and how well various messages reached our constituents and directions we should go. AKA has also been very good in integrating their efforts with the work of our internal communications office."

Client News

AKA has been working with **Princeton HealthCare System** on its community outreach program as the University Medical Center at Princeton makes plans to relocate. The hospital has outgrown its site and must move in order to continue to provide high-quality service in the coming years. In addition to giving advice and counsel on the outreach plan, AKA has provided writing and editorial assistance as part of a communications program to foster open dialogue with neighbors, the community and local government officials.

AKA recently provided editorial support to **BetterInvesting** (formerly the National Association of Investors Corporation) Vice President of Development Robert O'Hara for his May testimony to the Financial Literacy and Education Commission of the U.S. Department of the Treasury. AKA helped draft

O'Hara's testimony and create handouts and presentation materials. The testimony stressed the need for more investor education programs in the United States.

AKA's fingerprints can be seen in "The Little Book of Big Value," a marketing brochure from **Thomson Scientific**, a business of The Thomson Corporation. The brochure supports *ISI Web of Knowledge*SM and features testimonials spotlighting *ISI Web of Knowledge* users from across the globe. In addition to their use in marketing materials, the testimonials gathered by AKA have been referenced in speeches and international events and posted on the Thomson Web site.

AKA associate Mike Gross attended the School, Home & Office Product Association's (SHOPA) Kids In Need National Summit in June on behalf of client

Noramco, Inc., and Noramco Neighbors, a committee of community leaders in Wilmington, Del. One of its goals is to raise academic performance and foster a better educational environment in area schools. By working with SHOPA, Noramco Neighbors plans to establish a Kids in Need resource center that will offer teachers and community organizations free school supplies in areas where children need them the most. It is part of a larger commitment to education that Noramco, a Johnson & Johnson subsidiary, has made to its community.

During the summit, Mike was asked to give a presentation on media relations to representatives of the nonprofit resource centers in attendance. Mike stressed the need to learn about their local media and build lasting relationships with them. Mike was also quoted in SHOPA's news release regarding the Summit.

In Praise of PR

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We thank the special events teams who see value in sponsoring community programs from little league teams to major athletic events. We say bravo to the investor and shareholder relations department personnel who do their utmost to report the financial position of their organizations, in good times and in bad. We admire the media relations teams who are open and honest and strive daily to be responsive, reliable and credible news resources for overworked and deadline-oriented journalists in search of one more good story. And we cheer on the counselors

in outside firms who provide much needed additional resources to assist in-house staffs across a spectrum of communications specialties.

We may never be able to stop someone from taking cheap shots at the PR profession, and there will always be some who profane the profession through ignorance, stupidity or venality. But I stand proud to be numbered among those who help make a real difference and who know how important it is, simply, to do the right thing.

A.S.K.

NICE WORDS

On winning the Pyramid awards:

“Great news. You guys are good at your job and have been a great help to us not only in the community outreach work, but in the other areas where we’ve needed public relations assistance. I look forward to continuing our work together.”

**Vince Kranz, EHS Manager
Noramco, Inc.**

“This is fantastic news of which you should all be so proud. I’m so proud of our team. Nice work guys!”

**Debbie Keipper
Vice President, Marketing
BetterInvesting**

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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