

# KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2008



## Networking 101

by Anne Sceia Klein, Fellow PRSA

*"Omigosh, what's her name?"*

Ever experience that awkward moment when you can't remember someone's name? It happens to all of us. Seeing someone occasionally or out of context or after some time has passed can result in a seemingly endless second of brain freeze.

Knowing this, each of us can take some personal responsibility to help make sure it doesn't happen to the "other guy." When we're out and about, ready to meet and greet, let's all make a pact ... we'll make a point of introducing ourselves, again.

Sure, it would be nice to think that we made such an amazing impression that no one could ever possibly forget us. And perhaps we are right. Then again, if not, why not just help the other person by simply saying, "Hi, I'm [your name], it's a pleasure to see you again." Or, "Hi, I'm [your name] ... we met last year at the PRSA convention in Philadelphia."

By giving your name and some clue as to how you know each other, you can graciously ease an awkward situation and earn the gratitude of the person you are connecting with.

*(Continued on last page.)*

## Extracurricular Activities

### ANNE SPEAKS ON CRISIS, ENVIRONMENTAL AND WOMEN'S ISSUES

Anne Klein was in considerable demand as a speaker over the last few months. In March, she was the guest speaker for the Jersey Shore Public Relations & Advertising Association, which asked her to reprise a presentation she gave in Philadelphia last fall. "How Not to Drown in an Ocean of Green" gives a brief history of the environmental movement and explains how to gain recognition for an organization's "green" efforts while avoiding accusations of "greenwashing" (claiming to be environmentally sensitive, but not really doing it).

In May, Anne was a featured speaker at the annual conference of the New Jersey Emergency Preparedness Association, held in Atlantic City. Anne spoke about crisis communications planning, and specifically the need to integrate "rapid response" capabilities into an organization's crisis plan. "Since the advent of the 24/7 news cycle, organizations facing a crisis no longer have the luxury of spending hours gathering information and preparing statements for their



*Anne speaking at the Women's Business Forum as AmeriHealth CEO Judith Roman and moderator Renee Vidal, Esq., look on.*

employees, key outside constituencies and media. When your organization is in a crisis, you need to be able to reach your key audiences fast," Anne noted. Her presentation highlighted some of the latest technology that enables organizations to quickly and directly reach their audiences via the Web, email, text messages, phone calls and voice mail.

In June, Anne was one of three prominent female CEOs on the keynote panel at the annual Women's Business Forum sponsored by the Burlington County (N.J.) Chamber of Commerce and the Burlington County Advisory Panel on Women. On the panel with Anne were Judith Roman, president and CEO of AmeriHealth New Jersey, a major health insurance provider; and Lorraine Kay, founder and CEO of Kay Construction Co., a multistate general contractor, construction and project management firm. The three discussed issues including how one prepares for and becomes a CEO, balancing work and personal life, and succession planning.



*Anne receives a certificate of appreciation from Eileen Unger, chair of the N.J. Emergency Preparedness Association's annual conference.*

## SENIOR COUNSELORS MEET TO KEEP EACH OTHER CURRENT

Reputation management, politics and blogs were just a few of the topics discussed at the most recent AKCG Senior Counselors ALLIANCE meeting. Senior counselor Ann Higgins shared some advance information about a survey she orchestrated with the Public Relations Society of America's (PRSA) Counselors Academy and *PRWeek* about ethics and reputation management. The good news is that clients want public relations firms with strong reputations for ethical behavior. The bad news is that the public relations industry does a better job protecting its clients' reputations than its own. Senior counselor Dan Cirucci led a discussion on blogging, supplemented by an impromptu tutorial by senior counselor David Kirk, APR, Fellow PRSA, on "monetizing your blog" (that is, how you can make money from your blog). The ALLIANCE members meet several times a year to share information and develop stronger relationships. Individually, the ALLIANCE members augment the AKCG staff with skills and experience to benefit clients with special needs on a cost effective basis. More information on the ALLIANCE and its members is at [www.annekleincg.com/counselors](http://www.annekleincg.com/counselors).



*Dan Cirucci (standing) addresses the AKCG Senior Counselors at their June luncheon.*



*Senior counselor Sylvia Kauders hosting the symposium marking the 75th anniversary of the Screen Actors Guild.*

AKCG senior counselor Sylvia Kauders created, produced and emceed a symposium entitled "**Anatomy of a Motion Picture**" in June to mark the 75th anniversary of the Screen Actors Guild. Sylvia, a SAG member and veteran actress of stage, screen and television, assembled 10 panelists, all top professionals in areas of filmmaking including screenwriting, casting, directing, cinematography, special effects, editing and promotion. You can see a list of Sylvia's extensive film and TV credits at [imdb.com](http://imdb.com).



*Chris Lukach at Temple University, talking about "Getting Started and Getting Ahead."*



*AKCG account managers and co-owners Mike Gross and Chris Lukach (at left) joined members of the Philadelphia Public Relations Association (PPRA) on a special trip to our nation's capital in April. After a lunch at the National Press Club and a fascinating visit to the reopened Newseum (museum of news), the group was treated to a rare peek at the James S. Brady Press Briefing Room in the White House. Chris served as PPRA's vice president of communications during the 2007-2008 year and will serve as vice president of programs for the 2008-2009 year. Also in the group was AKCG senior counselor Dan Cirucci (center front).*

Chris Lukach participated in a Temple University panel discussion, "**Getting Started and Getting Ahead,**" sponsored by the Philadelphia Ad Club in April. The panel – comprising practitioners from all sides of the marketing mix – shared with students the things they need to know about getting their first jobs in the industry.

Then, in June, Chris presented "**Social Media 101,**" an introduction to new and social media tools to members of the International Bridge Tunnel and Turnpike Association at its Organization Management Workshop meeting in Philadelphia. Chris's analysis of the tools and their utility in public relations programs was well received by the more than 70 attendees.

## AKCG JOINS HAP/DVHC

As our healthcare business continues to expand, we at AKCG felt a need to be more connected with our clients and prospective clients. So the firm has joined the Hospital & Healthcare Association of Pennsylvania/Delaware Valley Healthcare Council. By participating in the organization, AKCG staff members will become more involved in evaluating the issues, challenges and opportunities facing the healthcare industry, making them an even more valuable resource to our healthcare clients.



# AKCG NAMED APPROVED PROVIDER FOR UNITED EDUCATORS

**United Educators** (UE), a member-owned insurance company specializing in educational institutions, has approved AKCG as a crisis response firm designated to assist its institutional clients, should a need arise. A school's UE insurance policy may include external crisis communications support coverage. To offer its insureds access to top notch crisis communications counsel and support, UE selected several PR firms from around the country based on their members' recommendations and the firms' expertise in crisis communications. AKCG was one of eight firms selected.

In April, **Harrah's Entertainment Atlantic City** became the first gaming corporation ever to receive an Environmental Quality Award, the highest recognition given by the U.S. Environmental Protection Agency's (EPA) Region Two. AKCG publicized Harrah's commitment to environmental sustainability with a highly targeted media campaign. The story appeared in a wide variety of media, including hotel, finance, general circulation and international outlets. Coverage included *AOL Money & Finance*, *Business Week*, *CondeNast Portfolio*, *Forbes*, *Hotels Magazine*, *International Business Times*, *Newsday*, *Press of Atlantic City*, *Yahoo! Finance*, and many more.

Harrah's let Philadelphia residents "hit the jackpot" with free overnight stays at its new 44-story Waterfront Tower in Atlantic City. On May 20, models with the Harrah's logo painted on their tube-tops handed out room keys to lucky folks who happened to be passing by the corner of 15th and Market streets. Those receiving the keys could reserve a complimentary room for Thursday, June 12. This event was part of Harrah's Resort Atlantic City's \$1 million "Giving Away the House" promotion in four east coast markets that also included New York City, Washington, D.C., and Baltimore. AKCG's role was to help promote this event to Harrah's targeted demographic and provide on-site support. Our media outreach resulted in an on-air interview on a popular Philadelphia radio show the morning of the giveaway.

AKCG supported Pinnacle Worldwide partner Hanser & Associates (Des

Moines, Iowa) for the Northeast launch of its client **megabus.com**. Megabus, which provides bus service between New York City and several other East Coast cities with fares as low as \$1 every day, began service in Philadelphia and Baltimore on May 30. In supporting the launch in these cities, AKCG assisted in securing media coverage in *The Philadelphia Inquirer* and *The Baltimore Sun*, on Philadelphia's KYW Newsradio, and on TV news programs on the Philadelphia CBS, NBC and Fox affiliates, as well as the Baltimore NBC affiliate.



*AKCG placed news of Harrah's EPA award on the PR Newswire display in New York's Times Square.*

The AKCG team has begun work with **Bon Secours Baltimore Health System** on a program to reinvigorate the system's brand identity. Bon Secours Hospital, the system's main facility, is located in West Baltimore where it serves a large urban patient base. Bon Secours is actively engaged in programs through both the hospital and its foundation to build a healthier community, and has engaged AKCG to help position Bon Secours more prominently and positively in its area.

AKCG is again working with **Diakon Lutheran Social Ministries**, this time to develop an online community for the organization's Adoption and Foster Care

program participants. AKCG is using social media tools to develop an engaging environment for adoptive and foster parents to share stories and experiences, ask and answer questions, and provide resources for other parents. AKCG previously conducted a major branding campaign for Diakon.

Philadelphia's **Fox Chase Cancer Center** has retained AKCG to advise on communications as the center develops and implements plans for a major, multiyear expansion program. Fox Chase recently announced it is exploring a proposal to build a second campus in Delaware. It is also committed to vigorously growing and expanding its existing campus in Northeast Philadelphia. Fox Chase is the region's only institution devoted entirely to research, prevention and treatment of cancer. It is consistently ranked by *U.S. News & World Report* as the top cancer center in Pennsylvania, New Jersey and Delaware, and it ranked 11th in the nation in 2007. Fox Chase scientists have won two Nobel Prizes and numerous other scientific honors.

AKCG helped **St. Agnes Continuing Care Center**, a member of Mercy Health System headquartered in Conshohocken, Pa., prepare for a planned transition in service offerings. The AKCG team worked closely with the leadership of Mercy Health and St. Agnes to anticipate communications challenges and address both the positive and negative aspects of the transition for this venerable South Philadelphia landmark.

The firm worked with **Lehigh Valley Hospital and Health Network** (LVHNN) to address significant issues related to discussions with financially troubled Sacred Heart Hospital, another Allentown, Pa., healthcare provider. The LVHNN-AKCG team approached the challenge by focusing on the question, "What is the right thing to do?" The discussions between the two hospitals resulted in a win-win for both providers, which was reflected in very positive and balanced reporting when the story broke in the news media.

*(Continued on last page.)*

## Networking 101

"Gee, can I join in?" All of us go to networking events. What's very noticeable is that many of the people there aren't networking. Caution, fear or misplaced manners all conspire to keep many in the room isolated.

The expectation at a networking event is that people network. Stand up straight, put a smile on your face, walk up to that little group in the corner, stick out your hand and say, "Hi, I'm [your name], and it's a pleasure to meet you!" They'll be glad to meet you, too, and happy that you broke the ice.

"Are we done yet?" As the ballad advises, "Know when to fold 'em." Don't overstay your welcome when

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networking. The point is to meet more people. So, when you've spent some time with one person or group, don't be afraid to move on. Just smile and say, "I've enjoyed our conversation, and now I have some other people to see. Thank you." Shake hands and move on.

Use these networking tips and you'll meet more people, reinforce existing relationships, and create new business opportunities or new circles of friends. And that is what networking is all about.

*A personal note: With deep sadness, we note the passing of Kathryn Lucas Sceia, my mother, on July 2. She would have turned 96 on July 22. — A.S.K.*

## CLIENT NEWS

(Continued from page three.)

**Rodale Institute**, a pioneer in organic agriculture, recently launched an outreach campaign based on its research showing that farmers significantly reduce global warming by using organic farming which pulls carbon dioxide from the atmosphere and stores it as carbon in the soil. In preparation for this multimedia outreach effort, the Kutztown, Pa., institute called upon AKCG to provide media training for its senior management. The AKCG team led them through the do's and don'ts of interviewing with the news media, with emphasis on message development and delivery. The training was very helpful in gaining extensive media interviews and pick-ups of their story.

**Anne Klein Communications Group** is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States. It is a member of **Pinnacle Worldwide**,



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