

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2011



To Everything There Is a Season

by Anne Sceia Klein, Fellow PRSA

I have never forgotten this simple line from Ecclesiastes. It was the theme of my Hammonton (N.J.) High School graduation many years ago. It was the season of commencement – of beginning – and we high school seniors were so excited as we anticipated our futures.

This May, I had the privilege of giving the commencement address for Rowan University's College of Graduate and Continuing Education. And once again, I felt the joy of being part of the season of commencement.

The season of commencement is also "a time to embrace." We at AKCG are proud to embrace Chris Lukach as our new senior vice president and chief operating officer. Chris moves into this role as John Moscatelli becomes a senior counselor with the firm. We thank John for his decade of service to the firm and our clients, and we are happy he will continue to work with our current and future clients.

"A time to build up...." We are confident that Chris will help us continue to build the firm with his energy, his intelligence and his enthusiasm.

(Continued on last page.)

Personnel

LUKACH NAMED SVP & COO

Christopher (Chris) Lukach, APR, has been promoted to senior vice president and chief operating officer. Chris succeeds John J. Moscatelli, APR, Fellow PRSA, who becomes a senior counselor with the firm. Chris has been a vice president and co-owner of the firm for four years. He joined the firm in 2004.

As COO, Chris will continue to serve clients while overseeing the operations of the agency. Anne Klein, founder of the firm, continues to be active in strategic planning, crisis and issues response, as well as new business and marketing efforts.

John, although stepping away from the day to day operations of the firm, will continue to serve a variety of AKCG clients.

Chris is president of the Philadelphia Public Relations Association (see story on next page), the youngest president in the organization's 65-plus year history. He is a frequent lecturer and author on social media and leads the AKCG social media practice. He has been instrumental in developing crisis communications plans and consulting with clients facing crises, and serves as a key member of the firm's spokesperson training team.

Honors and Awards

ANNE SPEAKS AT ROWAN GRADUATION

AKCG founder and president Anne Sceia Klein delivered the commencement address at Rowan University's graduation ceremonies for Master's and Doctoral students on May 12. Anne challenged each of the graduates to make a difference and leave a lasting legacy by having the courage to take risks, by being a leader, by acting with integrity and by giving back to the community.

She concluded by referencing a famous song to drive home her message:

"'Somewhere Over The Rainbow' is a song about dreams, and believing that wonderful things can happen. Today, I urge you to combine the message of 'Somewhere Over the Rainbow' with a parallel version of reality, which I call 'Somewhere Under the Rainbow.'

There's a world out there that we deal with every day, and it's not always perfect under that rainbow. But we have hope as we dream of another world – a



Anne speaking at the Rowan University graduate school commencement ceremonies, as university President Donald J. Farish (left) looks on.

happier world – somewhere *over* the rainbow. Bringing those worlds closer together – *that* is the unfinished agenda of our lifetime."

Staff News

ARCHER TRANSFERS PPRA PRESIDENCY TO LUKACH

When AKCG Senior Account Manager Beth Archer handed over the ceremonial gavel as the president of Philadelphia Public Relations Association at the organization's annual meeting in June, she passed it to a familiar face: Chris Lukach.



Chris Lukach



Beth Archer

Chris was inducted as PPRA's 2011-2012 president at the organization's annual meeting, which featured Philadelphia Mayor Michael Nutter as the guest speaker. Beth is now the chair for the coming year, after serving as president for 2010-2011. In addition, AKCG staffer Robert Johnson (recently promoted to account executive) will serve as co-chair for the group's social programs committee.

PPRA is one of the oldest and largest independent public relations organizations in the U.S. AKCG Founder and President Anne Klein was inducted into the PPRA Hall of Fame in 2004.

DISCUSSING AGENCY LEADERSHIP

In May, Chris led PR pros and entrepreneurs in a roundtable program, "From College to CEO," detailing a millennial's path to agency ownership, at the PRSA Counselors Academy conference in Las Vegas. Chris stayed out of the desert heat by also attending the Pinnacle Worldwide spring meeting and leading a discussion among agency principals on planning an exit strategy.

CRISIS SEMINARS

Anne and her business partner/husband Jerry, an attorney, presented two seminars on crisis communications planning this spring. The first was in Connecticut for member firms of The Nutmeg Group, a coalition of private secondary schools in Connecticut, all members of and insured by AKCG client United Educators. The second was in Baltimore, where Anne and Jerry spoke during the annual conference of the

American Association of Colleges of Osteopathic Medicine.



AKCG's Jerry Klein (center right) was a guest on "The Business of Sports," a talk show on Philadelphia's WHAT-AM, hosted by Bonnie Squires. Jerry spoke about the firm and Broadcast Pioneers of Philadelphia (of which he is president) and about still playing ice hockey in his 60s.

IS THAT REALLY A CRISIS?

Chris Lukach took to the pages of *Ad News*, the monthly magazine of the Philadelphia Ad Club, to share his take on what constitutes a real "PR crisis" ... and Charlie Sheen doesn't quite make the cut. Read the article at <http://tinyurl.com/LukachAdNews>.

Client News

The **St. Mary Medical Center** website, www.StMaryHealthcare.org (shown below), garnered national recognition by winning Silver in the 13th annual Web Health Awards program organized by the Health Information Resource Center. Following a year of research and developing new standards and capabilities, St. Mary launched its revitalized website in December 2010. AKCG's Chris Lukach was closely involved every step of the

way, helping steer the site's patient-focused design and architecture. The site's easy-to-navigate format assists current and prospective patients in their healthcare decision-making. Elements include patient testimonials, videos, daily health news updates, and prominent displays of quality data, in addition to detailed information about the medical center's high-quality care and services.



Anne and Jerry Klein are currently providing presentation training for two senior executives at a major Philadelphia organization. Over the course of several months, Anne and Jerry will work with the executives on structuring their presentation content, developing key messages and talking points, maintaining graphical consistency and improving their presentation techniques.



Following a rash of fires in the city of Camden, N.J., as well as vandalism of hydrants, AKCG helped client New Jersey American Water promote its proactive efforts to ensure that its hydrants in the city are in good working order. In the screen shot (above) from a WTXF-TV Fox 29 10 p.m. news broadcast, NJAW's Peter Eschbach discusses the importance of a well maintained water system to the residents of the city.

INTRODUCING THE FUTURE WITH A NOD TO THE PAST

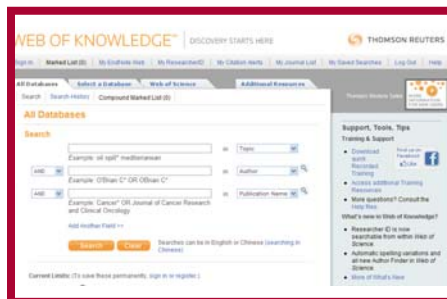
The Scientific business of Thomson Reuters introduced in March the new version of its Web of Knowledge, the latest iteration of a ubiquitous, powerful research and discovery tool. First introduced in 1960, WoK provides Internet access to the world's largest citation databases covering more than 100 years of scientific research in more than 12,000 professional journals and 110,000 conference proceedings worldwide.

Anne Klein Communications Group, working with Thomson Reuters for more than eight years, has developed in-depth understanding of the product and its users around the globe. When Thomson Reuters asked AKCG to help promote the release of the new Web of Knowledge, our team reflected on the nostalgia researchers – WoK's user community – felt for innovator Dr. Eugene Garfield and his original Web of Knowledge. That original WoK was a hard-bound library book known as the "Science Citation Index," released by the Institute of Scientific Information, or ISI (later purchased by Thomson).

Building on that nostalgia, AKCG conceptualized a media kit that would harken back to the "olden days" of research, when data was paper based and computers were in their infancy. We replicated an early Science Citation Index publication as the shell of the media kit and mounted beneath the front cover a



A 1960s marketing video shows a researcher using the "Science Citation Index," the original hard-bound book version of Thomson Reuters' Internet-based "Web of Knowledge."



The modern, Internet-based "Web of Knowledge."

flashdrive containing all the new WoK media kit materials. This allowed us to connect with the feelings of nostalgia, underscore the legacy of five decades of service and impactfully demonstrate how far the product has advanced: from a large, hard-to-use, dense book to a nearly weightless, easy-to-use electronic version accessible from any computer in the world.

To add to the legacy message of the media kit, one section of the USB kit was devoted to "Web of Knowledge History." For this section, AKCG compiled and produced a two-minute video showing a series of clips from 1960s marketing videos promoting the Science Citation Index. We also organized a timeline of WoK's history, stretching across five decades.

Thomson Reuters introduced the new WoK at the 2011 American College of Research Librarians Conference in Philadelphia. Company representatives received many compliments at the ACRL conference from interested attendees and media representatives. *Information Today*, the major trade publication serving Thomson Reuters customers, spotlighted the new Web of Knowledge in its May issue. Barbara Brynko, the publication's editor-in-chief, was particularly taken with the media kit, exclaiming it was one of the most creative approaches she had ever seen.

Best Practices: Crisis Communications Planning

REINVENTING THE CRISIS COMMUNICATIONS MANUAL

Throughout our nearly 30-year history, AKCG has brought comfort and stability to our clients' preparedness programs in the form of crisis communications plans – scenario-based roadmaps for navigating the incidents that can have a negative impact on a company's business or ability to operate.

While the framework and philosophy behind our crisis plans has remained the same, in recent years we've ramped up our crises plans on a number of fronts. These crisis plan expansions address the need for increased accessibility, and the challenge of responding to crises in the new media environment.

Accessibility – The days of lugging around a 10-pound spiral binder have long since passed. Recently, AKCG created (and has since refined) a USB thumb-drive application that ensures access to the plan's contents in an easy-to-use interface. All the while, access and editing restrictions keep the plan's core contents chiefly in the hands of the communicators.

The new media landscape – With the rise of social media comes a new slew of challenges for crisis communicators. The threat of crises and issues looms larger, audiences operate in many more channels, and communications must be near instantaneous.

To address these challenges, AKCG's plans have evolved to operate in the new and social media landscapes. Beyond adjusting each crisis scenario for social media audiences, AKCG has developed specific appendices offering guidelines on managing online rumors and engaging audiences through social media channels.

For more information about our Crisis Communications Preparedness services (including spokesperson training and preparedness drills) or to have AKCG revisit your existing crisis communications plan, contact Chris Lukach at Chris@annekleincg.com.

To Everything a Season

(Continued from front page.)

In my address to the Rowan students, I paraphrased a line from “A Psalm of Life” by Longfellow: *What will your footprints in the sands of time look like?*

I said I believed there are at least four ways one can leave a lasting legacy:

- By having courage to take risks.
- By being a leader.
- By acting with integrity.
- And by giving back to your community.

We expect Chris has many great years ahead of him, and we expect he will leave a very large footprint in the sands of time. — A.S.K.

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**,



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

NICE WORDS

Written to a colleague who asked for a recommendation of an agency: [AKCG is] the definitive agency in our region with a great wealth of talent and experience. ... I have made a new friend at the firm in Chris Lukach since [I joined] St. Mary. Chris is a very bright thinker and really can help guide you through such an endeavor day to day. [Part of our crisis communications plan] for the H1N1 virus won three professional awards in Philadelphia, New Jersey and nationally. ... I would give them the highest recommendation possible.

**Patrick Donohue, Director,
Marketing & Communications
St. Mary Medical Center
Langhorne, PA**

Thank you [Anne] so much for taking the time from your hectic schedule to participate in today’s PPRA Crisis PR program. I already have received some wonderful feedback from PPRA members who were in attendance. We greatly appreciate the expertise you shared with us, particularly in regard to crisis planning. I can think of no better person in the industry to advise our members on this topic!

**Ashley Berke
Vice President of Programs
Philadelphia Public Relations
Association**

AKCG is certified as a Woman Business Enterprise (WBE) by the Women’s Business Enterprise National Council (WBENC) and as a Small Business Enterprise (SBE) by the State of New Jersey.



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