

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2010



BP Weary

by Anne Sceia Klein, Fellow PRSA

It's been more than two months, and every day news commentators hurl another criticism at BP. The President continues his war with the company. Gulf Coast residents and businesses sink deeper into despair. And people are growing weary of the company's and the government's unsuccessful attempts to cap the well. Opinions abound about what could be done and what is not being done. And as this newsletter goes to print, the relief well has not been completed.

The oil industry always was an easy target for widespread public criticism that has escalated since the Arab oil embargo in the early 1970s. We need oil, but we strongly dislike the companies who provide it to us. When no emergency exists, we forget about oil companies. But when a crisis occurs, our anger resurfaces.

I worked in the oil industry during the oil shortage of the late 1970s and early 1980s. I worked for a good company. A responsible company. A company willing to put its CEO and others out there to explain what was going on and what the company was

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Awards

BIG NIGHT AT NJ PRSA AWARDS

Anne Klein Communications Group received an impressive total of five Pyramid Awards for excellence in public relations from the New Jersey chapter of the Public Relations Society of America at its 20th annual awards banquet in June.

One of the five awards was the highlight of the evening, recognizing AKCG Chief Operating Officer and Senior Vice President John Moscatelli as the 2010 Public Relations Professional of the Year. John is the second AKCG executive to receive this honor as Founder and President Anne Klein was named the PR Professional of the Year in 2002.

Two of the firm's four campaign-related awards came for work AKCG did with client Diakon Lutheran Social Ministries in jointly developing and facilitating an online community forum. The firm's entry, entitled "Building Our Adoption & Foster Care Community," won a Pyramid award in the category of "Digital Communication/Social Media" and an honorable mention in the category of "Online or Interactive Technology."

In the category of "Crisis Communications," AKCG teamed with client St. Mary Medical Center to win a Pyramid award for an entry entitled "Planning For Pandemic," a communications plan that prepared the medical center for a severe



AKCG COO John Moscatelli receiving the 2010 Public Relations Professional of the Year Award from Ken Hunter, president of the New Jersey chapter of PRSA.

H1N1 flu outbreak. Fortunately, the plan did not have to be implemented.

The fourth Pyramid Award won by the firm was in the "Feature or News Articles, Op-Ed" category. The entry, entitled "Reinforcing the Firm's Thought Leadership Position," was a feature article written by John. Published in *Inside Healthcare*, the article offered insights into the expanded IRS tax information reporting requirements for non-profit healthcare providers.

HIGH HONORS FOR BONNEM

AKCG Senior Counselor Shirley Bonnem, a former vice president of The Children's Hospital of Philadelphia, was named the 2010 recipient of the Richard D. Wood Distinguished Alumni Award by the Children's Hospital Alumni Organization.

The organization's membership includes pediatricians who completed

their pediatric residencies or fellowships at the hospital as well as former members of the medical staff.

Shirley is only the second non-physician recipient of the award since it was presented to the man for whom it was named. Richard Wood was a former president and chairman of the hospital's Board of Trustees.

AKCG WELCOMES ROBERT JOHNSON TO THE TEAM

Robert N. Johnson has joined the firm as an associate. Previously, Robert worked as an account executive with a boutique PR firm in Philadelphia. There he developed the media relations and strategic planning skills so valued by AKCG clients. Robert received a Bachelor of Arts degree in communications, with a specialization in public relations, from Temple University.



Robert Johnson

In his free time, Robert volunteers to help spruce up parks in his new hometown of Philadelphia. As of June, he had devoted almost 300 hours to his volunteer efforts.

LUKACH TO LEAD PPRA

AKCG Vice President Chris Lukach was named president-elect of the Philadelphia Public Relations Association at the group's annual meeting. He will lead the organization in 2011-2012. Chris has served in a number of roles in PPRA, most recently as vice president of external affairs, overseeing the annual Gold Medal and Hall of Fame ceremonies. Founded in 1945, PPRA is the oldest and among the largest independent public relations organizations in the country.

ANNE NAMED AHA CHAIR

Anne Klein has been elected chairperson of the American Heart Association Central/Southern New Jersey Regional Board of Directors. She will serve a two-year term that began July 1. In this role, Anne will serve on the Executive Committee of the board and participate in decisions regarding mission and fundraising in a 13-county area. The mission of the American Heart Association is to build healthier lives, free of cardiovascular disease and stroke. The regional board supports statewide advocacy to protect public health, as well as educational prevention programs in heart disease, stroke, physical activity and childhood obesity. Anne's particular passion

is the Go Red For Women campaign that motivates women to learn about their heart health and protect themselves from cardiovascular disease.

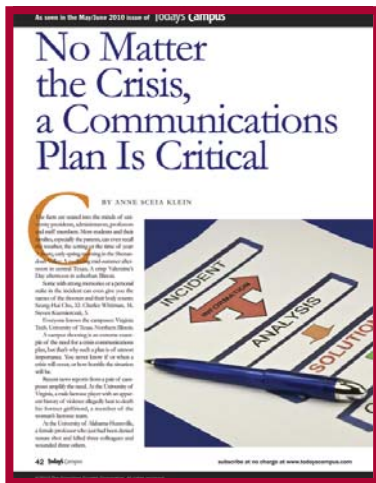
MOSCATELLI IN DEMAND

COO John Moscatelli has been elected to the Board of Managers of Travelers Aid Family Services Philadelphia, a non-profit largely devoted to helping homeless families secure permanent housing and the life skills to sustain their families and become productive citizens. John has served on the board twice before, alternating that with terms as an advisory board member. He has been active with Travelers Aid for more than 20 years, and also serves on its development committee.

John continues to be in demand as a speaker. Most recently, John provided a day-long lecture on crisis communications for members of the Public Relations Society of America's Philadelphia chapter preparing to take their Accreditation in Public Relations examination. For more junior members, John presented an evening lecture on strategic communications planning as part of the chapter's Public Relations Institute program. In addition to his PRSA appearances, John shared his thoughts on crisis communications with the American Institute of Architects of Philadelphia and AKCG Senior Counselor Diane Mitnick's public relations class at Philadelphia's University of the Arts.

TODAY'S CAMPUS ARTICLE

An article by Anne, titled "No Matter the Crisis, a Communications Plan is Critical," was published in the May/June 2010 issue of Today's Campus.



The piece explains why a crisis communications plan is critical for universities and outlines five steps to getting a plan started. Today's Campus is a magazine that targets higher



AKCG's Jerry Klein (left) has been elected president of Broadcast Pioneers of Philadelphia. Broadcast Pioneers is a 501(c)(3) charitable organization that hosts educational seminars, awards scholarships to outstanding undergraduate students studying communications at local colleges and, through its annual Person of the Year and Hall of Fame dinner, recognizes individuals who have made significant contributions to the field of broadcasting and communications.

At the organization's June luncheon, Jerry moderated a panel honoring 45 years of Philadelphia's all-news station, KYW Newsradio. Jerry himself was an editor, anchor and reporter at the station. The panel included the current morning anchor, two veteran reporters, a long-time general manager and an even longer-time engineer, and the station's first news editor. The event attracted the third largest luncheon attendance in the organization's nearly 50-year history.

education business executives with a readership of more than 36,000. Anne and Constance Neary, Esq., vice president of risk management at United Educators, have teamed up to write a second article for the publication. They will discuss the importance of communicating about good risk management practices in building the brand of a college or university.

KATE IN LEADERSHIP PROGRAM

Kate McDermott, senior account executive, participated in the 21st Century Women's Leadership Quarterly Program focusing on professional and personal development for women. This one-day workshop held at the Union League of Philadelphia included discussions led by international productivity expert Neen James and author Joan Walsh.

Spotlight on Social Media

“Social media” are more than buzz words. Social media channels, such as Facebook, Twitter, Wikipedia and countless others, are re-inventing the way individuals make decisions.

Social media offer a world of opportunities for communicators: they offer channels to communicate “soft news” — news that may not necessarily be of interest to a newspaper editor, but is of interest to your key audiences — without filtering by the media. Social media also can provide valuable market research and be a barometer for brewing crises. And, at the same time, social media allow for near-instantaneous communications, increasing the speed and efficiency with which communicators reach key audiences.

In recent months, AKCG has grown its social media practice, putting strategy into action and helping its clients take advantage of the opportunities social media afford them.

Already positioned as innovators in the social media world, **Lehigh Valley Health Network**, Allentown, Pa., this spring engaged AKCG to conduct a social-media analysis. AKCG analyzed the output and conversation taking place on LVHN’s social media sites over a three-month period, and assessed the “real state” of LVHN’s social media when compared with the goals for its program. In June, AKCG presented a series of recommendations based on the findings to help LVHN efficiently manage its social media activity, build on the already robust engagement of the site’s followers, and quantify and demonstrate its successes.

Also in June, AKCG Vice President Chris Lukach prepared and presented a

competitive analysis to 20 members of a **Thomson Reuters** task force devoted solely to advising a business unit’s social media practice. AKCG assessed the levels of engagement of the unit’s key competitors and identified best practices in communicating with its unique audience segments.

AKCG continues to assist long-time client **Diakon Lutheran Social Ministries** in creating Facebook pages to help the senior-living and social services organization engage its myriad audiences. Having created both a unique user community for parents involved with its Adoption & Foster Care program and an organization-wide Facebook page linking clients, residents, donors and employees with the organization, AKCG now supports the integration of multiple Facebook pages focusing on some of the group’s narrow audience segments.

Whether you’re building your social media presence from the ground up or simply looking to refine and better manage your social media strategy, AKCG can help. In the coming months, look for more information about how AKCG offers innovative social media programs for clients.



AKCG Senior Counselor Alan Tempest (in light shirt) directs a video shoot for NJAW (see story at right). The crew filmed at an Egg Harbor Township, N.J., home to demonstrate easy ways consumers can conserve water.

Client News

AKCG is providing media relations for long-time client **Hankin Management Company** as redevelopment continues at the former Frankford Arsenal in Philadelphia. A demolition ceremony this summer will signal the start of the next phase of building as several retailers are expected to join the new Shopping Center at the ARSENAL. The site, established as a small arms ammunition manufacturing facility in 1816 and now listed on the National Register of Historic Places, already is home to more than 1.4 million square feet of light industrial and office space known as the Arsenal Business Center.

Croda Inc., manufacturer of specialty chemicals for personal care, pharmaceutical, household and industrial markets, is expanding its recently formed Community Advisory Council. With the help of the AKCG team, it has developed a community newsletter called *The Point*. Croda’s CAC consists of neighboring businesses, community leaders, educators, emergency responders and residents living near the New Castle, Del., plant. Croda will distribute the newsletter throughout the New Castle area to inform its neighbors of upcoming events, plant activities and other important matters.

AKCG helped **Underwood-Memorial Hospital** organize a Community Advisory Panel as a way for the hospital to expand its two-way communication with its community. The first meeting of the group was held in mid-June.

AKCG is working with **New Jersey American Water** to produce two videos that illustrate ways in which consumers can conserve water both inside and outside the home. The educational videos will be a key component of an NJAW water-conservation partnership including Rutgers University and the N.J. Dept. of Environmental Protection.

Staff News (continued)

Anne Klein was a panelist at a seminar jointly presented by PPRA and the schools of Law and Communications at Temple University, examining how legal and communications strategies interact. The panelists included a professor of law, a practicing attorney and a *Philadelphia Inquirer* reporter. They discussed the legal, ethical and



practical issues related to public disclosure in a hypothetical case involving a pharmaceutical company faced with unexpected adverse patient reactions to one of its drugs. In the photo, Anne — role-playing as corporate PR counsel — is interviewed by *Philadelphia Inquirer* reporter Miriam Hill.

BP Weary

doing about it. When other companies were being criticized, I heard praise for Sunoco's efforts.

And so we did more. We held educational seminars for editors – given by geologists, oil workers, plant managers and service station operators – about what it was like to explore, produce, refine and market oil and its products. We made an honest effort to inform and educate. Our spokespersons knew what they were talking about; they had credibility.

So what is going on with BP? Who is advising them? Why are they making so many verbal missteps? Even if the

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BP people in the field are working their hearts out to fix the problem in the Gulf, the media focus instead on incredibly inappropriate comments and actions by executives.

Here's some advice, BP. While ads are okay, get credible BP field workers out there to talk about what the company is doing to fix the problem. Express your concern. Take the criticism where it is justified. Ask for help where you need it. Talk about the offers of help you have received but can't use for whatever reason. Go on with the recovery efforts and keep us much better informed. — *A.S.K.*

NICE WORDS

Attended the seminar on social media this evening. I was most impressed with [Chris Lukach]. He was knowledgeable and interesting. I also liked his poise and command of strategic thinking.

Rosalyn J. McPherson
President, The Roz Group
Philadelphia, Pa.

Please pass my congrats on to John [Moscatelli] for the story in the [March 4] issue of *PR Tactics*. This is what is needed for freshmen in J-school. Too few people graduating these days can write.

Rene A. Henry, Fellow PRSA
Author on various PR topics
Seattle, Wash.

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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