

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2009



Stay Visible with Social Networking

by Anne Sceia Klein, Fellow PRSA

In the Fall/Winter 2008 issue of *Kaleidoscope*, I wrote about the need to keep your organization visible during this economic downturn. If you stay visible now, while so many others are cutting their marketing, advertising and PR budgets, your organization will be top-of-mind to potential buyers of your products or services when the economy rebounds.

An increasingly popular way of staying visible is via social media. More and more companies are turning to social networking tools like Facebook and Twitter to keep in frequent touch with their friends, customers and fans. Many organizations even have staff members specifically assigned to monitor and post social network updates.

And our firm is practicing what we preach. Our account staff members have individual Facebook pages, and we recently inaugurated an AKCG fan page. (Please visit us at <http://tinyurl.com/akcgfanpage> and become a fan.) Several of us are active on LinkedIn and Twitter. Look for an AKCG blog coming soon.

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Presentations

SOCIAL MEDIA FOR BUSINESS

AKCG vice presidents Chris Lukach and Mike Gross are reaching out to regional business organizations with presentations about how social media tools (like Twitter, LinkedIn, Facebook, blogs, etc.) affect business.

In the last two months, Chris and Mike have presented several interactive seminars to business organizations including the South Jersey Chapter of the National Association of Women Business Owners, the South Jersey Wellness Council, the Burlington County (N.J.) Chamber of Commerce's Women's Business Forum and the New Jersey Emergency Preparedness Association during its annual conference in Atlantic City.

In the sessions, Chris and Mike examine each major category of social media, explain the pros and cons of these new tools and, through examples, demonstrate their impact on today's business environment. They tailor the presentation's examples to each specific audience.



Chris Lukach presenting at the N.J. Emergency Preparedness Association annual conference in Atlantic City.

The duo is looking for more opportunities to present about social media, focusing on business groups in a wider net around the Philadelphia market.

In addition to the presentations, Chris and Mike are also working with a number of clients to help establish and monitor their social media presence.

COMMUNICATING HOSPITALS' COMMUNITY BENEFIT

COO John Moscatelli and VPs Chris Lukach and Mike Gross presented a half-day seminar for more than two dozen members of the Delaware Valley Healthcare Council (DVHC) in early June. The team discussed communicating the various elements of "community benefit" that hospitals provide, in light of new federal reporting requirements.

The IRS has introduced Form 990 Schedule H that requires in-depth reporting on community benefit, including charitable care and community health education programs.

John, Chris and Mike discussed the strategic opportunities these new requirements present, and ways to take advantage of those opportunities.

They also provided a sample messaging framework to address potential issues that may surface as policymakers, the media and the public start looking at the information contained in the new filings.

The DVHC, affiliated with the Hospital & Healthsystem Association of Pennsylvania, advocates for southeast Pennsylvania healthcare organizations.

TWO NEW SENIOR COUNSELORS

The AKCG Senior Counselors ALLIANCE has grown to more than 30 seasoned professionals with the addition of two new members, David Cheatham and José Sosa.



Cheatham



Sosa

David, managing partner of Transform Communications of Voorhees, N.J., implements and manages best practices communications that show quantifiable results, such as speeding up the adoption of restructurings, culture change and technology integration across enterprises. His industry experience includes life-sciences, telecommunications, hi-tech, chemicals, utilities and others.

José is a principal in the Americas Alliance Group (AAG), based in Westampton, N.J., dedicated to reaching out to the nation's burgeoning Hispanic population. Prior to launching AAG, José was director of External Affairs for Johnson & Johnson; and from 1992 to 1994, he served as a member of the New Jersey General Assembly.

The ALLIANCE is composed of independent veteran practitioners who help expand the range of services that AKCG can offer its clients. Learn more at www.annekleincg.com/counselors.

ANNE ON WEBINAR

In early June, Anne Klein was a featured panelist, along with AKCG senior counselor Irv Lipp, on a PR Newswire Webinar entitled "Staying Ahead of the Game: The Steps to Effective Crisis Communications Planning." Anne discussed planning for crisis incidents, preparing a crisis communications manual and winning buy-in for the process from senior management. The Webinar ended with questions from some of the 200+ virtual attendees. To view and listen to an archived version of the presentation, visit <http://tinyurl.com/webinar0609>

CHRIS BEGINS PPRA TERM

VP Chris Lukach has begun his term as vice president for External Affairs for the Philadelphia Public Relations Association (PPRA). In his new role, Chris oversees PPRA's two annual capstone events – the Gold Medal ceremony (honoring non-PR professionals who have brought favorable PR to the Philadelphia area), and the Hall of Fame induction (honoring area practitioners with lasting legacies; Anne Klein was inducted in 2004).

STAFF NOTES

Mike Gross participated in the 2009 Public Relations Society of America (PRSA) Leadership Rally in New York City. Mike is president-elect of the Philadelphia chapter of PRSA.

John Moscatelli continues as an adjunct professor at Rowan University's College of Communications, teaching classes in both crisis public relations and client relations this year.

Chris Lukach and AKCG account executive Kate McDermott are members of the first-ever Public Relations Committee for the Philadelphia Ad Club.



On June 16, Chris Lukach and 16 colleagues from PPRA visited the CBS Broadcast Center in New York City. After being treated to a tour of the news room and editing suites, the group observed a live broadcast from the news and control rooms. Shown here at the anchor's desk is Chris (top row, right) standing next to CBS anchor Jeff Gohr.

Photo courtesy of Lisa Simon.

Client News

AKCG has been retained by the **University of the Sciences in Philadelphia (USP)** for a media relations program to reinforce and expand the university's position in the marketplace. USP was founded in 1821 as Philadelphia College of Pharmacy, the first school of pharmacy in North America. It has grown to include more than 20 majors in five colleges, more than 10 MS programs, an MBA and an MPH program, and six Ph.D. programs. Graduates of USP are established in all aspects of the healthcare spectrum including the thriving pharmaceutical, science and healthcare industries as well as in governmental, business and administrative professions.

Client **Croda Inc.**, a manufacturer and supplier of natural-based specialty chemicals for personal care, pharmaceutical, household and industrial markets, has formed a Community Advisory Council (CAC) with the help of the AKCG team. The CAC consists of neighboring businesses, community leaders, educators, emergency responders and ordinary citizens living near the New Castle, Del., plant. On June 2, the CAC held its second meeting, which included community discussion and a tour of the Croda facilities.



AKCG associate Brooke Neifert (far left) prepares for a plant tour with Croda leadership and members of the Community Advisory Council.

(Continued on next page.)

BUILDING AN ONLINE COMMUNITY FOR ADOPTIVE PARENTS

AKCG recently helped launch www.diakonfamilies.org, a new social networking site. It is an online community for participants in the Adoption & Foster Care (AFC) program of Diakon Lutheran Social Ministries, an AKCG client for several years.

Diakon's AFC program, which has helped thousands of children and youths of all ages gain permanency with loving adoptive and foster families, offers a full range of adoption, foster-to-adopt and foster care services.

While Diakon has a fully trained and able staff that provides guidance to the program participants, Diakon's communications team determined they wanted to provide a way for the AFC participants to connect with one another. Knowing of AKCG's expertise with social media, the Diakon folks gave us a call and asked what we could do. Working as a team with Diakon, AKCG developed a plan to use social media to reach this audience.

Our goal was to provide a venue for the participants to build relationships, share best practices, ask and answer questions, and generally feel connected with other, like-minded people who were going through similar situations.

After conducting a focus group of adoptive and foster-care parents, we determined that an online forum, or message board, would meet the needs of this highly engaged audience. Diakon and AKCG partnered with Triple Strength, a Web site development firm, to implement the site's layout and design.



The home page at www.diakonfamilies.org

Based on input from the parents, we tailored the design of the Web site and created seed content. Once the basics of the site were complete, we beta tested the site with the original focus group participants and eventually with a second selected group of AFC participants. We asked them to test the functions of the site and begin posting information related to the topic areas. Topic areas include preparing your home for a new arrival, how to navigate the adoption process, arranging play dates and more.

Diakon's AFC leadership team also uses the site to interact with participants, offering advice where appropriate.

Once we completed the beta phase in June, Diakon opened the site to all of its participants and migrated the site to its permanent home at www.diakonfamilies.org. (Given the subject matter, much of the forum is open only to registered users.)

AKCG and Diakon developed a list of tactics to promote the new forum through many of Diakon's existing communications channels and wrote key messages for AFC representatives to use when talking about the new offering. Diakon's communications team has already started to spread the word through several outreach and promotion initiatives.

Client News (continued)

AKCG and partner Enterprise Marketing helped **The Visiting Nurse Association of Greater Philadelphia** (VNA) re-establish its corporate identity with two new logos and a graphics standards manual. The efforts coincided with the relocation of the VNA's headquarters and the opening of its free-standing inpatient hospice, both in the East Falls section of Philadelphia. The new look will be used on the VNA's letterhead, business cards, note cards and marketing collaterals. In addition, AKCG is promoting the opening of the inpatient hospice and will also provide media relations support for the dedication ceremony slated for this fall.



AKCG recently assisted **St. Mary Medical Center** to communicate the proactive steps the Langhorne, Pa., hospital took to control the spread of Swine Flu.

AKCG supported one of **United Educators'** (UE) member institutions with crisis communications counseling. AKCG is a pre-approved crisis communications service provider for UE's member schools, colleges and universities.

The **Council on Standards for International Educational Travel** tapped AKCG for assistance in communicating its efforts to support travel safety for foreign-exchange students.

AKCG leaders are participating on the **Delaware Valley Healthcare Council's** Hospital Disaster Communications Committee.

Stay Visible with Social Networking

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The subject of increased visibility is on the minds of many business people. They want to get active on social networking sites, but many don't know how to begin.

Chris Lukach and Mike Gross have been in great demand as speakers, explaining the advantages and disadvantages of various social media tools and explaining both why and how to use them. (See story on front page.) Most of the agenda at our recent AKCG Senior Counselors ALLIANCE meeting was devoted to the subject of social media.

With the increasing cost of postage and telephone service, social media channels are inexpensive and effective ways to keep in touch. And for everyone with contacts in other countries, don't forget Skype. I'm a relatively new user of Skype, but I can attest it's an amazing Internet tool.

Socialize away. Network away. Keep in front of your referral sources, your customers and your prospects! You'll be glad you did. — A.S.K.

Technology

CRISIS PLANS NOW ON FLASH DRIVES

AKCG has added a new tool to its crisis communications preparedness offering: a portable and secure USB flash drive version of the customized crisis communications manuals our team writes for companies and organizations.

Custom software commissioned by AKCG enables users to have quick and easy access to the content of scenario-based crisis communications manuals, content traditionally accessed via three-ring binders.

While there still is a place for a hard copy of a crisis plan, this new tool allows for more convenient access to the content for editing and distribution purposes.

Anne Klein Communications Group is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States. It is a member of **Pinnacle Worldwide**,



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