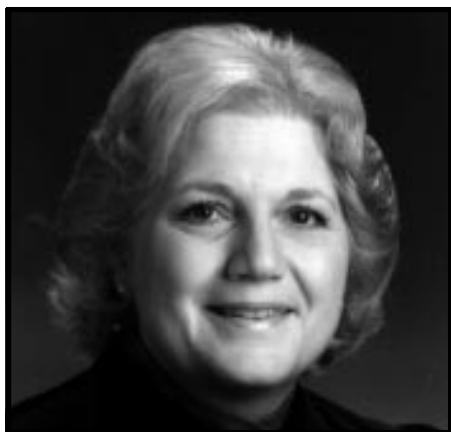


KALEIDOSCOPE

Exploring the Many Facets of Public Relations

Summer 1996



Networks Add Value

by Anne Scea Klein, Fellow, PRSA

I have always believed in having a strong, far-reaching business network. Network members provide immeasurable benefits for one another and for their clients. Networks, whether formal or informal, help broaden your market reach and often provide new business referrals.

When we started our firm nearly 15 years ago, we assembled a group of experienced senior counselors in various specialties to help us better serve our clients. I also became active in PRSA's Counselors Academy, the professional organization for public relations firm owners.

Later our firm became an affiliate of a large, international public relations firm. We represented their clients in the Philadelphia region, while they and other network affiliates helped our clients in various geographic markets. Five years ago, we were invited to join Pinnacle Worldwide, the pioneer of the international PR networks (*see story at right, top*).

(Continued on last page.)

Networking

Pinnacle Worldwide Marks 20 Years

Anne and Jerry Klein are among public relations practitioners from around the United States and the world celebrating the 20th birthday of Pinnacle Worldwide, Inc. Anne Klein & Associates is the exclusive Philadelphia region member of Pinnacle, which is the oldest of the international networks of public relations firms. Jerry currently serves as treasurer and a member of its Executive Board.

Pinnacle's 20th anniversary year began with a reception at the annual spring conference of the Public Relations Society of America's Counselors Academy, held in April

in San Diego. The observance will climax with a formal dinner in New York City in September.

Pinnacle's members are more than 50 leading independent public relations firms in the Americas, Europe, the Middle East and the Asia/Pacific region.



Anne Klein (middle row, third from left), Jerry Klein (front, second from left) and other Pinnacle members assembled for a group photo in San Diego.

Awards

Gibbs Gives Another Winning Performance

You may recall we reported last year that AKA account coordinator Sandra Gibbs and her acting partner, Jeff Craig, competed in the American Community Theatre Association national festival held in Texas, and won the honor of representing the United States in an international festival in Nova Scotia.

The duo has now returned from that event with even more stellar results.

Competing against thirteen entries from Sweden, Norway, France, Bulgaria, Ireland, Japan and Canada, Sandra and Jeff came away with the first place award for Best Comedy Performance.



In addition, Sandra was one of three nominated for Best Actress, and Jeff was one of four nominated for Best Actor. To cap it off, the pair received an invitation to reprise their performance at another international festival this fall in South Korea.

AKA Welcomes Darlene Mace

Our newest staff member is Darlene Mace, who joined us in April as administrative assistant. Darlene provides accounting and administrative support to executive vice president Jerry Klein. Her extensive and diverse accounting background and abilities are proving to be invaluable to the firm.

Darlene and her husband have a son stationed in Jacksonville, Florida, serving in the US Navy; a daughter in high school, and a son in elementary school. She and her family live in Sicklerville, N.J.



Darlene Mace

Tony's guidance has led the chapter to unparalleled success. In its twenty years, the chapter has captured nineteen national awards. Most impressive is that the chapter has garnered five Outstanding Chapter titles, winning the top award every time it entered the competition.

Anne Klein has served as a professional advisor to the chapter since the beginning when, as a member of the board of the Philadelphia chapter of the Public Relations Society of America, she signed the college chapter's application to be chartered.

Loehrig Advises Consultants

AKA vice president Kathy Loehrig gave a presentation on public relations and marketing techniques at the April meeting of the Delaware Valley Chemical Consultants Network. Audience members learned ways to promote their own consulting businesses as well as their professional organization.

Carroll Doing PR for Skate Club

AKA associate Meg Carroll was named public relations coordinator for the Landskaters Inline Skate Club. The club promotes safety, fun and learning and works to maintain a positive image of inline skating in the region and the country. Meg combines her knowledge

as a certified International Inline Skating Association instructor, and her experience as a member of the club's nationally certified Skate Patrol, with her communications skills to produce media and community relations results for the club.

In May, Meg coordinated a PhilaPride cleanup of the Philadelphia Art Museum area that resulted in stories on two local television stations — and a tidy area in which to walk and skate. She also worked with the *Philadelphia Inquirer's* "Weekend" section sports writer to spotlight the club's weekly city skate outings. This is the first skating season that Landskaters' information is available in several local newspapers as well as on an Internet calendar of events.



Meg Carroll, atop the steps of the Philadelphia Museum of Art.

PRSSA Chapter Celebrates its 20th Anniversary

The Anthony J. Fulginiti chapter of the Public Relations Student Society of America celebrated twenty years of excellence this past May. The chapter, located at Rowan College of New Jersey (formerly Glassboro State), is named after its founder and long-time faculty advisor, professor (and AKA senior counselor) Tony Fulginiti.

Client News

NAIC Featured Again in Business Week

The cover story of the June 3 issue of *Business Week* magazine, "Our Love Affair with Stocks," featured the **National Association of Investors Corp. (NAIC)** and a look at the increasing number of individual investors in the stock market. NAIC attributes individuals' growing interest in stocks and subsequent increases in NAIC membership to its five-year educational campaign, "Own Your Share of America." This is the second time NAIC

has been featured in *Business Week's* cover story during the campaign, which takes place each June. AKA has handled media relations for NAIC since 1982.

Also just in time for this year's "Own Your Share" campaign was the publication of a book, "*Starting and Running a Profitable Investment Club*," by NAIC chairman Thomas O'Hara and president Ken Janke. The book was published in hardback and paperback by Times

Business Books (Random House) and is available nationwide.

AKA was chosen to develop a regional media relations and community involvement program for **Sprint Corporation's** Business Division in the Philadelphia market. Sprint's lead agency, New York-based Porter/Novelli, selected AKA, along with agencies

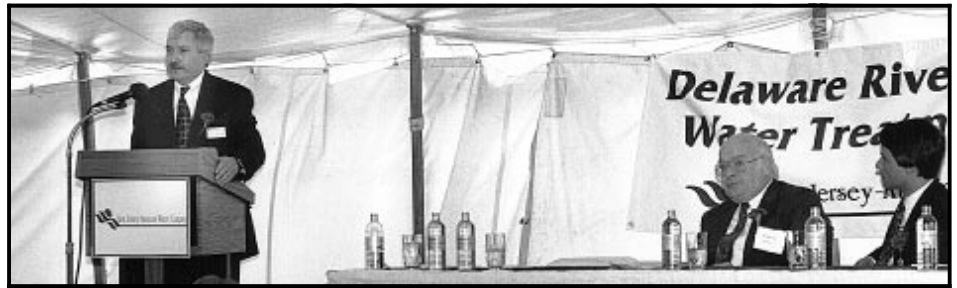
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Dedication Caps Eight Year Community Education Effort

In April, Anne Klein & Associates (AKA) joined its client New Jersey American Water Company (NJAW) and almost 100 dignitaries and supporters to toast the successful completion of the Tri-County Water Supply Project. The event was the dedication of the project's new state-of-the-art water treatment plant in Delran, N.J. After six years of construction, the Tri-County Project — built to supply additional water to areas of Burlington, Gloucester and Camden counties — was completed on schedule and within the budget forecast by the New Jersey Department of Environmental Protection and Energy (DEPE). Also notable was that, over the years, the project had been cited for excellence by numerous business, industry, environmental and communications experts.

AKA has worked with NJAW since 1988 when planning for the community information aspects of the project began. AKA's mission was to help NJAW build strong relationships with the residents along the 40-mile route of the project's distribution pipeline, with local and regulatory officials, and with the news media. AKA also worked to keep these audiences informed about project developments.

The seeds of the project were sowed in 1986. That year the DEPE completed a study showing that the major source of drinking water in the southwestern part of New Jersey, the Potomac-Raritan-Magothy aquifer, was being rapidly depleted. It identified most of Burlington, Camden and Gloucester counties as a "critical area" in need of a new source of water.



New Jersey-American president Daniel Kelleher (left) addressed guests at the dedication of the company's new water treatment plant, marking the successful completion of the Tri-County Water Supply Project. With him on the dais were Robert Shinn (center), commissioner of New Jersey's Department of Environmental Protection, and NJAW vice president Howard Woods.

NJAW took a leadership role in investigating long-term water supply options for several reasons: the company was the largest water supplier in the critical area; it had the financial and technical expertise to undertake the project; and it bordered on and had inter-connections with many of the local and municipal water systems that would eventually need to use the new water supply system.

Studies showed that the best alternative was to draw water from the Delaware River. In an area long accustomed to inexpensive water from underground, that choice would raise concerns about both quality and cost.

From the very beginning of the project, AKA helped NJAW with strategic planning and implementation of a program to build strong, successful community relations and education. Issues management, key message development, and spokesperson training were key components. Others included open houses, surveys, hotlines, construction notifications, and community newsletters. As a result of the interactive

nature of the program, NJAW was able to build on its reputation of being responsive to the public's needs.

The project has garnered numerous business, industry, and environmental awards. They include the Southern New Jersey Development Council's *Environmental Distinguished Achievement Award*, the National Association of Water Companies' *Management Innovation Award*, and a *Special Recognition Award* from the Water Resources Association of the Delaware River Basin.

The communications facet of the project also was honored, receiving the *Pyramid Award* for public information from the Public Relations Society of America's (PRSA) New Jersey chapter and a *Pepperpot Award* for community relations plus *Best of Show* from PRSA's Philadelphia chapter.

It also received the Public Relation Practitioners of Southern New Jersey's *Berny Award* and *Best of Show* for community relations, and the Chamber of Commerce of Southern New Jersey's *Pinnacle Award* for environmental excellence and community education.

Client News

(Continued from second page.)

representing the Boston, Chicago and Dallas markets, to help increase Sprint's visibility and effectively position the company's regional offices in today's highly competitive telecommunications environment.

AKA helped **Bristol-Myers Squibb Company** coordinate a major philan-

thropic event, the 1996 American Heart Association Heart of Gold Gala. The annual awards program, held May 1 in Short Hills, N.J., honored a renowned heart surgeon and four researchers for their outstanding contributions to cardiovascular medicine. The event raised approximately \$200,000 for the New Jersey affiliate of the American Heart

Association. AKA's role included researching and writing speeches, preparing invitations and other materials for the event, coordinating logistical details, and handling media relations activities.

(Continued on back page.)

Client News

(Continued from third page.)

Philadelphia-area novelist **Christiane Heggan** has won the 1996 National Readers' Choice Award for her best-selling book, "*Silver Lining*." Heggan received the honor during the Romance Writers of America Conference in Dallas, Texas, in July. The annual award is one of the few in the book industry that is bestowed by readers rather than reviewers, editors and authors.

"*Silver Lining*," Heggan's fifth novel, was published in 1995. The Medford, N.J., author's sixth novel, "*Never Say Never*," will be in bookstores at the end of July.

In "*Never Say Never*," Heggan acknowledges AKA, thanking the firm "for opening so many doors for me."

Heggan is currently completing her next suspense thriller, "*Above Suspicion*," which will be published by MIRA BOOKS in the winter of 1997.

Nice Words from a Client

"The announcement of our new Complex Fluids Laboratory was a smashing success and a lot of the credit belongs to you.

"You did an outstanding job helping us prepare for the event and making sure everything ran smoothly. Great job and many thanks."

— **John Abrams**

Director of Corporate

Communications

Rhône-Poulenc Inc.

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Editor — Jerry Klein

Networks Add Value

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Networks work. Throughout our history, other national agencies have sought our assistance for their clients, and we have called upon our far-flung colleagues to serve our clients. Most recently, we enlisted a respected firm in New England to help one of our clients with its PR needs in New Hampshire and Maine; and two international agencies have called on us to help serve their clients in the Philadelphia region.

Over the years, the value of our various network connections has grown and benefited our clients greatly. All of us share strong values in client service and this is reflected in the high levels of client satisfaction. We hope our clients will continue to use our services and those of our Pinnacle partners and other network colleagues to meet their business goals. — **A.S.K.**



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