

KALEIDOSCOPE

Exploring the Many Facets of Public Relations

Summer 1997



Lighten Up! It's Good for Business.

by Anne Sceia Klein, Fellow, PRSA

All of us search for ways to have fun when we are outside of our work environment. Relaxation and fun break the stress of our hectic work weeks. If fun is good for us, then why can't we have fun at work as well? Many of us are learning to do just that!

Prior to starting AKA, I worked in corporate America. My partner Jerry is an attorney. As a result of our experiences, it took us a little longer than others to realize that we could have some fun at work and not be judged "unprofessional" by our clients.

In 1989, we wrote a story in our newsletter about Jerry's memorable experience at the Philadelphia Flyers Fantasy Week. Clients were very interested in Jerry's adventure. He handed out his new "business card" — a hockey trading card. They loved it.

Jerry then started handing out these same cards at new business meetings. They were a big hit! And the more we

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Creativity

Sports Business Cards a Big Hit

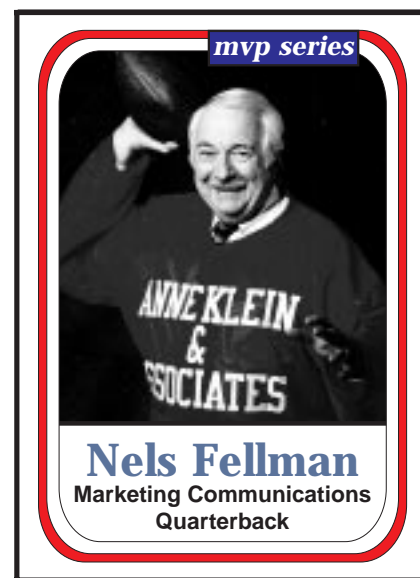
What's a four letter word that describes most business cards?

Usually, it's "dull."

However, there's a three letter word that describes the new AKA business cards that are currently being developed:

Fun!

All AKA staffers will soon be using full-color photo sports cards as an alternative to their standard business cards. The idea developed out of the mailing Anne Klein & Associates made in March to announce the arrival of new senior vice president Nelson Fellman. "We wanted to tell people we were adding a major *player* to the agency," explains Anne Klein, "so we created an 'MVP Series' sports card showing Nels as a quarterback. We sent that card with three real major league sports trading cards and asked recipients to guess which player just joined our team." Anne reports that there was "a great reaction" from clients and friends, and especially from the agency's own staff. "For the first time ever, I got a *reaction* when I handed out my business card," says Fellman, "and the reaction was a *smile*."



"Jerry Klein was already ahead of this curve because he has been using his Flyers sports card for business since returning from the 1989 Philadelphia Flyers 'Fantasy Week' on the ice with many of his hockey heroes," says Anne. "We all thought it would be great if everyone had these cards because they are so well received."

Layout work on the cards is currently underway. AKA staffers picked the sports they wanted to represent, and all have been photographed wearing the red AKA jersey. Account manager Christina Paterniti's photo shows her with a hockey stick and gloves. Senior vice president Nancy Farwell chose basketball, while others picked tennis, football, baseball, soccer and golf. Said Anne, "I chose to be photographed with a whistle and a clipboard. After all, I'm still the head coach around here!"



Christina Paterniti prepares for her photo shoot with photographer Joey del Palazzo.

AKA Adds Lynch and Davidson to Staff

Donna M. Lynch has joined the AKA staff as an account executive. Prior to joining the firm, Donna was PR manager for an advertising agency where she handled accounts in telecommunications, health-care, consumer foods and equipment leasing. She has also worked as a marketing assistant at a large real estate firm and, prior to that, in the government relations department of a national association in Washington, D.C. Donna is a graduate of Virginia Polytechnic Institute, where she earned a B.A. degree in liberal arts and sciences with a concentration in communications and public relations. She is currently working toward a master's degree in public relations at Rowan University. Donna is very active in professional associations, including the Philadelphia chapter of the Public Relations Society of America and Professional Communicators of South Jersey. She is chair of the 1997 Philadelphia PRSA Peppercorn Awards Committee.



Donna Lynch

Kristina M. Davidson is our newest senior associate. She is a graduate of Rowan University, where she earned a bachelor's degree in public relations and advertising. During her senior year at Rowan, she served as an assistant to the CEO of a public relations firm working on client programs for associations, consumer products and cable television. Throughout her college years, she was a freelance writer for cable TV and small public relations firms. Before joining AKA, Kristina worked as a public relations coordinator at an agency in



Kristina Davidson

Conshohocken, Pa., where she was a member of the account service team for biotech and pharmaceutical clients.

Author, Author

AKA president Anne Klein and senior VP Nancy Farwell have co-authored a chapter on public relations for a new book published by the Visiting Nurse Associations of America (VNAA). Anne and Nancy's chapter is titled, "What Everyone Should Know About You Without Asking." The book, "Get Ready-Get Set-Go-Go-Go!," is a marketing primer for home health care professionals.

On the Road!



Anne Klein recently spoke to the Tri-state Human Resources Management Association. HR professionals from New Jersey, Pennsylvania and Delaware listened as Anne gave advice and guidelines for handling the media in a crisis.

Anne and EVP Jerry Klein were invited to New York City to address an MBA class at Fordham University on crisis and strategic communications. They discussed several of their own experiences in handling crisis communications, as well as various other aspects of public relations such as employee communications and career opportunities. The class is

taught by Dr. Marion K. Pinsdorf, author of several books on public relations.

Senior associate Kristina Davidson attended the national Volunteer Summit held in Philadelphia this spring. After a Big Brothers/Big Sisters reception, she rubbed elbows with guest speakers Lynn Swan, Tony Robinson and Philadelphia Mayor Ed Rendell. Kristina volunteers for several organizations including Girl Scouts of America and the U.S. Figure Skating Association.

Senior Counselor News

Frank Long was a featured speaker at the Barnes & Noble bookstore in Marlton, N.J., in May. He read selected poems from his books, "I Was Away On World Poetry Day," and the most recently published, "Sensing You." In March, Frank gave a similar poetry reading at the local Borders bookstore.

Sylvia Kauders has been seen lately in some hysterically funny television commercials for Staples, the national office supply chain. She also has a recurring part in the ABC-TV sitcom *Spin City*, starring Michael J. Fox.

Color commentary for the 1997 Stanley Cup finals between Detroit and Philadelphia was provided by **Bill Clement**, who has been doing hockey analysis for ESPN for several years. Bill, of course, was a member of the 1974 and 1975 Stanley Cup champion Philadelphia Flyers, and now specializes in motivational presentations.



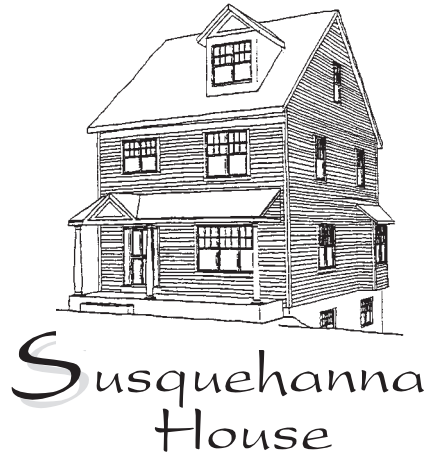
AKA Participates in "Take Our Daughters to Work Day" — Courtney Goe (right), 8-year old daughter of senior associate Kristina Davidson, interviews Anne Klein on "Take Our Daughters to Work Day." Courtney participated in agency activities throughout the day including a brainstorming session and a client meeting. After extensive interviews with agency personnel, Courtney wrote a report about her day at AKA entitled, "Why Anne Klein & Associates is a Great Place to Work." Sounds like she has a great future in PR!

Spotlight on a Client

AKA Builds Interest in Innovative Building Project for Armstrong World Industries

AKA has played a pivotal role in helping Armstrong World Industries and its research partners share the exciting story of Susquehanna House 1, the first of a series of experimental houses being built at Armstrong's Lancaster, Pa., Innovation Center. The project is part of Armstrong's commitment to research and development in support of continued business excellence. *R&D Magazine* recently named Armstrong to its list of the top 300 technology-based U.S. firms, and the company's Building Products operations received the prestigious Baldrige National Quality Award in 1995.

Susquehanna House, whose innovative materials and processes could revolutionize residential home building, represents the collaboration of 16 organizations. The consortium was formed to explore and demonstrate innovative design and building practices that could improve the quality and economies of home building, and give customers longer lasting value. Other members of the group include the National Association of Home Builders and Carnegie Mellon School of Architecture.



Since the start of construction in August 1996, AKA's efforts have produced excellent feature coverage in national, local and trade media, positioning Armstrong as a corporate leader in championing and underwriting this collaborative research effort. Early results included the *Lancaster (Pa.) New Era* and *Philadelphia Inquirer*, plus a

story on the front page of *The Wall Street Journal*.

As construction work continued to provide new insights into how the building process might be improved, AKA continued its media efforts with a national teleconference to give reporters and editors a chance to direct their questions to consortium members. The conference and follow-up resulted in feature stories in *Custom Builder*, *Seattle Journal of Commerce* and *Columbus Dispatch*.

AKA also worked to attract media to a presentation by an Armstrong spokesperson at the National Association of Home Builders show. The results: additional interest from editors at *The Wall Street Journal*, *Washington Post*, *Chicago Tribune* and *Building and Remodeling News* magazine.

Susquehanna House is just one facet of the work AKA has been doing for Armstrong. Currently, AKA is also working with the company to help refine its corporate and employee communications programs.

Client News

Houston Pinnacle Member Helps AKA Client Win in Texas

A fellow member of the Pinnacle Worldwide network, de La Garza Public Relations of Houston, worked with AKA to help client **AmeriHealth** in its quest for HMO licencing approval in the Lone Star state. The competition was keen, with some 14 companies vying for only five openings. Ultimately, AmeriHealth was one of the firms selected by the Texas Department of Insurance. Leading the effort in Texas was CEO Henry de La Garza.

The **Independence Blue Cross** logo was worn by some 5,700 dauntless participants in the 18th annual "Broad Street Run" in May. It was the latest step in the health insurance company's tradition of community support in the Philadelphia region. Blue Cross this year became the title sponsor of the 10-mile

event that benefits the American Cancer Society. Anne Klein & Associates worked with IBC executives in planning the run, and is developing ideas on how the event might be expanded next year.

For the third straight year, AKA has been chosen by its Pinnacle network partner, Agnew, Carter, McCarthy in Boston, to help **Ocean Spray** position the value of cranberries in New Jersey, one of the leading cranberry producing areas in the United States. AKA will work with South Jersey cranberry growers and the media in the Philadelphia/New Jersey region to develop news stories about the significance of the fall cranberry harvest, the multi-generational traditions of local growers and the environmental soundness of the growing process.

New Jersey-American Water Company (NJAW) asked AKA to design and prepare its entry materials for the Excellence in Environmental Engineering award show held by the American Academy of Environmental Engineers. Entries had to demonstrate innovation, regional, social and economic advancement, and complexity; and NJAW's Delaware River Regional Water Treatment Plant fit the bill. A specially designed poster with a complementary binder containing a scripted slide show, photographs, testimonials and project description caught the judges' attention and won one of the two awards given in its category.

(Continued on next page.)

Client News

(Continued from third page.)

It's been a banner year so far for the **National Association of Investors Corporation** (NAIC), an AKA client since 1982. NAIC and several of its investment clubs were the focus of a feature story in the Money section of *USA Today* in April. The article spanned three pages, complete with both color and black and white photographs, as well as charts. In addition, NAIC president Ken Janke, Sr., also known as "Mr. NAIC," appeared twice on CNBC-TV's *The Money Club*. And NAIC's website (<http://www.better-investing.org>) has been praised by *Barron's* magazine as well as *The Philadelphia Inquirer*.

Seeking to double the number of individual investors from 50 million to 100 million in the next five to ten years, NAIC and the New York Stock Exchange kicked off the sixth annual "Own Your Share of America" educational campaign in June. NAIC has recruited nearly 400 corporations to participate in the month-long campaign, which is de-

signed to provide practical investment education and encourage individual investment in American companies. AKA has helped NAIC publicize "Own Your Share of America" since its inception.

Senior VP Nelson Fellman and senior associate Kristina Davidson created and presented a seminar on crisis management to environmental coordinators and engineers at **Armstrong World Industries**. The presentation, which included tips for dealing with the news media and an interactive workshop session, was designed to convey practical information for use at the onset of a potential crisis situation.

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Lighten Up!

(Continued from front page.)

lightened up, the more our clients and prospective clients did the same.

The lesson we have learned is that so long as we continue to provide top quality work and strong client service, our reputation remains intact.

Reputation management is essential today, but reputations are built by providing highly professional, top quality work products. Relationships are built by being yourself and having fun when it's appropriate.

Our decision to provide all of our staff members with trading cards surely has boosted employee morale. We have already received the most positive feedback from Nels' card. And we expect that the response to our new staff cards will be the same. — **A.S.K.**



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