

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2006



In Friends We Trust

by Anne Sceia Klein, Fellow PRSA

Where did you get your most recent restaurant recommendation? How did you learn about a great new boutique? Or discover a relatively unknown, unbelievably wonderful travel destination? Chances are, it was from a friend.

At a public relations conference we attended recently, a noted futurist reminded us that we are becoming more “tribal” in our society. With the deluge of information thrust upon us each day, we don’t know who or what to believe. So we rely on our friends. They could be experts in a certain category of product. Or they are devoted fans of a brand. We ask their advice, then we make our selection or purchase based on their recommendations.

This phenomenon is called word-of-mouth. Companies that sell products and services are learning that they can help *build* word-of-mouth with carefully designed communications programs. It starts with identifying the experts in your product category and pinpointing the

(Continued on last page.)

Honors & Awards

ANNE INDUCTED TO HALL OF FAME AT ROWAN UNIVERSITY

Anne Klein was inducted into Rowan University’s Public Relations Hall of Fame during the 29th annual graduation dinner of the Anthony J. Fulginiti chapter of the Public Relations Student Society of America (AJF/PRSSA). The honor recognizes Anne’s outstanding contributions to the public relations profession, the community and the chapter.



Anne Klein receives her Hall of Fame plaque from Tony Fulginiti.

Also inducted during the ceremony in April was Tony Fulginiti, longtime Rowan professor and an AKA senior counselor. Anne and Tony founded the Rowan PRSSA chapter in 1976, and Anne has been the professional advisor since its founding.

The Rowan Public Relations Hall of Fame was established to recognize public relations professionals of national prominence. Previous inductees include Betsy Plank and the late Patrick Jackson.

“This year we’ve recognized two of our own South Jersey professionals who have given our region public relations visibility for decades,” said Dr. Suzanne Sparks Fitzgerald, chair of Rowan’s public relations department. “Anne Klein and Tony Fulginiti personify what it means to be a professional and a public relations practitioner.”

AKA WINS TWO PYRAMID AWARDS

Anne Klein & Associates Inc. (AKA) received two first place Pyramid Awards for excellence in public relations from the New Jersey chapter of the Public Relations Society of America (PRSA/NJ). The awards were presented at the chapter’s annual awards banquet in June.

One of the awards, in the “Marketing Communications” category, was for “Launching the Biomarker Alliance,” a program developed and executed for MDS Pharma Services. The program included creation of a Web site (www.biomarkeralliance.com), a media kit and a press briefing.

The second award was in the category of “Special Publications,” for a direct-mail brochure, “Defining the Future of Princeton HealthCare System.” It informed the public of the system’s decision to relocate and build a new hospital, thanked the community for its input and support, and outlined the benefits that the new hospital will offer. At public meetings, members of the community, even when disagreeing with the hospital’s decision to move, have thanked PHCS for its openness and efforts to involve the community throughout the strategic planning process.

STEFANONI GRADUATES FROM INTERN TO ASSOCIATE

Arianna M. Stefanoni has joined AKA as an associate after serving an internship this past year. Arianna recently received a bachelor of arts degree in communications with a specialization in public relations from Rowan University. As an undergraduate, she served as president of the university's chapter of the Public Relations Student Society of America. She was also an account executive with the chapter's student public relations firm, PRaction.



Arianna has received numerous awards for her academic achievement and demonstrated leadership. Her achievement awards include a Gold Key (the highest honor bestowed upon a member of PRSSA), a Presidential Citation and the Betsy Plank scholarship from PRSSA; the Anthony J. Fulginiti Gold Medallion as outstanding graduating public relations senior from the Rowan chapter; the Future Public Relations Professional Award from the New Jersey chapter of the Public Relations Society of America; and the Brodey Student Achievement Award from the Philadelphia Public Relations Association.

Arianna Stefanoni

ANNE ON CHAMBER PANEL

Anne Klein emphasized the importance of advance planning for communications during a crisis, as part of a panel discussion entitled "Business 101 Emergency Planning: Will you be ready when disaster strikes?" The session was presented by the Chamber of Commerce of Southern New Jersey. Anne urged every company to have a crisis communications plan ready, because it's too late to coordinate communications efforts effectively after the crisis has hit. She also advised her audience to update plans regularly and to remember that it CAN happen to them.

JERRY GETS TWO NEW POSTS

AKA EVP Jerry Klein has been elected a vice president of the Broadcast Pioneers of Philadelphia. Jerry, who spent the early part of his career in broadcast news, has been a member since 1993. The nonprofit organization was founded in 1962. In addition to hosting educational seminars and awarding scholarships to students studying communications at local colleges, Broadcast Pioneers holds an annual Person of the Year and Hall of Fame dinner at which it recognizes persons who have made significant contributions to the field of broadcasting and communications.

Closer to home, Jerry was nominated and elected to the board of trustees of the Old Taunton Colony Club, the governing association of the community where Anne and Jerry live in Medford, N.J. Jerry is also webmaster of the community's Web site (www.tauntonlake.org) and has produced the organization's newsletter for more than ten years.

PINNACLE NEWS

Jerry has also been re-elected chairman emeritus of Pinnacle Worldwide, an international network of leading independent PR firms. He previously held the positions of treasurer, president and chairman. Anne is currently membership chairperson and has recently recruited new Pinnacle members in



Jerry Klein (right), chairman emeritus of Pinnacle Worldwide, congratulates newly elected chairman Ron Hanser of Des Moines, Iowa, while former chairmen Henry de La Garza of Houston and Joe McCarthy of Minneapolis, one of Pinnacle's founders, look on at the organization's spring meeting in Savannah.

Atlanta, Georgia; Buffalo, N.Y.; Halifax, Nova Scotia; Tokyo, Japan; and Wellington, New Zealand. Anne and Jerry also are currently involved in helping plan Pinnacle's 30th anniversary meeting, to be held in London in October.



AKA's Michael Gross (left) and Christopher Lukach (right) with Amy Franco Rodriguez of Princeton HealthCare System at the Pyramid Awards ceremony (see story, front page).

MIKE GROSS RECOGNIZED

AKA account executive Michael Gross recently received a certificate of appreciation from the Christina Partners for Excellence for his involvement in its Bridge-to-Employment (BTE) program. The BTE program provides after-school support, summer programs, service learning and mentoring to 20 students in the Christina School District in Wilmington, Del. The program is funded by a grant from Johnson & Johnson and is the result of a partnership among the Christina Partners for Excellence; AKA client Noramco, Inc. (a subsidiary of Johnson & Johnson); Noramco Neighbors Committee (a community outreach initiative that AKA helps Noramco manage); the Christina School District; and several area community organizations. Mike was instrumental in getting this program off the ground by providing assistance with media relations, meeting coordination and identifying key community leaders whose involvement would be beneficial to the program.

Spotlight on a Client

AKA HELPS THOMSON SCIENTIFIC REINFORCE ITS MARKET LEADERSHIP

With more than fifty years of experience in pioneering tools for researchers and scientists across all disciplines, plus a diverse roster of product offerings and a wide array of satisfied customers, Thomson Scientific has a lot to say. And AKA helps the company say it. For the past three years, AKA and Thomson Scientific have been embarked on a public relations program that reinforces Thomson's market leadership position, its history of innovation and its role in expediting research across the globe.

Thomson Scientific was formed when Thomson ISI merged with Derwent in 1999. Thomson ISI had been created in the early 1990s when the Institute of Scientific Information, the pioneer in citation analysis and the scientific field of bibliometrics, was purchased by the Thomson Corporation. The organization's innovative work is responsible for numerous advances that make the jobs of researchers easier. One might say it is a "partner" to the research community.

To reinforce this position in the marketplace, AKA develops media relations campaigns that highlight Thomson Scientific's partner role with its academic and government users. Our most successful campaigns stress items of interest to the research community (and often the general public), such as distilled research rankings, notable Web content, and new client partnerships. AKA-assisted campaigns have yielded

results in key trade publications such as *Science*, *Nature*, *The Scientist*, *Information Today* and *Information World Review*, as well as general-circulation publications such as *Forbes*.

One particularly notable campaign, begun in 2003, is the Thomson Scientific Laureates program. Named every year just before the awarding of the Nobel Prize, Thomson Scientific Laureates are highly influential researchers who are likely candidates for Nobel Prize



distinction in the fields of Chemistry, Physics, Medicine and Economics.

The Laureates are selected by Thomson's contract research team, which uses a set of criteria to measure the researchers' influence within their fields. Research citations are, after all, an acknowledgment of the researchers' contributions — as well as Thomson's area of expertise. AKA and the communications team at Thomson Scientific spread the word about its Laureates, with notable results. For example, the 2005

Thomson Scientific Laureates picks were referenced in the *Wall Street Journal* as well as by The Associated Press and Reuters wire services.

In addition to our diverse media relations activities, AKA has had the privilege of working directly with Thomson Scientific customers. Over the past few years, AKA has interviewed Thomson customers from across the globe (from as near as Philadelphia and as far as Melbourne, Australia), for testimonials and case studies on a number of its products and services. Among them are Thomson Scientific's capstone citation-indexing program *Web of Science*[®]; the *Century of Science*[™] expansion to the *Web of Science*, which archived relevant scientific information from as far back as 1900; and the soon-to-be-released *Journal Use Reports*, a collections-development tool for information professionals at university libraries.

The case studies and testimonials that AKA has developed for Thomson Scientific have been put to good use through myriad Thomson marketing materials — from Web sites to brochures to trade show handouts — and have been referenced in executive speeches and presentations at conferences and international award ceremonies.

AKA looks forward to continuing to tell the proud story of Thomson Scientific and reinforcing its market leadership position in new, creative ways.

Client News

AKA is working with ABC-TV's "Good Morning America" on a series of features aimed at encouraging viewers to participate in investment clubs. The first two segments aired on June 1 and July 10. The features are being developed in cooperation with AKA's client of nearly 25 years, **BetterInvesting**, which the first feature referred to as the "gold standard" in investment club education. AKA, BetterInvesting and Good Morning America's producers are currently working on additional segments as well as Web site links and other shared resources.

AKA recently provided community relations counsel to and developed materials for **Albert Einstein Healthcare Network**, a major not-for-profit healthcare network in the Philadelphia region. AEHN is hoping to build a new hospital in the region.

AKA is providing public relations counsel for the **Healthcare Research & Development Institute (HRDI)**, a national consulting organization composed of executives and corporations in the healthcare industry. HRDI

provides valuable market research aimed at improving services and products, with the ultimate goal of benefiting patients.

AKA worked with **Main Line Health** on a community outreach program aimed at gaining community acceptance and support for the suburban Philadelphia hospital system's plan to build a new hospital in Delaware County, Pa., west of Philadelphia. It would be the first new hospital in the county in almost four decades

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loyal devotees of your brand. At the highest levels of word-of-mouth marketing, you will find a category of loyal users of your products – called the evangelists – who will start talking about your product without prompting.

We're not talking about paying people to talk about your products. Reputable communicators agree that is unethical, plus it usually does not work very well.

A good word-of-mouth marketing program is highly sophisticated. It begins with research to develop a thorough understanding of the customer base and the market, and then builds

relationships with your evangelists to help them understand your offerings even better.

So, think about that last restaurant recommendation or the great new vacation spot. Chances are, an "evangelist" friend told you about it. The more evangelists a company can develop, the greater the sales.

To learn more about word-of-mouth marketing, contact us. Anne Klein & Associates is part of a team of Pinnacle Worldwide offices offering word-of-mouth marketing services to our clients.
A.S.K.

Nice Words

"Thanks so much for all your help with our 'GMA's Investment Club' segment. The segment turned out great and everyone at Good Morning America loved it."

*Micelle Hord
Good Morning America
ABC News, New York*

"Thank you for a great presentation [of the branding campaign]. Everything went extremely well and people were talking about the campaign ... it showed their involvement in and excitement over the launch."

*Bill Swanger
VP Corporate Communications
Diakon Lutheran Social Ministries*

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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