



*Public Relations  
Council  
of Greater Atlantic City*

P.O. Box 1871 • Atlantic City, NJ 08404

March 2004

Tuesday, March 30, 2004

## Preparing to Meet the Unexpected Opportunity

Join us on Tuesday, March 30, as professional communicator Rick Keating prepares us to “meet the opportunity” and also gives us a glimpse into today’s “experience-based economy.”

We will meet at Rifici’s Ristorante, 308 White Horse Pike, Absecon, N.J! Cost is \$20 for members and \$30 for guests. Choose from the following menu selections:

*Chicken Sorrento—sauteed chicken with prosciutto, eggplant and mozzarella cheese with a maldina wine sauce*

*Mialie Involtini—pork tenderloins stuffed with portabella mushrooms, roasted red peppers and mozzarella cheese*

**RSVP by Thursday, March 25 to Maria Terpolilli:**

**[maria\\_terpolilli@cable.comcast.com](mailto:maria_terpolilli@cable.comcast.com) or (609) 677-1010, ext. 15**

## About Our Speaker

Rick Keating is president and chief executive officer of Keating & Co., a strategic communications firm with three main practice areas: Public Relations, Consulting and Global and Public Affairs. He has been with the firm his entire professional career, representing its second-generation leadership.

Rick was responsible for transforming the company from an integrated marketing agency to what it is today – a strategic marketing and communications firm. The transformation resulted in a streamlined firm centered on a process-driven approach, called PRgear™, to achieve maximum benefits for its clients.

As a global communications consultant, Rick has developed and implemented strategic communications for the American and Australian Bicentennials, the French Bicentenary, Nikon, Cendant, the New York Cotton Exchange, International Securities Exchange, Tudor Investments and Bertelsmann. His public relations and marketing strategies have resulted in the development of WTO-backed peace initiatives in the Middle East to economic and sustainable development programs in Micronesia. Rick has also worked at the local level, assisting towns including Greenfield, Massachusetts with downtown communications and global brand building initiatives. Additionally, he facilitates CEO coaching and media training, having worked with some of the country’s leading businesspersons.

Committed to education and thought leadership, Rick chairs numerous seminars and has written articles on topics concerning economic development, branding, public relations strategy, internal relations, investor relations and public relations processes and measurement. In 2003, he was asked to serve as a member of the Board of Overseers of Seton Hall University's John C. Whitehead School of Diplomacy and International Relations.

Rick is a graduate of Villanova University, with dual degrees in English and Communications, and has been trained at the MIT-Harvard Public Disputes and Mediation Program.

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**Public Relations Council, P.O. Box 1871, Atlantic City, NJ 08401**

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# Improving Employee Communications

*Have you forgotten “something”?* When you developed your PR program, did you include a component for a key, but often neglected audience—your employees?

It’s not unusual for a company to expend substantial effort on external audiences like customers and opinion leaders, while the employees receive less attention. This article is a reminder that this internal audience is worth the effort.

## Spread the News...

Employee news is often announced in an internal publication or on the company-only Intranet. Why not spread the good news to the world? Not only will it increase visibility for your company, it will have a positive effect on employee morale.

Some companies go public with their news on a company website. Others release promotions to the local newspapers and industry trade magazines. Still others add it to their “on hold” message. However you choose to do it, get the news out!

## Keep Information Flowing...

Employees should be regularly “plugged in” to what’s going on in the company. This serves dual benefits. First, employees can be your unofficial spokespeople to talk about the company’s positive changes. Second, if employees know the facts, they can help to counter any rumors. It also helps employees feel a part of the team to be on the receiving end of the information pipeline.

Some companies broadcast updates on voice mail via a “company radio program,” and others via email. Company meetings are good venues for news that could be questionable and require a more extensive Q&A. Telling the employees first, before announcing news to the rest of the world is always a smart move.

## Motivate, Motivate, Motivate!

A report in the Wall Street Journal revealed that employees are not motivated by jackets, plaques and pins. They are motivated by special training, lunch with the boss and plane tickets to meet the leaders at corporate headquarters.

Reassess your motivation programs. If you have none in place, you can get some solid ideas at [www.hardatwork.com/Stump/ME/ME.html](http://www.hardatwork.com/Stump/ME/ME.html).

## Employee Communications in the Event of a Crisis...

Every company fears a crisis. Communications with employees is especially critical during this time.

If you already have an employee notification system set up as part of company communications, you can use that to your advantage during a crisis. Post updates to employees via a voice mail or email system, as you alert the media—and you’ll help to control rumors.

Use your communications system to remind employees that only company spokespersons can speak to the media, and you’ll further help to control your message.