

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2017



Looking Back, Looking Forward

by Chris Lukach, APR

We're more than half-way through AKCG's 35th anniversary year, and it has been a great deal of fun reflecting on where we've been while we refine the vision for where we're going. Needless to say, we've come a long way since the firm was founded in 1982 with an Apple II+ computer in a spare-bedroom office in Anne and Jerry's home.

But more than reflecting on all the ways in which we've evolved, I find it valuable and, well, reaffirming, to reflect on all the ways AKCG has remained very much consistent with its founding principles.

When Anne Klein began defining the firm three-and-a-half decades ago, she committed to creating a business focused on results, rooted in partnership and governed with integrity. I'm proud to say these traits continue to guide our firm today.

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Honors and Awards

LEGISLATURE CITES AKCG ON 35 YEARS

The New Jersey Legislature issued a Joint Resolution commending Anne Klein Communications Group on its 35th anniversary. The resolution recognized Anne and Jerry Klein for their years of service in the firm, and congratulated Chris Lukach on his role as the president and new owner of the firm. The resolution was co-sponsored by N.J. State Senator Dawn Addiego, whose district encompasses Mount Laurel where the firm is located, Senator Robert Gordon and our two local Assembly members, Maria Rodriguez-Gregg and Joe Howarth.

The resolution noted, "Throughout the past three and one-half decades...the leaders and staff of Anne Klein Communications group have worked tirelessly and effectively and are recognized for their exemplary dedication and motivation that have contributed to the firm's sterling reputation."

Further, the resolution reads, "Be it Resolved by the Senate and the General Assembly of the State of New Jersey, that this Legislature hereby honors and congratulates Anne Klein Communications Group, Anne Sceia Klein, Founder; Jerry Klein, Executive Vice President; and Christopher J. Lukach, president and owner, upon the occasion of its Thirty-Fifth Anniversary, and extends sincere best wishes for its continued success and vigor in the years ahead."

The firm's anniversary also was featured in a major article in the May/June issue of *Philly Ad News* magazine. The article, which included pictures of Anne and Jerry, Chris and the full AKCG team at our holiday outing, summarizes the firm's rich history. The piece recounts the AKCG's rise to prominence and the ten-year transition of ownership from Anne and Jerry to Chris. It notes that Chris has brought back the firm's original tag line: "The no-fluff, market-driven, results-oriented, detail-minded public relations firm."



Senator Dawn Addiego (second from right) presents Anne Klein, Chris Lukach and Jerry Klein with a Legislative Joint Resolution congratulating the firm on its 35th anniversary.

AKCG TEAM GROWS WITH ADDITION OF LOGUE

Anne Klein Communications Group recently welcomed Thomas J. Logue to its team. Tom graduated *Summa Cum Laude* from Rowan University this past spring, where he received dual degrees in Public Relations and Advertising, served as vice president of Rowan's chapter of the Public Relations Student Society of America and earned the university's Anthony J. Fulginiti Gold Medallion for Excellence in Public Relations.



Tom Logue

While completing his degree, Tom worked at AKCG as an intern. Now, he extends his role to that of full-time Associate, assisting with healthcare and education clients.

FOSTER PROMOTED

Darrah Foster has been promoted from Senior Associate to Senior Account Executive. In addition to helping lead a proactive media relations team, Darrah assists the issues and crisis management team and its crisis preparedness clients with writing and social media

support. Darrah joined AKCG three years ago.

DONATING TIME TO THEIR ALMA MATER

Darrah Foster and Brian Price recently visited their alma mater, Rowan University, to give back to current PR students. Both graduated from Rowan in 2012.

In January, Darrah spoke at a Basic PR writing class on the components of a media kit. The professor asked Darrah to return in May to critique the media kits prepared by the students.

Brian participated in a speed networking event in March, hosted by the university's PRSSA chapter. Brian critiqued students' resumes, answered questions, provided students with insight on how to land a job and discussed general thoughts about the public relations industry.

GO RED! LUNCHEON

Mike Gross and Darrah Foster attended the American Heart Association's Go Red for Women luncheon in April in support of Anne and Jerry Klein, who continue their active involvement in the Central & Southern New Jersey chapter. Anne chaired the Red Dress Circle, and

Jerry chaired the Red Tie Brigade, groups of women and men respectively who made personal contributions to the fight against heart disease in women. Together, these two groups alone raised more than \$50,000 to continue research and education for women's heart health, while ticket sales and sponsorships for the event raised even more.

MATT WALKS FOR LIFE

In honor of all who have been affected by cancer, Matt Burns, his wife Lisa and two children walked in the American Cancer Society's annual Camden County Relay for Life. The walk, held this year at Veteran's Memorial Park in Clementon, N.J., raised nearly \$60,000 for cancer research programs and other support services for cancer survivors.



"Team Burns" at the Relay for Life.

Client News

AKCG provided an in-depth webinar on the fundamentals of being an effective spokesperson for members of the **Council on Standards for International Education and Travel (CSIET)**. The webinar, hosted by Mike Gross, is part of an ongoing education program to help prepare CSIET's members for issues and crises that might occur within a student exchange program. This webinar provided members the tools they need to better understand the roles, responsibilities and techniques of becoming a spokesperson.

Two students from Truman High School in Bristol Township, Pa., participated in an annual Mock Trauma drill at **St. Mary Medical Center**. AKCG helped promote the event, which featured the students arriving at the hospital's trauma bay after having been pulled from a staged wreckage. St. Mary's trauma team then "worked" on the two students in a simulation of an actual trauma, while reporters from Philadelphia TV station CBS 3 and the *Bucks County Courier Times* and *The Intelligencer* covered the drill.

AKCG client **Mercy LIFE - West Philadelphia** celebrated a milestone birthday in May when participant Mary Eddings turned 105 years of age! Reporters from Philadelphia TV stations CBS 3 and NBC 10 came to interview Mary's daughter and Mercy LIFE - West Philadelphia colleagues about the special occasion.

After conducting a survey through Harris Poll (a division of Nielsen), AKCG and **The Family Hope Center (FHC)** wrote an article highlighting the data captured and

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HELPING SENIORS FULFILL THEIR DREAMS

AKCG client **Wesley Enhanced Living** (WEL), a non-profit organization comprising several continuing care retirement communities, aims to deliver a purpose-filled life to each of its residents. It does this through special events, activities for residents and its WEL Wishes program. WEL Wishes offers residents the opportunity to fulfill lifelong dreams or experience things they have never done, but always wanted to try.

AKCG created a strategic publicity plan highlighting many of the organization's events and featuring the wishes granted by the organization to show that seniors are still able to enjoy life to the fullest.

Earlier this year, WEL granted Lionel Croll his life-long dream of singing opera. Professional opera singer Erin Alcorn joined Lionel, and the two performed a duet for residents at a special Valentine's Day event. Philadelphia TV station 6abc featured Lionel's talents during its news broadcasts that evening.

After decades of wishing to be a firefighter, resident Bill Grun finally got his chance on his 97th birthday. The local fire company partnered with WEL and gave Bill the ride of his life on a firetruck. The firefighters even let Bill sound the siren. Firefighters, residents and community members then joined Bill for birthday cake. Bill's birthday bash was featured on every



A clip from the ABC News feature on Bill Grun's birthday fire truck ride.

TV news station in the Philadelphia region, but that was just the beginning; the story went viral! Over the next few days, local stations around the country carried it. Even national media *Huffington Post* and *Fox News* featured Bill's birthday celebration online. AKCG then connected Bill with a reporter from ABC News; Bill recounted his



Blanche Rednor's Maserati ride.

birthday ride in an online feature. Happy birthday, Bill!

In May, resident Blanche Rednor had a chance to fulfill her lifelong dream of riding in a high-end fast car. The WEL team connected with a local Maserati dealership, and on May 16, Blanche went for a test drive of the \$167,000 vehicle. NBC 10, 6abc, KYW Newsradio, CBS 3, WDEL 101.1 and Fox 29 were there to witness the high-speed ride, and they even attached Go-Pro cameras to the Maserati to watch Blanche's reactions when the car cruised to over one hundred mile per hour. The story also ran in several other markets around the country.

In honor of National Nursing Home Week, WEL hosts special events to show appreciation to its employees. For the fifth straight year, a "Wing-Off" chicken wing eating contest was held between a dozen staff members and three seniors. CBS 3 came to check out the competition and was there when the champion was crowned.

The AKCG team arranged for 6abc reporter Annie McCormick to emcee WEL's "Steppin' Up Against Stroke" event. During the event, seniors and employees walked up the steps of the Philadelphia Art Museum to raise stroke awareness. Annie led the walk and did her best Rocky impersonation when she hit the top of the steps.

Client News (continued)

used it to show that parents should take an active role in their child's development. The story was featured in the January edition of *Complex Child*, a monthly online magazine written by parents of children with special healthcare needs and disabilities. Recently, AKCG secured a story in *Parenting Special Needs Magazine* on behalf of the Center.

In May, Philadelphia TV station 6abc featured **Nazareth Hospital's**

Lindsay Lion, Senior Care Nurse Navigator, in an "Art of Aging" feature. Lion discussed the hospital's efforts to make emergency rooms more senior friendly. AKCG facilitated the taping of this segment several months ago.

In March, **Ralston Center** hosted a 200th anniversary milestone program and exhibition, "Women Visionaries and the Care of Older People, 1817 to Present," in partnership with the

Historic Society of Pennsylvania (HSP) and the Library Company of Pennsylvania. The exhibit, held at HSP headquarters in Philadelphia, showcased women's impact on elder care over the last 200 years and included several of Ralston Center's most historic artifacts. AKCG's efforts secured a front page article in the April 5 issue of *University City Review*.

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FIRST CLASS MAIL

Looking Back, Looking forward

(Continued from front page.)

Not long ago, I found in the files a series of print advertisements we ran to promote the firm in the 1980s. I was taken by the tagline, written by Nina Hope, a copywriter with an ad agency owned by one of Anne's college classmates.

So, we re-surfaced the tagline, and it once again appears prominently on our website. It is, in a sense, our mantra:

**AKCG — *the no-fluff,
market-driven,
results-oriented,
detail-minded public
relations firm.***

We believe this sums up AKCG as much today as ever before.

— C.J.L.

NICE WORDS FROM A CLIENT

“Thank you for planning and securing coverage of our event yesterday. Having the media out was fabulous and shed great light on the community. Thanks again, keep up the good work, and let's continue to inspire our communities to follow the lead!”

Lisa Haino
Marketing Program Manager
Wesley Enhanced Living

Anne Klein Communications Group is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States.

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