

KALEIDOSCOPE

Exploring the Many Facets of Public Relations

Summer 1999



We Always Knew That PR Works!

by Anne Sceia Klein, APR, Fellow PRSA

In case you missed it, the results are in. A study just released by the Council of Public Relations Firms showed clearly that the companies that spent the most money on corporate public relations programs ranked highest among *Fortune* magazine's list of Most Admired Companies. As *PR Week* noted, this study provides an "irrefutable link between PR spending and corporate reputation."

Those of us in the public relations profession have always known that PR works. We knew that product publicity worked for Cabbage Patch Dolls, for Tickle Me Elmo and for Furbie. We knew it worked for the Volkswagen Beetle. We noticed that it worked this year for the Oscars. But we never had the hard research to prove that corporate PR programs were directly related to reputation. Now we have the proof.

The Council of Public Relations Firms surveyed the companies on the *Fortune* list to determine the size of their PR

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Awards

Four More PRSA Awards for AKA Programs

AKA and its clients have been recognized with four more awards for public relations programs.

The Public Relations Society of America (PRSA) presented its Silver Anvil Award of Excellence in the Public Affairs - Nonprofit category to AKA for its entry, "Selling the Sewer; Saving the Hospital," on behalf of Southern Chester County Medical Center (see the Fall/Winter 1998 issue of *Kaleidoscope*). AKA was the only Philadelphia region agency chosen as a finalist in the national competition. The awards were presented at the 1999 Silver Anvil Celebration held in New York City on June 10.

The campaign generated grass-roots support that persuaded officials in Penn Township, Pa., to purchase Southern Chester County Medical Center's private sewage treatment system for a fair price, reversing their earlier decision to take over the system by eminent domain. This favorable outcome averted a severe financial hardship for the hospital. "Public outcry to their local government worked," said the hospital's public relations director afterwards. "[Our president] feels very strongly that the campaign built the momentum that finally resulted in the two sides sitting down together and settling the whole thing."

In addition, the New Jersey chapter of PRSA honored AKA with a Pyramid Award in crisis communications. The award recognized AKA's work for South Jersey Health System, in response to the sudden closing of two hospital emergency rooms by state officials in December 1997 (see the Summer 1998 issue of *Kaleidoscope*).



Anne Klein accepts the Silver Anvil Award of Excellence from presenter and friend Rosemary Rys.

Two other AKA entries received Honorable Mentions during the Pyramid Awards program: "Winning Community Support Through Education" for New Jersey-American Water Company and "Selling the Sewer; Saving the Hospital."

Wendy Lathrope Joins AKA as Account Associate

Wendy J. Lathrope has joined the AKA staff as an associate. Wendy is a graduate of Rowan University, where she earned a bachelor of arts degree in communications/public relations. She is currently working toward a master's degree in public relations at Rowan.



Wendy Lathrope

Previously, Wendy was a copywriter for the Trump Marina Hotel Casino in Atlantic City, where she wrote copy for brochures, direct mail packages, billboards, promotional giveaways, broadcast announcements, entertainment and event posters, and invitations. She has also worked as a copywriter and a promotions coordinator for Springhouse Corporation, where she managed, scheduled and oversaw all copy, design and production for eight yearly catalogs, and wrote copy for ads and direct mail pieces.



Jerry Klein, president of Pinnacle Worldwide (left), and president-elect Henry de La Garza of Houston (right), welcome into membership Jorge Basso Dastugue of Buenos Aires, Argentina, at Pinnacle's Spring Meeting in New Orleans. Since Jerry began his two-year term as president last September, Pinnacle has also added new members in Beijing, Santiago, Sao Paulo, Bucharest, Lisbon, Hong Kong, Seattle and Zurich. Pinnacle now has 64 member offices in 35 countries.



AKA receptionist and production assistant Barbara Jackson (right) brought her daughter, Jill, to the office for "Take Your Daughter to Work Day" in April.



Before heading to the international meeting of Pinnacle Worldwide in London in June, Anne and Jerry Klein toured the Judge Institute of Advanced Management Studies at England's Cambridge University. The benefactors of the Institute are Sir Paul and Lady Anne Foff Judge (center in photo). Anne and Anne have been friends since the early 1970s when they worked together in the marketing department of the former Girard Bank (now Mellon Bank East).



Anne Klein was the featured speaker at the May meeting of the Human Resources Association of Southern New Jersey. Her topic was employee and crisis communications for HR professionals. This was the third presentation that Anne has made to HR professionals on the subject of crisis communications.

AKA Helps Educate Community on Need for New Medical Center

AKA is assisting **South Jersey Health System** with a communications program to inform county residents of the benefits to be gained by their support of a new regional medical center. Three existing system hospitals will keep selected services and will be further redesigned for other medical uses. AKA has helped with the strategic planning, key messages, fact sheets and ad concepts.

De Lage Landen Financial Services, Inc., Berwyn, Pa., asked AKA to help coordinate news media efforts with Philadelphia's Gift of Life Foundation when an employee's son was fatally injured in an accident. The DLL employee asked the Foundation to give her son's heart to the young husband of a co-worker who was on the heart transplant list.

When Philadelphia's **Jefferson Health System's** negotiations with Aetna/US Healthcare for a new contract for its Main Line Health and Albert Einstein hospitals became a topic of public concern, AKA was asked to provide strategic counseling and editorial assistance for the system's communications needs. An agreement was reached, averting any inconvenience for the patients and the hospitals.

AKA assisted the **Multiple Sclerosis Association of America** with strategic counsel during a crisis situation involving accusations against the leadership of the association. Ultimately, both the founder and his son were asked to resign. With the appointment of a new executive director and a reorganized board, the organization has taken significant steps to improve its structure, management and oversight, and to expand its programs and services for MS sufferers.

Novelist **Christiane Heggan** received the Holt Medallion (for best mainstream novel) from the Virginia Romance Writers Association for her eighth novel, *Deception*. Both *Deception* and her seventh novel, *Suspicion*, are finalists for the National Readers Choice Award. In addition, both books have been nominated for the Golden Quill Award. Winners of both awards will be announced at the Romance Writers of America convention in Chicago in July. Meanwhile, Chris' ninth novel, *Trust No One*, will hit the bookstore shelves in mid-August.



AKA senior VP and COO Nancy Farwell talks with **Lonzon Riverside** plant manager Bernold Studer during the plant's recent Open House. Over 500 neighborhood residents and local officials attended the open house in May to learn more about the plant and its commitment to the health and safety of its employees and neighbors. The event, which AKA helped plan and organize, included tours of the plant's production and environmental areas, presentations on the safety initiatives Lonzon has in place, activities for children and a chance to meet many of the plant employees. Lonzon Riverside is a unit of **algroup lonza** of Switzerland. The facility, located in Upper Merion Township, outside of Philadelphia, manufactures high-purity chemical intermediates and active ingredients that are used in the production of many leading pharmaceuticals.

AKA recently created a website (<http://www.riversidecap.com>) for the Riverside, Pa., plant of **algroup lonza**, manufacturer of pharmaceutical chemicals. The website spotlights the plant's Community Advisory Panel (CAP), a group of citizens interested in fostering better relations between the plant and the community.



AKA recently wrote a community report for **Armstrong World Industries-China**. The project began when Armstrong China learned about the community report that AKA had written for Armstrong in the United States and decided that Armstrong China needed a similar piece. Developed with assistance from AKA's Pinnacle Worldwide partner Bauquis & Boyd in Beijing, and printed in both Chinese and English, the report describes some of the ways that Armstrong China and its employees continue Armstrong's historic commitment to the communities in which the company operates around the world.

Nice Words from Clients and Friends

"I checked out the website [you created for us] yesterday evening. It really looks terrific. I feel proud to have such an exciting website. Thanks for the excellent job and the great work."

Bernold Studer
Plant Manager
algroup lonza - Riverside Plant

"Congratulations on the five Pepperpot Awards.... You and the folks you work with know about the quality of your efforts. But recognition like these awards lets the rest of us know about the fine job you continue to do."

Don Bagin, Ph.D.
Professor of Public Relations
Rowan University
Glassboro, N.J.

Anne Klein & Associates is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States. It is a member of

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a leading network of
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relations firms
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KALEIDOSCOPE is published by
Anne Klein & Associates, Inc.
Three Greentree Centre, Suite 200
Marlton, NJ 08053 (856) 988-6560
e-mail: newsletter@akleinpr.com
WWW: <http://www.akleinpr.com>
Editor — Jerry Klein



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We Always Knew That PR Works! *(Continued from front page.)*

budgets. The responses spanned the entire range of the 476 firms on the list, providing a highly representative sample. The most admired companies spent the most money on employee communications, industry relations, media relations, and financial relations. The largest spending differentials from the most admired to the least admired were in the areas of employee communications and industry relations. The most admired companies spent nearly three times more on employee communications and nearly four times more on industry relations.

PR professionals also need to be aware that their strategic planning skills are critical. In the 200 most admired firms, the PR department was called in regularly by management for strategy sessions.

So, now *we* know. We need to advise our clients and our bosses of the results of this significant research so that *they* know the value of what we do.— **A.S.K.**

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