

# KALEIDOSCOPE

Exploring the Many Facets of Public Relations

Summer 1998



## Please Advise a Student...

by Anne Sceia Klein, Fellow, PRSA

- that poor English grammar detracts from even the “sharpest” person;
- that it isn’t cool to sound illiterate;
- that proper English does count in getting a job; and
- that being able to write properly is still the ticket price for admission into the public relations world.

Are you as concerned as I am with the ever increasing number of ads that contain poor English grammar in order to attract the younger generation?

Would you have been as shocked as I was when an Ivy League basketball coach made a public service announcement for a major charity, saying, “Me and the other coaches are concerned about...”

The decline in the use of proper English really hit home when we met a group of California high school seniors on a European tour with their teacher. We were impressed that these students were seeing a part of Eastern Europe that most of us could have never dreamed about when we were seventeen.

(Continued on last page.)

## Awards

### More Industry Recognition for AKA

Over a three month period, Anne Klein & Associates has received five awards from three different organizations in recognition of excellence in communications and public relations.

In June, Anne Klein was presented with the prestigious Sarah Award by the Philadelphia chapter of the Association for Women in Communications. The award cited Anne's creativity and achievements in the practice of public relations.

In May, the New Jersey chapter of the Public Relations Society of America (PRSA) honored AKA with two Pyramid Awards, for Community Relations and for News/Feature articles. The Community Relations award recognized AKA's achievement of name recognition for client AmeriHealth of New Jersey. AKA arranged for AmeriHealth to partner with the American Heart Association and become the title sponsor of the AmeriHealth-American Heart Walks. The statewide event raised more than \$1 million for the charity.

The top honor for News/Feature Articles was for a USA Today cover story on investment clubs that spanned three pages and included more than 20 mentions of client National Association of Investors Corporation (NAIC).

The firm also received an honorable mention for its 15th Anniversary “Tailgate party” promotion (see the Fall/Winter 1997 issue of *Kaleidoscope*).

And in April, EVP Jerry Klein added a Communicator Crystal Award of Excellence to the others he has received for the website he created for the agency. The Communicator Awards, based in Fort Worth, Texas, is an international competition recognizing outstanding work in the communications industry. The AKA website ([www.akleinpr.com](http://www.akleinpr.com)) was cited for its “outstanding content, links to other helpful sites, simplicity and ease of use.”

“What is particularly gratifying about the awards given to the firm is the variety,” Anne said. “Of the four program awards, one was for a client we have served for 16 years (NAIC), one was for a client we have served for about one year (AmeriHealth) and two cited the way we communicate for and about ourselves.”



Left to right: AKA's Donna Field shows off the PRSA Pyramid Award for News/Feature Articles, while Sue Paytas, AmeriHealth's manager of sales for northern New Jersey, and AKA's Nels Fellman share the Community Relations award.

## Murphy Joins AKA as VP

Colleen Murphy has joined Anne Klein & Associates as vice president and senior account manager. She brings more than 18 years of marketing communications, investor relations and financial public relations experience to the firm. Prior to joining AKA, Colleen served for three years as VP of Silver Communications in New York City. In addition to developing creative and marketing strategies for clients, she also managed accounts in the financial services, information services and technology industries. Previously, she was director of marketing for ADP Brokerage Information Services in Mt. Laurel and Jersey City, N.J., where she was in charge of public relations, advertising and client communications, as well as new product launches.



*Colleen Murphy*

## AKA to Host Pinnacle Meeting

Just back from Budapest, where they attended a meeting of Pinnacle Worldwide in June, Jerry and Anne Klein are now getting ready to host the organization's next meeting, in Philadelphia in September. Pinnacle is a network of 65 leading independent public relations firms throughout the U.S. and the world. Jerry Klein will become president of Pinnacle on September 1, beginning a two year term.

Befitting its historic location, the Philadelphia meeting is being billed as Pinnacle's "Constitutional Convention," since one of the principal agenda items will be discussion and voting on a revamping of the organization's structure to more fully involve its members in Europe, Asia and other parts of the world.

## Klein and Farwell at Counselors

Jerry Klein and COO Nancy Farwell were on the program at the 1998 Spring Conference of the Counselors Academy of the Public Relations Society of America,

held in Palm Springs, Calif. Jerry gave a seminar on how to create effective PowerPoint® presentations. Nancy led a roundtable discussion on healthcare public relations for small and medium sized PR firms.

## Gibbs Named Leading Actress

Senior associate Sandra Gibbs was named best leading actress by Burlington County Footlighters at its annual awards dinner in July. Sandra has been active with the community theater group for several years, and most recently starred in a production of the Pulitzer prize winning play, "Crimes of the Heart."



*Sandra Gibbs*



*Jerry Klein demonstrating effective PowerPoint® techniques at the PRSA Counselors Academy conference.*



*Anne Klein (third from right) congratulates members of the University of Scranton chapter of the Public Relations Student Society of America (PRSSA). The chapter was the first winner of the Collegiate Case Competition in Crisis Communications. Anne Klein & Associates sponsors the annual competition, which was initiated by the Philadelphia chapter of PRSA (see Fall/Winter 1997 issue). The winning chapter also received a \$500 check from AKA.*

## Davidson Assists "Ride the Planet"

Account executive Kristina Davidson, in partnership with a local web design firm, is creating a website for "Ride the Planet." "Ride the Planet" is photographer Eric Schenk's quest to document and underwrite the work of Pedals for Progress (P4P), a not-for-profit organization that rescues bicycles destined for America's landfills and delivers them to societies where they are badly needed and highly valued. In the year 2000, Eric plans to spend the year trekking across six continents by mountain bike. The website, located at [www.photoninteracitve.com/biketrek](http://www.photoninteracitve.com/biketrek), will give complete coverage of the logistics of the trip, along with information on how you can donate a bike or pledge your support.

## Murphy Judges Awards

Colleen Murphy participated as a judge in the 1998 Big Brothers/Big Sisters National Marketing and Communications Awards competition for materials produced by local Big Brothers/Big Sisters agencies. The winners and a list of the judges will be featured in *The Correspondent*, a Big Brothers/Big Sisters national publication. Colleen has been a long-time supporter of the organization and has been a Big Sister for seven years.

## Spotlight on a Client

### Responding to an Emergency in the Hospital Emergency Room

A crowd of approximately 50 communications professionals listened intently recently at a monthly meeting of Professional Communicators of South Jersey, as Anne Klein and client George Gennaoui, director of PR and Marketing at South Jersey Health System (SJHS), recounted how AKA helped handle a crisis at the hospital system. They told about how the team had to react quickly when the State of New Jersey, in an unprecedented move, ordered SJHS to “voluntarily” close the emergency rooms of two of the system’s four hospitals, claiming an “imminent threat to public safety.”

The timing could not have been worse; it was five days before Christmas. Civic leaders and local emergency services were clearly concerned about healthcare services during the upcoming holiday season. Within three hours, the crisis team had met with hospital officials, prepared written statements, sent out a news advisory and staged a full press conference.

The situation had its roots in early 1997, when SJHS suspended a physician who did not respond to a page to treat an emergency room patient. The hospital took corrective action, then filed appropriate reports with the state Board of Medical Examiners. It wasn’t until eleven months later that the state came, without warning,



*Anne Klein recounts AKA’s crisis response efforts for South Jersey Health System, as SJHS director of public relations and marketing George Gennaoui (seated at right) prepares to add his insights on the situation.*

to investigate the incident, and on the same day ordered the closings.

Anne detailed the steps the team had to take to manage the communications surrounding this crisis. She stressed the importance of immediately developing objectives and strategies, creating key messages to give perspective, and preparing answers to potential questions. The team agreed that the essential key message the hospital had to convey was that the incident had been properly dealt with months ago. Next, the team stressed the hospital’s commitment to serving the community with the best care

possible. SJHS’s CEO emphasized that his medical team would take whatever corrective action was required.

The ERs were reopened after three days. Nonetheless, the state continued to monitor the hospitals for two more months, issuing numerous reports to the press citing other alleged deficiencies, and threatening to withhold Medicare funding, which would have essentially put the hospital system out of business.

Over the Christmas holidays and for the next couple of months, AKA’s team of Anne Klein, Jerry Klein and Kristina Davidson continued working with Gennaoui and other hospital officials in gathering the facts and preparing information for the press, local community leaders and other key audiences. This constant flow of information throughout the crisis helped ensure that virtually all of the news reports were fair and balanced, and conveyed the hospital’s message that it had already dealt with and corrected the situation.

In March, the hospital received a clean bill of health. The hospitals’ patient census was unaffected, and the CEO felt that the SJHS was no doubt one of the best hospitals in the region.

## Client News

### Great Media Coverage for NAIC Continues

AKA continued its string of great media placements for long time client The **National Association of Investors Corporation** (NAIC). Recent placements included a story in *Barron’s* and an interview on the Fox News Channel’s *Fox on Money* program about NAIC’s “Investing for Life” guide for teenagers; stories on investment clubs in *Business News New Jersey* and in *Good Housekeeping’s* upcoming September issue; and a multi-page spread on investing in *Family Money* magazine, a spinoff of *Good Housekeeping*.

NAIC was also spotlighted on ABC-TV’s *Good Morning America!* program.



*Jeff Fox of the National Association of Investors Corp. (NAIC) with AKA account executive Donna Field at the Fox News Channel studios in New York City in April. Jeff was a guest on a “Fox on Money” segment about teens and investing. Jeff talked about NAIC’s new investing guide for teenagers, “Investing for Life,” and fielded caller questions.*

Host Charlie Gibson interviewed NAIC president Ken Janke about choosing stocks using NAIC’s Stock Selection Guide. In addition, an NAIC investment club from Minnesota was featured on *Good Morning America!’s* Sunday edition.

**American Water Works Co.** recently asked AKA to join a scientific, medical and communications team to develop and prepare informational materials on *Cryptosporidium*. This microbe can be found in many lakes and rivers. When ingested, it can cause serious complications for persons with severely weakened immune systems.



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## Nice Words from Our Clients (and Others)

“I want you all to know that we appreciate the work that you are doing, and know that we feel that we have a top quality firm representing NAIC. I hope to be able to utilize [your staff] and their talents to the fullest and continue NAIC's growth and development.”

**Robert O'Hara, VP-Development  
National Association of  
Investors Corporation  
Madison Heights, Mich.**

“Thanks to you and your staff's assistance in planning the township's 150th anniversary celebration. The ideas your group forwarded ... were used to make the day great!”

**Dick Moser  
Former mayor, Medford, N.J.**

“Thank you for coming to speak to the students. You are their favorite PR speaker... they seemed spellbound by your wise words.”

**Suzanne Sparks  
Director, Graduate PR Program  
Rowan University, Glassboro, N.J.**

“Sixteen years? Impressive. After reading your Spring newsletter, I just had to write to tell you that I think you are the ultimate public relations practitioner. Your professional work and your work with the students sets you apart from your colleagues. I wish you a hundred zillion more years of continued success.”

**Chilton Goebel, Jr.  
former Senior Vice President  
Harris, Baio & McCullough  
Philadelphia, Pa.**

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## Please Tell a Student...

*(Continued from front page.)*

But then, one very attractive and seemingly bright young woman opened her mouth. Besides using “me and her” as the subject of sentences, she was not able to complete a single phrase without using the word “like” (“Me and her, like, went to this concert and, like, it was great!”).

Most of us have adapted to the many changes taking place in our world, but killing the English language is one change I simply cannot accept. Can you?

So please advise a student that proper English is still “in,” and that it may be the best edge he or she will have during that crucial job interview. — A.S.K.

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