

PR News

Building the bridge between PR and the bottom line.

CSR Awards Issue

In recent years, the business climate has become seemingly more and more challenging with every passing day, and that couldn't have been more true in 2008, when a sharp economic downturn challenged organizations' abilities to protect their own interests, let alone to address the interests of others.

But, as the profiles outlined in the following pages demonstrate, even a crippling recession didn't stop the corporate social responsibility efforts of many companies, which committed valuable time and money to help improve communities around the world.

All CSR Award winners and honorable mentions were honored alongside the PR News Legal PR Awards winners during a luncheon at the National Press Club in Washington, D.C., on

Feb. 26, 2009 (to read about the Legal Awards winners, see PRN 02-23-09).

In addition to the awards presentation, the luncheon featured a keynote presentation by Julie Robertson, National Director of American Heart Association's "Go Red for Women," and Jens Bang, CEO of Cone Inc. The two CSR leaders discussed the topic of agency-client partnerships in the context of corporate responsibility efforts.

To read more about Robertson and Bang's keynote presentation, and to read expanded profiles of the CSR Award winners and honorable mentions listed in this special awards issue, please visit www.prnewsonline.com.

ANNUAL REPORT

Winners: Cable Positive Inc. and the watsons
Campaign: Cable Positive Annual Report

As the cable industry's AIDS action organization, **Cable Positive** wanted to give stakeholders and the general public an understanding of the brand's accomplishments in terms of AIDS education; the organization also wanted to raise awareness about the amount of help still needed to combat the disease. The annual report was thus seen as an effective vehicle for communicating these messages.

Cable Positive also wanted to use the report to illustrate that HIV/AIDS is still a global problem and that there are

many ways to get involved to help end this epidemic.

ENGAGING STAKEHOLDERS TO EMBRACE A CAUSE

Working in tandem with marketing firm **the watsons**, Cable Positive executives determined that the document should reflect a "We Have Work to Do" theme. To convey this effectively, they used black-and-white photos overlaid with red handwritten comments, thus giving the publication a work-in-progress tone and feel.

At the same time, Cable Positive wanted the report

to be more accessible and engaging than the typical annual report. The visual approach was the first step in achieving this, but the dissemination vehicle of choice would ultimately be the home run.

DISSEMINATING VIA FLASH DRIVES

The team distributed the document to key stakeholders via direct mail and online; they also distributed Cable Positive-branded Flash drives with the report and public service announcements that uploaded once connected to a computer. It was also disseminated on industry trade show floors via USB drives to save on the

amount of paper costs that would normally be incurred.

VOICING APPRECIATION

As a result of the team's focus and commitment in communicating its message, the report was recognized at the Service Industry Advertising Awards in 2008. More stakeholders reached out to Cable Positive to show their support of the annual report. Also, interest in Cable Positive's regional chapters increased to such an extent that several new chapters were created.



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■ **NONPROFIT/CORPORATE PARTNERSHIP**

Winner: The Dave Thomas Foundation for Adoption and Wendy's

Campaign: Wendy's Wonderful Kids

Wendy's/Dave Thomas Foundation for Adoption actively promote foster care adoption, and to focus the effort, the two organizations partnered to develop the Wendy's Wonderful Kids (WWK) Program, which combines the fundraising of the Wendy's restaurant chain, the grants of the Foundation and the talent of seasoned adoption recruiters throughout the country.

The initiative's aim was to raise awareness of foster care adoption among the general population while keeping the spirit of Dave Thomas, the

founder of Wendy's, in the hearts and minds of consumers by bringing attention to an issue he cared deeply about.

THE CHALLENGES

Like many nonprofit-driven efforts, the Wendy's Wonderful Kids Program faced difficulty in raising funds when measured against real-world adversities such as hurricanes and earthquakes—overcoming donor fatigue was crucial. The WWK Program needed to raise funds in a simple way that would strike an emotional chord with consumers.

DEPLOYING THE TACTICS

To communicate the foster care adoption message and motivate Wendy's customers to drop their loose change into canisters near every register, the WWK team used in-store displays (i.e., posters, tray liners) and timely promotions. Also, the Dave Thomas Foundation tied the WWK effort to several high-profile events, such as the 3-Tour Golf Challenge on ABC, to raise awareness about foster care adoption.

FAST TRACK TO SUCCESS

From Sept. 1, 2007, to Sept. 1, 2008, the funds raised for WWK was \$6,605,288. Of the 992 children served by the program, 353 were adopted. WWK program recruiters skyrocketed from seven in 2004 to 117 throughout the U.S. and Canada.

■ **CAUSE BRANDING**

Winner: A&E and Civic Entertainment Group

Campaign: The Recovery Project

Based on the startling statistic that 22 million Americans are struggling with addiction, **A&E** executives launched the Recovery Project, a social outreach initiative to bring awareness to the issue, promote existing resources for treatment and prevention and leverage its brand assets to advance the cause of recovery.

CAUSE REHABILITATION

With the help of agency partner **Civic Entertainment Group**, the team executed the campaign's multiple elements:

- **The Recovery Rally:** More than 5,000 people from across the country gathered at the base of the Brooklyn Bride to celebrate National Recovery Month. Attendees

including A&E execs, addicts, celebrities, government officials and nonprofit leaders formed a human chain across the bridge, creating a living symbol of recovery that resonated with viewers and media nationwide.

- **Recovery Delegates:** The A&E team partnered with the **NCADD** to select individuals from all 50 states who had been in recovery for at least 10 years to serve as Recovery Delegates. This group not only led the Recovery Rally, but they acted as living examples that addiction is a very real—and very beatable—disease.
- **TheRecoveryProject.com:** This Web portal continues to act as an information hub

where visitors can access resources, plan or attend local events, share personal stories, connect with legislators and community leaders and volunteer.

- **PSAs:** A&E dedicated valuable on-air time to run a series of PSAs highlighting the importance of treatment and the hope for recovery. Among the celebrities featured were Whoopi Goldberg, Russell Simmons and Benjamin Bratt.

CHANGE THEY BELIEVED IN

A&E's multi-pronged cause branding campaign embodied real life and change. Media coverage drew 7.5 million impressions in major outlets and A&E established itself as a leader in social outreach. Most significant, though, Recovery Delegates from all 50 states and Washington, D.C., appeared at the Brooklyn Bridge rally to represent more than 1,000 years of addiction recovery.

■ **COMMUNITY AFFAIRS**

Winner: Entergy Corporation

Campaign: Entergy's Earned Income Tax Credit

The Earned Income Tax Credit (EITC) is the nation's largest poverty reduction program, and never has this been more critical than in today's economic crisis. However, between 15% and 25% of households that are entitled to the EITC are known not to claim it, which means that between 3.5 million and 7 million households deserving credit don't receive it.

Enter **Entergy Corp.** The company sought to help reduce these statistics by making sure that its low-income customers knew about the EITC program, knew where to get more information and knew how to find out if they qualified.

ACCOUNTING 101

"At the heart of the issue were two things," says Patty Riddle-

barger, director of corporate responsibility for Entergy Corp. "First, a simple lack of awareness on the part of the targeted audience, and, second, funding to increase capacity of the agencies that help low-income individuals and families file to receive EITC."

The specific measures taken to accomplish this included:

- Placing a message about the EITC program on Entergy's Interactive Voice Recording system;
- Linking to the **Internal Revenue Service** Web site;
- Sending an e-mail blast to low-income advocates and faith-based contacts. "We communicated through our network of 9,000 low-income advocates who rep-

resent churches, nonprofits, government agencies and other organizations that work with low-income clients," Riddlebarger says. "In some cases, we also funded grants to help nonprofits purchase paid advertising to get the word out."

- Providing free IRS "EITC Kits" to case managers to assist them in completing and filing EITC forms; and,
- Serving on the coalition to plan a Super Tax Day in Baton Rouge, La., to reach a large customer base in one concerted effort.

"We leveraged existing communications tools and channels to get the word out," Riddlebarger says. "One of the most effective tools we used was 'predictive dialing technology,' in which low-income households received an automated phone message about EITC and information about how to con-

tact a local nonprofit agency that could process their tax return and file for the credit."

PAYDAY

Entergy's aggressive campaign to spread the word about EITC had netted hugely positive results: In the 2007 filing season, an estimated 3.3 million low-income taxpayers in Arkansas, Louisiana, Mississippi and Texas received \$7.4 billion through EITC. As for the specific driver behind the success, Riddlebarger is humble.

"There really was no magic bullet in this campaign, but a key is identifying a project that is a good fit for your company," she says. "The fight against poverty is our major corporate cause. With EITC, low-income families can receive refunds of up to \$3,000, which can make a big difference to those who are struggling to put food on the table—or pay their electric bill."

■ **CORPORATE-COMMUNITY PARTNERSHIP**

Winner: Diageo North America and Forum Strategies & Communications

Campaign: DrinkIQ

Irresponsible drinking has been a problem throughout history, and that reality presents unavoidable challenges for alcohol brands, which must defend their reputations while making efforts to promote safety. This was the goal that **Diageo** and agency partner **Forum Strategies & Communications** set forth with the creation of DrinkIQ, a Web site that would serve as a global resource to help combat alcohol misuse and promote responsible drinking by sharing best practice tools,

information and initiatives.

DIGITAL COCKTAIL

Key to achieving this objective were partnerships with organizations such as **National Consumers League** and the **National Alcohol Beverage Control Association**, which supported and validated the initiative. Plus, they helped make the site a vehicle for delivering responsible drinking materials to a broader audience.

These partnerships, along with the help of Forum, gave

DrinkIQ authority on the subject of responsible drinking, but that alone wouldn't guarantee global participation in the site. Interactivity and stakeholder engagement were critical to taking the Web platform to the next level.

"The centerpiece was DrinkIQ's Resource Center, which features the Responsibility Channel, a community section of the Web site centered around interactive media," says Carolyn Panzer, global director of alcohol and responsibility for Diageo. "This platform has allowed DrinkIQ to offer a single destination among the plethora of other responsibility Web sites where users can find a wide range of tips, tools and multimedia."

SAFETY FIRST

The site's content created a destination, but the team's use of search engine optimization and media outreach effectively increased traffic, heightened awareness and maximized the overall effectiveness of DrinkIQ. Ultimately, the overall communications strategy succeeded in delivering important information to the community about responsible drinking.

"Through this portal, we have been able to communicate with stakeholders, allowing them to post their own media and to interact with one another," Panzer says. "This sort of circular dialogue has helped advance the conversation surrounding the subject of responsible drinking and grown DrinkIQ's audience."

■ **DIVERSITY COMMUNICATIONS**

Winner: **PricewaterhouseCoopers**

Campaign: **Impact*: Taking Bright Minds Further**

According to 2007 data from the **U.S. Census Bureau**, only 19% of the country's African-American population has a bachelor's degree. As a result, university admissions offices nationwide are continuously looking for ways to identify minority members as potential students.

The statistics also prompted **PricewaterhouseCoopers**

to turn its attention to create Impact*, an educational development program that would inspire African-American high school students to pursue a post-secondary education.

HIT THE BOOKS

To set the program's wheels in motion, PwC execs established a team comprised of leadership from the company's Office of

Diversity, as well as an independent certified educational consultant to provide input into the development of program curriculum, mentor training and workshop materials.

Then, the team launched a targeted integrated multi-media promotional campaign designed to raise awareness about and generate recruitment for the Impact* education program, which helps participants navigate the college application process. The components of this campaign included:

- PwC PR team support;
- Customized mailings;
- PwC-branded Impact* marketing collateral;
- Dedicated Web site; and,
- Branded giveaways.

BEST IN CLASS

In less than one year, the program reached approximately 155 high schools and community and faith-based organizations that serve the program's target population. Additionally, 56 high school juniors were selected for the inaugural class of Impact* scholars.

■ **EMPLOYEE VOLUNTEER PROGRAM**

Winner: **NorthShore University HealthSystem**

Campaign: **Sharing Spirit Employee Volunteer Awards**

"What's in it for me?"

That is exactly what **NorthShore University HealthSystem** asked of their employees to advance the organization's mission "to preserve and improve human life." In order to engage the 8,000-plus employees around this philanthropic gesture, NorthShore's community relations department created the "Sharing Spirit Awards," a program to recognize employees for their extraordinary volunteer efforts beyond

the walls of its three hospitals.

CALLING ALL VOLUNTEERS

NorthShore execs had a clear plan for the program: Employees would submit nominations that detailed their specific volunteer efforts, be they at a local or international level. Annually, 10 winners would receive a \$500 donation on behalf of their volunteer organization, and they would be honored at a reception, during which time a synopsis of the volunteer's work would be

shared with the audience.

Logistically speaking, though, this plan had its challenges, which NorthShore University HealthSystem director of community relations Mark Schroeder identifies as "communicating the new program and call for applications to the entire organization, not just pockets."

"Selecting winners was a challenge, as there were so many outstanding applications," he says. "We also wanted to be sensitive to those applying, because though they may not have met the criteria for the award—improving and preserving human life—their volunteer work is still very much valued by the organization."

A DIGITAL TOUCH

To overcome these challenges, the team leveraged their digital assets, including the organization's internal publication *Inside NorthShore* and its intranet, "Pulse." But it was important that the team didn't lose sight of more intimate communications amongst all the digital outreach.

"We utilized our digital outlets such as the intranet and e-mail blasts," Schroeder says. "But we also presented the award and a call for applications via in-person meetings with senior leadership so as to disseminate the information at department meetings or other scheduled meetings that take place between managers and their employees."

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Winner: Deloitte's 'We Are Defined by Our Responsibilities'

driving force behind the policy.

On August 29, 2007, Deloitte's board approved an official corporate responsibility policy, which formally proclaimed the company's commitment to "promote human dignity and ethical behavior, advance learning and culture, and advocate the sustainable use of natural resources and the environment."

While establishing the policy was a big step for Deloitte's CR efforts, one key action still needed to be accomplished: Engaging employees to be the

ALIGNING CULTURE WITH VALUES

To foster grassroots adoption of the CR mission across the entire company, the communications team homed in on the 'roll up your sleeves' culture, initiating a robust employee relations program that included the following components:

- Sustainability Awareness/Education: Generates awareness among the 44,000 active Deloitte employees.

- Greening Toolkit: Contains 35+ projects for each office.
- DeloitteNet: Online portal acts as a sustainability hub.
- Ethics Training: 24/7 Integrity Helpline counsels employees on concerns.
- Green Dot Scorecard: Shows performance by office in terms of greening projects completed.
- Green Leadership Council: Provides counsel and regional perspective from its eight regional representatives.

CONNECTING THE DOTS

Thanks to these elements, which



only represent a few of many that Deloitte execs created to engage employees, the company's corporate responsibility mission has been effectively and officially integrated into day-to-day operations.

TIE ▼ EMPLOYEE RELATIONS ▲ TIE

Winner: Lumina and BT

Connecting employees who are scattered around the globe is a monumental challenge for any organization. This challenge became particularly salient to BT executives when they sought to execute a campaign around the company's "Community Champions" program, which serves to celebrate the diversity of employee-led volunteering efforts and to promote sustainable community involvement to all stakeholders.

"One of the greatest challenges facing BT is the disparity of its workforce," according to Beth Courtier, head of BT's Charity Program, and Joanna Sheehy, project manager at agency partner Lumina. "As a global employer with almost 105,000 employees, it has been necessary to use a number of channels to enable messages regarding the employee relations program to touch as many individuals as possible."

CROSSING THE CHANNEL

The program, led by BT's corpo-

rate responsibility unit, gives employees the opportunity to apply for cash grants to support their personal volunteer interests and then celebrates their efforts at the annual BT Chairman's Awards.

To ensure that all BT employees had the opportunity to participate, the team "devised a communications strategy that taps into business units, diversity champions, judges and 'ambassadors' of the [program], who are called upon to promote it," according to Courtier and Sheehy.

Not surprisingly, BT's digital assets were integral to achieving the desired results. The team leveraged the following online components:

- **Internal Social Network:** "This is an online network where employees can post items relating to [things like] birthdays and reunions, so we have visited the channel to encourage winners to post their experienc-



BT's Chairman presents a Community Champions awards.

- es from the program, facilitating user-created messages instead of BT-driven content," Sheehy says.
- **Dedicated Web Site (www.btcommunitychampions.com):** This forum hosts videos from recent BT Chairman's Awards winners to bring the program to life.
- **Internal Blog:** Used to facilitate conversations among employees about their own volunteer efforts.

LOGGING ONGOING SUCCESS

"Using emerging channels has allowed us to communicate

with and learn from a new demographic group," Sheehy says. "Within this digital landscape, we feel it is necessary for individuals to continue to use their own voice to differentiate from the 'noise.'"

Based on the campaign's results, the team did just that. Community Champions has received support from external organizations, including the **London Benchmarking Group** and the **Corporate Citizenship Company** and has also contributed to BT's No. 1 ranking in the **Dow Jones Global Sustainability Index**.

Winner: **AGATA TYSZKIEWICZ, CEO and President, Publicist Consultants/Rowland Company**

A staunch fighter for a good cause, Agata Tyszkiewicz belongs to the generation of young Polish free thinkers who entered the field of PR when Poland, after years of Communist control, finally opened up to the free market economy.

As a PR exec, she has incorporated ethical corporate cultures and effective CSR communications with numerous charitable organizations, such as **UNICEF Poland, SOC Children Villages, Polish Red Cross and National Hospices Movement**. Recognized in her

native country and abroad, Tyszkiewicz has been the architect of social programs that have attracted a lot of media coverage and been the recipient of numerous laurels.

CHAMPIONING THE UNDERDOG

Working with clients that include **R.J. Reynolds Tobacco Company, Bayer, Wrigley Poland, Microsoft and PAIZ**, Tyszkiewicz's fresh ideas have led to the creation and execution of innovative CSR programs. Examples of her tactics

are using "street happenings" to diminish social exclusion of the disabled when it comes to illegal use of parking lots (for a parking campaign from 2006 for **Friends of Integration Association**), and being the force behind an art exhibition to promote sympathy for old horses (for the **Pegasus Foundation, 2006-2007**).



achieve goals. This knowledge is manifested in the many articles she has authored for various trade publications and books on PR. A graduate of Warsaw University, the multi-lingual Tyszkiewicz is a founding member of the **Polish PR Association** and has served on myriad Polish foundations.

CRUSADER FOR ALL

Working in an office where 90% of her staff are women, Tyszkiewicz always makes it a point to promote women-friendly solutions. She also has provided hands-on experience on how to develop and apply a personal code of ethics to

TIE ▼ CSR EXECUTIVES ▲ TIE

Winner: **JEFF GLUECK, Chief Marketing Officer, Travelocity.com**

Several years ago, in light of the consumer attention on global warming, **Travelocity** employees began asking what their company would do in relation to global warming. With Jeff Glueck, Travelocity's chief marketing officer, leading the charge, the company soon set up a task force to determine what should be done at the corporate level.

That team developed the Travel for Good program, which is focused on carbon offsets and volunteerism. It has also been extended to include programs affecting families.

CONSERVING CARBONS, DRIVING CHANGE

Under Glueck's leadership, Travelocity was the first online travel agency to offer the purchase of carbon offsets when booking a vacation package. The program, dubbed Go Zero, allows customers to "zero out" or offset the carbon emissions generated by their flight, hotel or car usage through a donation to **The Conservation Fund**, which then plants trees that absorb carbon dioxide.

Travelocity also buys carbon offsets for its own North American employees to travel with a donation to the Go

Zero program. Offsets for the second half of 2007 were 50% higher as compared to the first half of that same year.

VOLUNTEERS OF AMERICA

Another important component of the Travel for Good program is volunteerism. Recognizing that not everyone can take an extended vacation to volunteer, Glueck and his team began working with partners to find one- to two-day opportunities that customers could add onto an existing vacation. One example: Travel for Good with partner Hands On New Orleans. This allowed customers to spend one or two days giving back by helping to rebuild or renovate homes that suffered damage from Hurricane Katrina.



AWARD FOR A JOB WELL DONE

Thanks to Glueck's commendable leadership, Travelocity joined the Global Partnership for Sustainable Tourism Criteria in October 2008. The criteria will help ensure consumers make sound green choices they know they can trust.

Learn More About the CSR Awards Winners and Honorable Mentions

For extended winner profiles and details about the CSR Awards' honorable mentions, as well as best practice lists and strategies for executing CSR campaigns, please visit www.prnewsonline.com.

Winner: **KEVIN MOSS, Head of CSR, BT Americas**

Two years ago, Kevin Moss, a member of the **BT Americas** leadership team and formerly director of product operations, recognized the potential value of extending BT's commitment to sustainability into its business operations beyond the U.K.

Building on what started as a personal interest in raising funds for charity, Moss saw the advantage for BT and its customers in having a CSR executive dedicated to North America, a region in which BT is committed to growing its business. Persuading the BT group sustainability team and

the president of BT Americas to act on his recommendations, the U.K. native was duly appointed head of CSR for BT Americas in 2006.

A GREEN ENTHUSIAST

As the first BT executive to hold such a position, Moss has defined and shaped the parameters of his new role for BT. His CSR strategy in North America is focused on environment, climate change impact and community investment. In the brief time he's been in this job, Moss has become a CSR thought leader in the indus-

try and among customers; he has succeeded in raising BT's CSR profile in North America. Highlights of his achievements include launching a successful employee charity match program; establishing community investment volunteer teams; and making BT a member of the EPA's Green Power Partners.



SOUGHT-AFTER PUNDIT

A frequent speaker at industry and green IT events and conferences, Moss has been invited to take seats in the following prestigious organizations: the **Global Leadership Network of Accountability**, the **American Red Cross** Corporate Advisory Council and the **World**

Resource Institute's California Green Power Development Group. A graduate of **Liverpool University**, where he got an honors degree in mechanical engineering and management, Moss currently chairs the Energy and Environment Committee of the British American Business Association in Washington, D.C.

TIE ▼ CSR EXECUTIVES ▲ TIE

Winner: **RHONDA MIMS, President and SVP, Office of Corporate Responsibility and Multicultural Affairs, ING Foundation**

Two years ago, Rhonda Mims, **ING Foundation's** president and SVP for the office of corporate responsibility and multicultural affairs, recognized something alarming: Consumer mistrust of American business was soaring.

To combat this perception, Mims felt that her company's charitable giving needed to have a more strategic focus and be better aligned with ING's strengths. She believed ING could make a real difference while enhancing the brand's bottom line by bringing together the company's philanthropy and business objectives.

OVERCOMING CHALLENGES

As with any initiative, there were challenges to be met.

After Mims and her team talked to employees, she was shocked to discover that ING Americas was not clearly aligned with any one issue, employees were not clear on the company's giving strategy and employee volunteerism was on the decline.

THE STRATEGY

Based on the results of her due diligence, Mims and her team refocused ING Foundation's charitable giving to enhance the brand, maximize the impact of charitable dollars, foster employee involvement and lead to meaningful social change. Leveraging its mix of market knowledge, experience and solutions to empower the financial lives of its customers, Mims felt strongly that the

key to maximizing ING's social impact would be harnessing what it does best.

THE RESULTS

While the restructuring of the program is only a year old, its results have been overwhelming. Following are some key highlights:

- Enhanced employee engagement by creating an advisory board, setting up meaningful volunteer opportunities and encouraging employees to wear branded apparel during community activities;
- Relunched the employee charitable giving program; and
- Conducted a survey with *Essence* magazine on African-American women and their attitudes toward money and saving.



AN INNATE VISIONARY

Mims' achievements in overhauling the CSR program at the ING Foundation within an abbreviated time span has been nothing short of inspiring.

"Rhonda Mims is truly a leader in her integrative approach to CSR," says Heather Emerson, principal at **Tiller LLC**. "Her programs break down silos and cut across functional areas, spanning charitable giving, PR, the Foundation, brand marketing, employee volunteering, diversity marketing and the business units."

■ GREEN PR CAMPAIGN

Winner: **Edelman and Brita**

Campaign: **BritaFilterForGood:
Better Waste, Less Waste 2007-2008**



Due to its anti-environmental impact, many American consumers as of late have experienced severe guilt pangs when it comes to plastic water bottles. So strong was the remorse that **The Clorox Company**, which makes Brita water filters and Nalgene, a manufacturer of reusable beverage containers, launched the FilterForGood campaign, aimed at weaning people off throwaway bottles.

ANSWERING THE PUBLIC CALL

During the summer of 2007, public criticism of bottled water's effect on the environment was rising to a crescendo.

This gave the FilterForGood campaign additional impetus in its quest to carry out its objective. Based on an online pledge and a FilterForGood reusable bottle made by Nalgene, the initiative gave green consumers looking for alternatives to bottled water an easy way to give it up without sacrificing taste or style.

AN INSPIRATION TO OTHERS

The campaign resulted in a double-digit percent jump in Brita product sales. Also, combo packs of Brita filtration systems with FilterForGood bottles were sold to major retailers.

Clorox, began internal green initiatives with all brands and all U.S. offices. The FilterForGood campaign and its positive message became a regular mention in bottled water stories in the country's top media outlets. Brita and Edelman brought the campaign even further into mainstream America with a synergistic integration with NBC's popular reality show, *The Biggest Loser*.

APPEALING TO CONSUMERS' ENVIRONMENTAL NEEDS

Working on the FilterForGood initiative brought home several key lessons. For Georgeanna Smith, senior account executive

for **Edelman**, they were the following:

- "Find the key item missing from an ongoing media story and provide a solution. In this case, the part missing from all bottled water stories was an easy alternative, like Brita filtered water and a reusable bottle."
- "Consumers are increasingly interested in helping the environment and brands that give back. Demonstrating how a brand is good for its users and others can take brand loyalty to a new level."

■ HUMAN RIGHTS COMMUNICATIONS

Winner: **PricewaterhouseCoopers**

Campaign: **Responsible Leadership**

As the company's 10th anniversary drew near, **PricewaterhouseCoopers** executives decided that giving back to global communities would be the best way to celebrate the milestone. Thus, the team launched the Responsible Leadership initiative, in which communities around the world would benefit from the company's aggressive human rights outreach.

CAUSES TO AFFECT

With so many human rights violations occurring daily, it's difficult to identify the direst ones. Luckily, the PwC team didn't have to, as the scope of this project was so broad that it could address multiple needs at

the same time. After conducting in-depth research, the execs homed in on situations that they felt compelled to stand up and fight for, including:

- **The crisis in Darfur:** Since 2003, more than 240,000 refugees have fled to Eastern Chad, having been prompted by insecurity and violent political upheaval.
- **Natural disasters in Myanmar and China:** In May 2008, powerful cyclones tore through Myanmar, leaving the nation in ruins. Likewise, that same month, an earthquake that registered 8.5 on the Richter scale devastated the

- Sichuan province of China.
- **Low education rates in Belize:** Because only primary education is free in Belize, just 20% of students are able to attend high school.

Focusing on these three causes would spread the proverbial wealth to diverse regions around the globe; now, it was just a matter of inciting change. The team executed the following strategies to address each cause:

- **Darfur:** PwC participated in National Refugee Day (June 20, 2008), and joined global colleagues in contributing to relief efforts through the **United Nations** Commission on Human Rights (UNCHR).
- **Belize:** Dubbed "Project Belize," PwC got its interns involved, choosing 100 interns, 17 high-performing

- employees and four partners to spend five days in Belize mentoring children in four inner-city schools.
- **Myanmar and China:** The PwC Charitable Foundation donated more than \$1.5 million to U.N.-sponsored relief efforts in China and Myanmar.

But the initiative didn't stop there. To ensure that their efforts would reverberate beyond these individual regions, the PwC team also leveraged its global leadership program, Ulysses. The program, which gives PwC employees the opportunity to develop responsible leadership skills, became an annual event that includes eight-week project assignments, in which multicultural teams work in developing countries in collaboration with local social organizations.

■ ENVIRONMENTAL STEWARDSHIP

Winner: Wolf Trap and Booz Allen Hamilton

Campaign: Go Green With Wolf Trap

As part of the overall goals of "Go Green With **Wolf Trap**," the execs for the performing arts foundation developed a strategy to efficiently communicate its greening efforts. Wolf Trap's Environmental Task Force, coupled with its corporate partner

Booz Allen Hamilton, would be key to overcoming hurdles.

"The greatest challenge we faced was combating the notion that supporting 'greening' initiatives was detracting from education or arts initiatives at Wolf Trap," says

Katrina Tavanlar, an associate at Booz Allen Hamilton. To combat this notion, the team:

- Developed a Strategy and Action plan for meeting the goals of carbon neutrality, zero waste and broader community engagement;
- Established baseline awareness among internal and external audiences; and,
- Promoted the program's

vision and goals through the National Summit on Arts and the Environment and a social media outreach campaign.

Today, thanks to the initiative, Wolf Trap has a one-stop source document that can be used to solicit support from stakeholders, align strategic priorities and commit actionable steps to reduce carbon and waste.

■ MEDIA RELATIONS

Winner: Coca-Cola Enterprises

Campaign: Coca-Cola Enterprises External Communications Plan for the 2008 National Political Conventions

During the 2008 presidential campaigns, environmental issues were top concerns for both voters and candidates. To put those words into action, both the Democratic and Republican parties announced their goal to be the "greenest"

political conventions in U.S. history.

Partnering with the host committees of the political conventions, **Coca-Cola Enterprises** (CCE) used this platform to communicate its CSR efforts to the national and

international media.

THREE TIMES THE CHARM

CCE executed its plans with a three-pronged strategy: pre-convention, convention week and post-convention. In the first phase (pre-convention), CCE pursued media opportunities that would highlight its partnerships with the DNC and RNC.

During the second phase (convention week), CCE blanketed the DNC and RNC with

branded messaging that encouraged all consumers to "Give It Back," which referred to recycling discarded beverage packages.

At the end of both conventions, CCE targeted the local media to reinstate its green commitment to local communities.

TALLYING THE VOTES

Extensive media coverage included five television segments and 16 print/trade hits.

■ SUSTAINABILITY/CSR REPORT

Winner: Hormel Foods and Burson-Marsteller

Campaign: Corporate Responsibility Report 2007

CSR reports may be intended to deliver information related to a company's corporate responsibility efforts to external stakeholders, but the process of putting together a dynamic document is very much an internal process—a lesson learned by the communications team at **Hormel Foods** when planning their first full CSR report in 2007.

"Two of the main challenges our team faced when writing [the report] were related to internal communications," says Julie Craven, VP of corporate com-

munications for Hormel Foods. "[They were] educating internal audiences about the increasing demand for companies to provide transparent information related to their operations, and reviewing available data and its accuracy to establish a benchmark for future reports."

FOOD FOR THOUGHT

With the help of **Burson-Marsteller**, the team overcame these initial hurdles via focused communications strategies.

"For the 2007 report, our

strategy was to report the information we could statistically validate and then develop internal procedures to increase the amount of information we provided in 2008," Craven says. "We also expanded our internal recognition program called 'Best of the Best' to include a sustainability category, which has increased awareness among employees to think about sustainability every day."

Digital platforms also proved to be effective in closing the gaps that inevitably arise within large organizations. "For internal stakeholders, we use our intranet to communicate CSR-related information," Craven says. "We also provide internal resources to customize

CSR-related information that [employees] can present to their customers using the latest communications tools."

LOOKING AHEAD

Thanks to these combined internal focuses, the team was able to create a robust report that communicated the company's CSR achievements and goals in a way that was aligned with its overall brand values. "We are evolving our corporate social responsibility reporting to be fully online in 2008," Craven says. "This move will allow stakeholders to access the company's CSR initiatives in an easy-to-search, fully accessible medium while reducing the amount of paper used."

Honorable Mentions

ANNUAL REPORT

- ✦ AAIA 2008 A Year of Connection
- ✦ Coca-Cola Enterprises for 2007: Shape Tomorrow...Today
- ✦ Waggener Edstrom Worldwide for NetHope2008

SUSTAINABILITY/CSR REPORT

- ✦ SAP AG Solutions for Today...and Tomorrow
- ✦ Johnson & Johnson
- ✦ Toronto Hydro Corporation
- ✦ Basartan Creative for Arcelik A.S.

CAUSE BRANDING CAMPAIGN

- ✦ 321 Takeoff Inc - LexisNexis Online Brand
- ✦ Ketchum - Häagen-Dazs loves Honey Bees: Let's Lick This Problem
- ✦ Porter Novelli - HGTV Change the World. Start at Home
- ✦ Zeno Group and The Allstate Foundation - "Tell a Gal P.A.L." Toys "R" Us, Inc. - Autism Speaks

COMMUNITY AFFAIRS

- ✦ Roche Employee AIDS Walk
- ✦ Verizon Wireless Florida Clothesline Project
- ✦ PWC for Responsible Leadership in our Communities
- ✦ World Wrestling Entertainment for Smackdown Your Vote!
- ✦ The Boston Globe for Boston Summer Scholars
- ✦ Simon PR Group - Giving Big to Help Those Less Fortunate

CORPORATE-COMMUNITY PARTNERSHIP

- ✦ NorthShore University HealthSystem for Evanston Township High School School-Based Health Center
- ✦ Entergy Corporation for IDA Five-Year Anniversary
- ✦ PWC Impact* - A Commitment to Taking Bright Minds Further
- ✦ Discovery Education & Science Channel - Science Matters!

DIVERSITY COMMUNICATIONS

- ✦ Cable Positive for We Have Work to Do
- ✦ National Restaurant Association for Faces of Diversity Award
- ✦ Cox Enterprises Embraces UNITY 2008

EMPLOYEE RELATIONS

- ✦ Delta Dental of Colorado Gives Back
- ✦ It's Official: Weber Shandwick is "Green"
- ✦ Stantec for Bike to Work Challenge
- ✦ Sanofi-Aventis "What You Do Matters"

EMPLOYEE VOLUNTEER PROGRAM

- ✦ Blue Cross & Blue Shield of Rhode Island - Blue Angel Employee Volunteer Program
- ✦ CA, Inc - CA Together in Action
- ✦ It's Official: Weber Shandwick is "Green"
- ✦ Dominion - Military Appreciation Week

ENVIRONMENTAL STEWARDSHIP

- ✦ JVVCD's Utah Green Festival
- ✦ Harrah's Entertainment for Atlantic City Code Green
- ✦ PepsiCo and Brunswick Group FOR Performance with Purpose

- ✦ Firestone Complete Auto Care & Firestone Racing for "Get the Lead Out!"

GREEN PR CAMPAIGN

- ✦ Nova Scotia Liquor Corporation for Plastic Bag Elimination
- ✦ Seattle City Light - Green Up Seattle 2008
- ✦ Regional Municipality of Halton - "More Blue and Green for a Better Planet"
- ✦ Land Rover Sustainability Program

HUMAN RIGHTS COMMUNICATIONS

- ✦ The Coca-Cola Company Sustainability Report 2008

MEDIA RELATIONS

- ✦ Linhart Public Relations - Soles United
- ✦ Pulse Communications - Bluescope Tank a Day Challenge
- ✦ Trimedia - Coke Can Creations Mark Recycle Week
- ✦ Weber Shandwick - 2008 Mickelson ExxonMobil Teachers Academy

NONPROFIT/CORPORATE PARTNERSHIP

- ✦ Citi Cards Plant-a-Tree Paperless Statement Campaign
- ✦ Cone and Jiffy Lube International for Jiffy Lube Maintenance Partners for Life
- ✦ Milipore Partners with Habitat for Humanity
- ✦ Pierson Grant PR for Dairy Queen Miracle Treat Day
- ✦ Porter Novelli - HGTV Change the World. Start at Home

OVERALL LEADER IN CSR PRACTICES: <25,000 EMPLOYEES

- ✦ Amerigroup Corporation
- ✦ Life Technologies Corporation
- ✦ Symantec Corporation
- ✦ Timken Company
- ✦ VHA Inc

OVERALL LEADER IN CSR PRACTICES: >25,000 EMPLOYEES

- ✦ Bank of America with RF|Binder Partners
- ✦ Eaton Corporation
- ✦ Honeywell
- ✦ Oracle
- ✦ Yum! Brands, Inc. and Weber Shandwick

PHILANTHROPY COMMUNICATIONS

- ✦ Internal Youth Foundation and Travelport "Through Their Eyes"
- ✦ Chase Card Services and Ketchum for Banking on a Small Town
- ✦ Tele Tech Holdings, Inc. for Corporate Giving

PRODUCT DESIGN/REDESIGN

- ✦ Renewable Energy Solutions for a Sustainable Future, Now

STAKEHOLDER ENGAGEMENT

- ✦ Diageo North America and Forum Strategies & Communications for DrinkIQ
- ✦ MTA "If You See Something, Say Something" 2008
- ✦ The Coca-Cola Company for Sustainability Report 2007/2008
- ✦ Porter Novelli - HGTV Change the World. Start at Home

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To read full profiles of the CSR Awards honorable mentions, as well as expanded versions of the winner profiles, please visit www.prnewsonline.com.

■ LEADER IN CSR: <25,000 EMPLOYEES

Winner: **XanGo, LLC**

Campaign: **XanGo Goodness Movement**

Subscribing to the Carnegie philosophy, which propounds giving back to society what it has given you, **XanGo** launched a Goodness Movement that transcended mere check writing and involved heavy-duty engagement and buy-in among distributors, employees and business partners.

Partnering with charitable organizations in several domestic and international markets, XanGo supports sustainable

initiatives that address the health, safety, education and well-being of children globally.

DELVING DEEP, GIVING BACK

To create and cultivate a culture that enables XanGo to change lives, research was done via market-by-market analysis with international firms to assess real needs and identify areas where XanGo can make a tangible difference. Through surveys, one-on-one

in-depth interviews and specific demographic insight provided by country leaders, the team formulated and enhanced strategies.

LEVERAGING EVENTS

Leveraging communication tools, such as brand materials, a Web site and podcasts, a number of high-profile events were executed to involve XanGo directly in the cause. Highlights included:

- Teamed with **NFL** quarterback Drew Brees of the New Orleans Saints on the "Rebuilding Dreams in New

- Orleans" project to identify and rebuild important community assets;
- Sponsored and participated in fundraising events for the Tuloy Foundation to provide housing and education to orphaned and abandoned street children;
- Developed the XanGo Goodness Meal Pack to treat the severely malnourished in various parts of the world.
- Implemented XanGo Best Buddies Day, which provides an opportunity for employees to spend the day with mentally challenged children in an uplifting manner.

■ LEADER IN CSR: >25,000 EMPLOYEES

Winner: **Intel Corporation**

To outwardly brand itself as an organization that strives for—and achieves—superior advancements in the realm of corporate responsibility, **Intel's** leadership identified four general causes under which its many individual efforts reside: sustainability, education, community and CSR reporting and communications.

Infusing all efforts with transparency and innovation, the team highlights management's approach of getting directly involved with sustainability programs and advocacy groups to drive measurable change.

BEST PRACTICES

Based on Intel's widespread

success in CSR initiatives across all categories, Christine Dotts, CSR PR manager for Intel, identifies the following best practices:

- **Tell the story:** "For example, tying a product launch with efforts to reduce environmental impact through new manufacturing processes connects your CSR initiatives with newsworthy corporate efforts," Dotts says
- **Focus on transparency:** "It

- is critical that the PR not run ahead of the content," Dotts says.
- **Anticipate naysayers:** "Be prepared to take some public criticism from those that still look for hidden warts," Dotts says. "CSR campaigns can be a risky venture."

Thanks to their attention to multiple facets of sustainable business practices, Intel execs have collectively branded the company as a leader in CSR.

■ PHILANTHROPY COMMUNICATIONS

Winner: **Bank of America and RF|Binder Partners**

Campaign: **Neighborhood Excellence Initiative**

Since being founded in 2004 to recognize and reward those achieving excellence in their community building efforts, **Bank of America's** Neighborhood Excellence Initiative (NEI) rewarded more than rewarded \$70 million in unrestricted funding to local nonprofits.

To take that success to the next level, Bank of America

execs tapped **RF|Binder Partners** to garner more awareness of the Neighborhood Builder grants' unique unrestricted nature.

PHILANTHROPY OVERLOAD

"The team aimed to break through the clutter of corporate giving stories by highlighting individual efforts and gaining

the community's support for their 'local heroes,'" says Bianca Olson, managing director, RF|Binder.

Having a human-interest angle helped the team's efforts, but a key driver of increased media interest would end up being the series of media events, which the team held to recognize individual grant winners. The awards ceremonies helped bring the campaign to life and generate coverage in each market.

"We targeted local and

national online editors and strategically selected bloggers who we knew would take interest in community-focused programming," Olson says. "We also posted photos and tailored articles on sites as appropriate to draw attention to Bank of America's NEI program and those impacted by it."

Ultimately, the campaign resulted in a 71% surge in feature stories, as well as a 253% increase in mentions of the unrestricted-funding aspect of NEI grants.

■ **PRODUCT DESIGN/REDESIGN**

Winner: **OSRAM SYLVANIA and Weber Shandwick**

Campaign: **SYLVANIA Micro-Mini:
All Green Hands on Deck!**

Thanks to the green revolution that has infiltrated consumer consciousness, there has been an surge in the usage of energy-efficient compact fluorescent light bulbs (CFLs) and light emitting diodes (LEDs). Taking note of this trend, lighting manufacturer **OSRAM SYLVANIA** (OSI) enlisted **Weber Shandwick** to highlight its

new CFL products, such as its micro-mini Twist, for the global strategic media, consumer and b2b audiences. The overall mission was to reposition OSI as a major player in green technologies.

WIDENING THE REACH

To heighten OSI's voice in leading business media, Weber

Shandwick took the company's leaders on the road, securing commentary coverage and features with CNN, the *Wall Street Journal* and *Washington Post*. The trade show market was also another area leveraged by the agency. Here, industry influentials were given visits to R&D facilities to showcase the depth and breadth of OSI's technology.

As for consumer media, Weber Shandwick teamed OSI with actress Kelly Rutherford of TV's *Gossip Girl* fame, to launch the micro-mini Twist CFL on

Earth Day 2008. A proponent of "green" living, Rutherford introduced the new CFL via a media briefing and photo opportunity (which dovetailed with her show's season premiere).

LIGHTING THE UNIVERSE

Surpassing expectations, Weber Shandwick increased media placements for OSI by more than 70% in 2008. Overall, the campaign generated 66 million traditional media impressions bearing OSI's messages.

■ **STAKEHOLDER ENGAGEMENT**

Winner: **Western Union and Cone Inc.**

Campaign: **Western Union – Our World, Our Family**

As a global leader in money transfer and payment services, **Western Union** wanted to address the needs of migrants and their families, a vast majority of its customer base. In September 2007, the company partnered with **Cone Inc.** and launched "Our World, Our Family," a five-year, \$50 million initiative designed to stimulate new dialogue and joint action. By engaging stakeholders, Western Union aimed to equip migrants and the communities they leave behind with the

skills and resources needed to break the cycle of poverty.

ENGAGING THE WORLD

Strategies Western Union used to leverage its position within the migrant communities while engaging core stakeholders included:

- Enlist NGO and influencers to foster education and economic opportunity for migrants and their families;
- Develop new, sustainable ways to engage migrant communities around the

- world; and,
- Enlist influencers in the cause to advance understanding and generate dialogue.

THE EXECUTION

Driven by a corporate citizenship team representing every region of the world, Western Union enlisted **Mercy Corps** as the program's first major global nonprofit provider, providing grants for services such as job training and language training. Western Union also teamed up with the Clinton Global Initiative to raise visibility of the issue among world leaders.

FAST TRACK TO SUCCESS

Western Union's Our World,

Our Family program exceeded overall expectation. Among its highlights:

- Convened 65 international thought leaders on migration and economics at the 2008 Western Union Global Migration Forum in Washington, D.C.;
- Employee volunteerism soared to 2,297 hours; and,
- Provided \$300,000 in family scholarships focused on migrant families separated by distance.
- Our World, Our Family was recognized at the 2008 Clinton Global Initiative Annual Meeting.

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