

# ANNE KLEIN COMMUNICATIONS GROUP

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## **Rebuilding Morale and Reputation Through Communication**

**One in a Series of Award-Winning Solutions**

### **The Challenge:**

Counter internal instability and controversy, and negative public perceptions to restore Delaware Valley College's positive reputation.

### **Results:**

- The "floodgates of positive reporting" were opened – media coverage was extensive and favorable.
- The fall incoming class was the largest the college had seen in more than 10 years.
- Donor contributions doubled from the previous year.
- Del Val College's reputation among trustees, community press and opinion leaders, faculty, students, alumni donors and prospective students increased.
- Anne Klein Communications Group received a Peppercorn award from the Philadelphia chapter of PRSA for Excellence in Crisis Management and a PR Professionals of Southern N.J. Berny Award for Crisis Management.

### **Background:**

The goal of the program was to change the public's and staff's perceptions of Del Val College, thus increasing enrollment and donor contributions. Target audiences for the campaign included: 1) trustees, 2) faculty and other employees, 3) students, 4) alumni, 5) prospective students, and 6) the news media.

### **The Campaign:**

Anne Klein Communications Group created a multifaceted approach designed to enhance the school's reputation among its key audiences, encourage increased enrollment, and promote alumni and donor contributions.

AKCG reacted quickly to counter negative publicity and researched the college's strengths to develop global story angles and long-term strategies. In rapid sequence, AKCG quickly reviewed background materials; conducted informational interviews with college faculty, board members and key media; and held focus groups to capture and analyze the views and feelings of target publics.

AKCG created and distilled a set of key messages to be used throughout the communication crisis, emphasizing the college's academic excellence, student and faculty strengths, community contributions and economic vitality. AKCG provided crisis counseling, working closely with the college's acting president to deliver consistent, accurate information on a variety of controversial issues and to improve relationships with key audiences through regular personal contact. Proactive media relations followed swiftly, with news and photo activity that produced mountains of favorable publicity.

*To learn more about how Anne Klein Communications Group can help you counter negative public perceptions about your organization, please call and ask for Anne Klein or John Moscatelli.*