

# PR News

June 19, 2006

prnewsonline.com

Issue 25 Vol. 62

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From the streets of small town America to the furthest corners of the globe, the concept of corporate social responsibility has taken root and blossomed in extraordinary ways. Indeed, the scope of CSR is matched by the depth of its endeavors: This can involve such wide-ranging activities as advocating the cause of basic civil liberties in distant nations, celebrating the diversity

of cultures at home, empowering people to ask tough questions and demanding higher standards of their communities and themselves, volunteering time and enthusiasm to help those in need of assistance, or opening new channels of vibrant communications from within the workforce.

The most inventive, enthusiastic and intriguing examples of CSR were celebrated in the 2006 PR News CSR Awards, honoring the corporations and their partners that have implemented and executed highly successful CSR campaigns in the past 12 months.

The winning campaigns serve as the best practices in CSR – and this is no easy feat. In a time when the spotlight is on corporate accountability, an effective CSR program can make a long-lasting impression on the fabric of a company's reputation among its various constituencies.

PR News' CSR Awards are sponsored by the cause-branding agency leader **Cone Inc.**, along with industry partner **CSRwire** and **Flag**. The winners, who will be honored in a June 20 awards breakfast at the National Press Club in Washington, DC, are as follows:

### AS YE SEW...

**Annual CSR Report:** "2004 Social Responsibility Report: Facing Challenges Finding Opportunities," **Gap Inc.**

Gap Inc. owns the major retail apparel chains **The Gap**, **Banana Republic** and **Old Navy**. Much of its clothing is manufactured at facilities outside of the United States. Unfortunately, occupational safety standards and wage levels at these facilities (and similar facilities for other apparel lines) have been documented as being

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### (( ( PR PULSE )) )

#### A Very Sensitive PR Campaign

Aiming a PR campaign at the parents of disabled children is an extraordinary challenge, given the sensitivity of the subject. Thus, special kudos are in order to the combined efforts of **MassMutual Financial Group** and **Easter Seals** for their recently-announced SpecialCare program that broaches the difficult subject to parents of financial and future care planning for disabled children. A press release detailing a financial checklist on subjects including estate planning and life care plans was distributed and a VNR on the subject registered 31 airings across the country, reaching 5.1 million viewers. Mark Cybulski, MassMutual's director of public relations, notes his company's agents representing this market are required to take special classes at **American College** in Bryn Mawr, PA, on the business and emotional needs required for this task. "It's definitely a delicate balance," says Cybulski.

## Eco-CSR: It is Easy Being Green

Most public relations professionals don't need to be reminded about the bottom line benefits of an active and imaginative corporate social responsibility program. But increasingly, CSR is taking on a different hue of green – involving ecological and environmental concern. As issues relating to global warming and energy supplies increase in their political viability, many companies have incorporated environmental elements into the CSR programs.

Three green-tinted CSR efforts offer a wide range of how eco-concerns are being addressed. For **Dow Chemical**,

the future of the world's oceans and shorelines are being considered in a program aimed at school children. For **Wells Fargo**, a special program devoted to these issues resulted in having environmental practices integrated within the daily functions of the financial institution's operations. And for those who feel government is more of a problem than a solution in this sector, the Delaware state government has taken a proactive approach in reaching out to businesses to encourage them to realign their activities into this increasingly important sector.



Chris Hammond

### THE SEA AROUND US

Water covers 70% of the planet, but you don't need an oceanography degree to know that much of that water is not clean. Yet the majority of marine debris does not originate from oceanic sources (such as dumping from sea-going vessels or offshore facilities).

Instead, 80% of marine debris can be traced to the land – with culprits ranging from storm water run-off from massive landfills to pieces of litter dropped by individual beachcombers.

As part of its ongoing partnership with Jean-Michel Cousteau's **Ocean Futures Society**, Dow Chemical has targeted today's youth (a.k.a.

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Published weekly by Access Intelligence, LLC  
4 Choke Cherry Road, Rockville, MD 20850  
Phone: 888.707.5814 • Fax: 301.309.3847  
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## ▶ Tip Sheet

BY RICHARD B. BARGER



# Tips for Making the Right Hire

What are the first things you look for in a job applicant's resume?

From my perspective, if I were in the hiring process I would be on the lookout for three key factors:

**1. A job application complete with proper editing, grammar, usage, etc.** Without that, the resume is trashed immediately. It'd better be perfect.

**2. What does the candidate bring to the table and what can he do for me or my organization?** The resume is valuable real estate; don't waste my time or your limited space with anything that doesn't help me see you performing in my job. (I'm slightly more lenient on first-job applicants, but not much.)

**3. Quantify, quantify, quantify.** Show me how you did something better in a measurable way: Increased sales, increased profits, decreased costs, reduced turnover...any business results. Show me that you understand business, not just communications.

If you were hiring someone, how would you characterize the outstanding candidate? It's tempting to say "confident, creative, intelligent, willing to learn." Those are the first things I thought of. However, for me, it really isn't that simple. The outstanding candidate will identify himself through the resume, the interview process, references, work samples. In short, he will have it all.

There are so many candidates

for positions that I can afford to be picky; indeed, there's no reason NOT to demand excellence.

## PICK A TRAIT

I've developed my personal interview process through the years, and it has proven very successful. If I were to base a hire on only one characteristic, it would be on interview performance -- in my interview, not someone else's.

One of the things I look for is whether this candidate has given any significant thought to this job and how it fits into the profession. Has he given me information that convinces me he will act reasonably and consistently in a given situation? Does he have a 'touchstone' that guides his decision-making?

Sound esoteric? In a series of situational questions, I want to be sure the candidate understands the job, the profession and my company, and answers as a thoughtful, knowledgeable, experienced professional. If he "invents" an answer to each situation on the spot, rather than demonstrating a professional philosophy that consistently informs his decisions, he's no good to me.

## MBA IS OK

I also prefer someone who's accredited, because it shows something both about the candidate's work ethic and that the individual has passed a demanding, recognized standard. He may or may not be better than some other candidate, but he has been willing to subject himself to a rigorous process and has

been evaluated by his peers. Of course, this doesn't work for someone with fewer than five years in the profession.

Should you encourage prior consideration for someone with an advanced degree? Yes, since in most business settings, having an MBA will help a practitioner understand the business issues surrounding any communications or PR position.

The practitioner should think like a businessperson who understands communications, not like a PR person who happens to work for a business. The candidate must know what keeps the CEO up at night, and must approach the job like an advisor to management, not like a technician who believes he is contributing when he advocates use of a fifth color on a brochure.

However, having a specialized master's degree is equally good and, in some ways, better. I don't believe a candidate with two communications degrees is as strong as someone with a second degree in my business' or my client's field. In my case, a background in agribusiness and economics may have reduced the number of organizations that were interested in me, but I was more highly qualified than most candidates for positions in agribusiness organizations. I was a better "fit." PR*N*

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## PR NEWS WEBINAR: TAMING THE NEW MEDIA

You can run, but you can't hide from blogs, podcasts, videoblogs, RSS and wikis. They're here to stay and they can be a PR person's best friend, because they allow you to send targeted messages to stakeholders and connect with new audiences. Learn how PR experts are using this new media in the June 27 PR News Webinar (beginning at 1:30pm EDT). Our guest panelists will include Steve Wilson, senior director, global web communications at McDonald's, Robert Scoble, Microsoft's technical evangelist, Steve Cody, president of Peppercom (also president of Counselors Academy), and Jim Nail, chief strategy & marketing officer, Cymfony.

For more information or to register for the Webinar, go to [www.prnewsonline.com](http://www.prnewsonline.com).

# Egregious E-mails; Capitol Cash Kiss

*Question: Should I be afraid of negative publicity being generated (either intentionally or otherwise) by corporate employees with a mania for e-mail and blogging?*

**ANSWER:** Indeed you should, and you are not alone in those concerns. According to a new **Forrester Consulting** survey of 294 companies, conducted on behalf of the messaging security firm **Proofpoint, Inc.**, corporate America is increasingly keeping an eye on employee communications.

The survey determined that 38% of the surveyed companies with 1,000 or more employees hired staff to read or analyze outbound e-mail, while 44% of companies with more than 20,000 workers employ staff for this very same purpose. And if Big Brother is watching, he's finding some rather scary stuff:

31% of the companies in the survey investigated an e-mail leak of confidential or proprietary information and 36.4% investigated a violation of privacy or data protection regulations in the past year.

From a PR standpoint, this uncontrolled information flow can be damaging. More than a third of companies reported compromised business due to the exposure of sensitive or embarrassing information from this kind of activity. This includes theft of customer information (21.1%) and theft of intellectual property (15%).

And that's just from e-mail. The bloggers have been particularly naughty as well: 17.3% of those polled reporting disciplining an employee for violating blog or message board policies during the past year, while 7.1% of companies actually fired employees for such

unauthorized messaging. The publicly traded companies also have reason for concern: 10% of public companies had to launch inquiries into the unauthorized exposure of financial information via a blog or message board posting in the past year.

*Question: With all of the news coverage regarding questionable lobbying in Washington, how much money has actually been passed around on Capitol Hill?*

**ANSWER:** In the past six years, the money tree has seen its roots grow deeper on Capitol Hill. A new report from **Public Citizen** estimates lobbyists and political action committees (PAC) contributed at least \$103.1 million to members of Congress since 1998. This figure is based on the matching of **Federal Election Commission** campaign contribution data

with registered lobbyists.

The politicians receiving the highest level of lobbyist money were the two current Pennsylvania Senators, Rick Santorum and Arlen Specter, and former South Dakota Senator Tom Daschle – each received \$1 million. The state delegation receiving the highest level of lobbyist money is the three-person team from Alaska. Sen. Ted Stevens, chairman of the Senate Appropriations Committee, received \$663,000 in contributions to his re-election campaigns and his PAC, while Rep. Don Young, chairman of the House Transportation Committee, netted \$652,448 during this period. The third Alaskan delegate, Sen. Lisa Murkowski, only received \$275,000 – but then again, she only came to Washington in 2002. **PRN**

**She could be \_\_\_\_\_.**  
**She could be \_\_\_\_\_.**  
**She could be \_\_\_\_\_.**

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# PR News CSR Awards

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far below the U.S. standards.

Gap Inc., realizing that its corporate reputation is tied to any improprieties at its overseas manufacturing centers, has taken an aggressively proactive approach to address issues of workers' safety, salary considerations, employee discrimination and full compliance with local labor codes.

The company's "2004 Social Responsibility Report: Facing Challenges Finding Opportunities" (its second annual publication of that nature) highlighted how Gap Inc.'s agents literally traveled the world to determine all was well.

Unfortunately, all was not well – but the company took decisive action to address these matters. According to the "2004 Social Responsibility Report: Facing Challenges Finding Opportunities," the company revoked approval for 70 factories in violation of Gap Inc.'s code of vendor contact. It was a significant decrease from the 2003 statistic of 136 cases, but nonetheless the number was troubling.

The retailer inspected 99.9% of its contract factories and rejected 15% of the new factories that applied for vendor contracts; this was the same percentage of its earlier year.

Of particular concern were Chinese factories, where several instances of child labor law violations were documented. The company ordered the total cut off of manufacturing orders from those facilities. Persian Gulf factories were another problem area, where more than half of the 29 contracted factories illegally imposed schedules that exceeded the 60 hours per week regulation. The report was prepared with input from the **Public Reporting Working Group**, an outside circle of advisors within the socially responsible investment indus-

try. Gap Inc. also asked **Social Accountability International** and **Verité** to provide their independent assessment of the monitoring program.

#### **Honorable Mention:**

"Continuity and Commitment – Global Citizenship Report," **Intel**.  
"Sustainability Report,"

#### **Ford Motor Company.**

"Stora Enso North America Operations Sustainability Report 2004 / Pathways to Our Future," **Stora Enso**.

"2004/05 Corporate Responsibility Report: Finding the Balance," **General Motors**.

#### **L'CHAYIM!**

#### **Business Ethics**

**Communications:** "Distilled Spirits Council Code Review Report," **Distilled Spirits Council**.

In the last few years, advertising and marketing for many products has come under increasing scrutiny from public officials, regulators and third party advocacy groups. As a result, a number of industries recently developed advertising guidelines that became the standard of operations from within their respective sectors.

For more than 70 years, the distilled spirits industry has adhered to the Distilled Spirits Council's (DISCUS) Code of Responsible Practices for Beverage Alcohol Advertising and Marketing. This is the industry trade association's voluntary set of guidelines for the responsible content and placement of spirits advertising and marketing.

Unique to this industry, however, is the fact the Code (as the guidelines are informally known) provides for a Code Review Board consisting of senior member company representatives charged with review-

ing complaints about advertising and marketing materials out in the marketplace.

The Code Review Board's decisions were never made public in the past – which was something of a PR mistake, since the rigor of the Board's review process and the industry's adherence to the Board's decisions were not widely known to the outside world.

To make the review process more transparent to the public, and to show the industry was more than capable of regulating its own companies, a 2003 decision by the member companies of DISCUS agreed to publish semi-annual public reports detailing the complaints and actions taken by the Board. The first report was posted on the DISCUS Web site and sent with a press packet to editorial boards and advertising reporters across the country.

Furthermore, more than 700 copies were sent to state and federal regulators and Attorney Generals, college administrators, members of Congress, industry members and advocacy groups. These outreach efforts included personal visits and presentations to various groups including the **National Conference of State Liquor Administrators** and the **National Alcohol Beverage Control Association**.

#### **HELPING THE SISTERS**

#### **Community Affairs:**

"Women Like You! – The Power of Partnership," **Pfizer Inc.** and **Prochillo Health, Inc.**

Within the general population living with HIV and AIDS, there is a dramatic and tragic skewering in the statistics: As of 2003, African-American women accounted for 67% of estimated new AIDS diagnoses among women. That year, the AIDS case rate for African-American

women was 50.2/100,000 or 25 times the rate of white women (2.0/100,000). African-American women account for only 13% of the total population.

Pfizer, a manufacturer of several medications to treat HIV and its related conditions, was shaken by these statistics and vowed to work towards a solution. The company partnered with the **NAACP** and the **National Institutes of Health** to launch the "Women Like You!" HIV/AIDS education and awareness campaign.

The centerpiece of the initiative was the "Women Like You!" video, a 20-minute documentary developed by the HPTN to address the need for prevention tools to target African-Americans. The documentary featured researchers, public health officials and doctors talking about HIV and AIDS, plus African-American men and women who tested HIV+. Unlike many so-called serious documentaries, this video uses music, vibrant humor and frank language to engage its viewers on the subject.

The video is part of a multi-component campaign that includes the development of a facilitator guide to accompany the documentary, a partnership with the NAACP to maximize the reach of the campaign, and a training component targeting HIV educators in community-based organizations around the country.

Focus groups were also conducted in several cities to further spread the word. One of the most prominent African-American women in today's medical field was recruited to assist this program: Dr. Michelle Clark, associate clinical professor at the **University of California, San Francisco School of Medicine (Department of Psychiatry)**, served as medical

consultant to inform content development and act as a focus group co-facilitator.

In 2004, "Women Like You!" reached more than 30,000 people. It was the first (and, to date, the only) pharmaceutical-sponsored program to participate in the HIV Prevention Leadership Summit sponsored by the **Centers for Disease Control**. And its value was reflected across racial lines – a similar program aimed at Latinas with HIV and AIDS is being developed.

**Honorable Mention:**

"Ramadan Charity Campaign," **The Coca-Cola Company**.

"Educating the Public on the Importance of Play," **Home Depot and Manning Salvage & Lee/Atlanta**.

"Pushing the Envelope to Support Literacy," **Pitney Bowes and Alan Taylor Communications**.

**UNITY IN DIFFERENCES**

**Diversity Communications:** (Tie) "Mondialogo – Intercultural Dialogue and Exchange," **DaimlerChrysler AG**; "Sprint's Commitment to Inclusion and Diversity," **Sprint**.

DaimlerChrysler is no stranger to the world: Its global operations consist of approximately 385,000 employees in more than 200 countries. Needless to say, having everyone working together in global harmony is part of its business modus operandi.

In 2003, a concept for a long-term initiative was created, with the goal of providing information on the importance of cultural diversity and generating enthusiasm for the necessity and benefits of intercultural exchanges. The initiative was dubbed "Mondialogo."

To solidify Mondialogo as a viable program, DaimlerChrysler partnered with **United Nations Educational, Scientific**

**and Cultural Organization (UNESCO)**. Together, the new partners created a strategy consisting of three simultaneous endeavors. The first effort was a global Mondialogo School Contest for students between 14 and 18 years of age. In this contest, student teams were matched across continents to think up and develop a mutual project along the topic of "Intercultural Dialogue" – with the goal of having the teams learn more about the others' cultural and social circumstances.

Another scholastic contest resulted in the Mondialogo Engineering Award, where engineering students from both industrial and developing countries teamed up to propose engineering-driven ideas for sustainable solutions in the developing country. Both contests culminated in a five-day symposium including workshops and an award ceremony – and it also offered the far-flung teams a chance to finally meet in person.

The third pillar was an Internet portal at [www.mondialogo.org](http://www.mondialogo.org) to complement and support the two educational competitions. This portal provides content in five languages, online forums and the Net-exclusive Mondialogo Magazine.

In the first year of Mondialogo, more than 25,000 students from 126 countries participated in the school contest, 1,700 engineering students from 79 countries participated in the engineering contest, and the Internet portal registered 11,100 users from 161 countries.

While DaimlerChrysler took its diversity communications to the world, Sprint took its efforts in-house.

Led by chairman and CEO Gary Forsee, Sprint operates under a mandate to make inclusion an ingrained part of the company's culture. During 2005, this initiative was reinforced when Sprint merged

with **Nextel**, creating a larger company with a wider workforce.

Sprint's Inclusion, Diversity and Communications teams kept the merger challenges in mind in reviewing their internal state of affairs. They found three key issues that posed potential obstacles: (1) barriers to inclusion were found in downsizing/restructuring and basic company morale issues; (2) maintaining executive focus on this matter would be difficult due to the attention required elsewhere in the merger environment; and (3) diversity and inclusion needed to be promoted internally as a separate and wholly autonomous concern.

To communicate the importance of diversity and inclusiveness in the workplace, internal strategies were put in force to heighten awareness across the 80,000-member workforce. The C-suite was updated on ways they could support the company's diversity and inclusion goals while engaging them as a driving positive change. The Office of Diversity was encouraged to increase Employee Resource Group membership and to support chapters and membership across the company. Furthermore, the addition of diversity and inclusion messages were placed in a variety of internal communications vehicles and key members of the employee population were recruited to help spread the word further.

For those who needed extra help in comprehending the message, inclusion training sessions were conducted. An annual letter and annual report on the subject was created for all employees. Awards relating to recognition in the areas of



*A Partnership initiated by DaimlerChrysler and UNESCO*

Mondialogo is DaimlerChrysler's successful effort to bridge a world of differences via compelling and rewarding intercultural exchanges.

diversity and inclusion were also begun.

**Honorable Mention:**

"Delivering Diversity: The UPS Community Internship Program," **UPS**.

"EIS Diversity Communications," **Lockheed Martin**.

"Sodexo's Diversity and Inclusion Annual Report," **Sodexo Inc.**

**C'MON, BABY, LIGHT MY FIRE**

**Employee Relations:** "The Bucket Brigade," **Fireman's Fund Insurance Company and Ketchum West**.

In 2004, Fireman's Fund Insurance Company, a national property and casualty company, launched a multi-million-dollar corporate philanthropy program. Dubbed the "Fireman's Fund Heritage," its goal was to provide grants in order to help fund equipment, firefighter training and fire safety initiatives for fire departments in communities where the company's employees, agents and policyholders live and work.

To facilitate this program, the company's internal communications team and Ketchum West joined forces

# PR News CSR Awards

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to create the Bucket Brigade, an internal communications component designed to create employee enthusiasm for Fireman's Fund Heritage and to encourage participation in its mission.

The strategy for the Bucket Brigade involved several points of contact. Posters and promotional product handouts made it part of the physical environment within the company, while the Fireman's Fund intranet was used to launch a grant nomination program and list volunteer opportunities within local fire departments that relied solely on voluntary participation. Employee stories for those involved in fire fighting were prominently featured in corporate publications and the intranet. Interoffice volunteers (dubbed Bucket Brigade Captains) were recruited to ensure the message was being received.

The company also partnered with the **Fire Corps**, a **Citizen Corps** organization, to develop a database of ongoing volunteer activities.

The resulting effort spread (pardon the pun) like wildfire. Within a year of its December 2004 launch, 96% of the company's field offices had employees submit grant nominations to aid local fire departments. Forty-seven grants of a sum value of \$900,000 have been awarded based on these nominations.

#### **Honorable Mention:**

"Communicating Disaster Relief to Employees," **Nortel Employee Communications.**

"Rose & Womble CARES: Taking Action in Our Community," **Rose & Womble Realty Co.**

"Verizon Excellence Awards," **Verizon Communications.**

#### **POLISHING UP THAT**

## **BIG BLUE MARBLE**

**Environmental Communications:** "Drive Clean to Drive Change Initiative," **Hyperion Solutions.**

In an effort to help clean the air and improve the environment by helping its employees to adopt more fuel-efficient cars, the members of Hyperion's workforce were challenged to help become part of the solution via the "Drive Clean to Drive Change" program. The core of this program was fairly simple: Hyperion would provide its employees a \$5,000 incentive to acquire automobiles that met both a 45 mpg or greater standard and the California low emissions requirements.

Hyperion's corporate communications and finance departments conducted research to determine if any businesses already came up with that idea (none had), then it needed to consider how the program would be documented and administered, then it needed to identify the automobiles that would meet program requirements worldwide (Hyperion has a global workforce and all employees in all locations were eligible), and then it needed to set acceptable program parameters from the standpoints of employee eligibility, documentation requirements, limits and liability.

With those considerations addressed, the internal communications messaging began with "teaser" announcements made prior to a November 29, 2004

global broadcast meeting to the Hyperion workforce.

The company's intranet was set up to provide all pertinent information on eligibility requirements, tax benefits, and applicable auto dealerships. Hyperion put up banners and posters on their office walls, and t-shirts were also distributed.

The outside world was also brought into the campaign, with an initial story pitch and ongoing coverage of various "firsts" in this program (the first employee participant, the first 25 hybrid cars to arrive in the corporate parking lot, etc.).

Hyperion also launched "Companies for Clean Air Consortium" to help other corporations create an identical program.

The program was a high-speed success. Hyperion determined it would set aside \$1 million a year for the program, accommodating 50 people per quarter. Within the first month, nearly 100% of the allotted slots were filled and requests still pour in.

#### **Honorable Mention:**

"Beyond Compliance Campaign," **LANXESS Corp.**

"Recognizing the Need for Land Conservation: The Centex Homes Land Legacy Fund," **Centex Homes.**

## **BASIC DIGNITY 101**

#### **Human Rights**

**Communications:** "Reebok Human Rights Award Media Program," **Reebok and Hill & Knowlton.**

To show its support for the brave individuals who stood up

to expose international human rights violations, Reebok International has created the prestigious Reebok Human Rights Award. The 2005 award ceremony was the 18th edition of this event and the company was particularly keen to call attention to its winners – a quartet of activists consisting of Zarma Mukusheva from Chechnya, Carlos Rojas from Mexico, Charm Tong from Myanmar and Aloysius Toe from Liberia.

Reebok, working with Hill & Knowlton, had four key goals for its award program: To tell the personal stories of the four award winners throughout the U.S. and global media, to secure coverage in the *Los Angeles Times* (the newspaper never covered the event, which is held locally), to secure an interview on the **Fox News Channel** and to highlight the program in the *Wall Street Journal*.

Hill & Knowlton identified reporters who cover human rights issues and sought to leverage the award winners' U.S. visits to create a new level of interest in their respective stories. Multilingual press materials were created to facilitate a wider degree of coverage.

To further raise attention, the award ceremony called on the star power of actors Cameron Diaz, Lucy Liu, Don Cheadle and Bradley Whitford to present each recipient with their award.

The resulting coverage achieved dedicated stories in national, international and foreign-language publications as well as broadcast outlets. As for the previously mentioned media outlets, the *Los Angeles Times* (after six weeks of pursuit) came through with a half-page article on page two of its California section and Fox News Channel featured Reebok's CEO Paul Fireman in



Charm Tong, recipient of the 2005 Reebok Human Rights Award.

a live four-minute interview on “Your World with Neil Cavuto.” The Wall Street Journal was also conquered via an op-ed column.

**Honorable Mention:**

“War Child’s album *Help: A Day in the Life*” **Weber Shandwick UK.**

**PEOPLE POWER**

**Philanthropy**

**Communications:** “Deloitte IMPACT DAY 2005,” **Deloitte & Touche USA LLP.**

Workplace volunteering is a centerpiece of Deloitte’s CSR strategy. Every year, Deloitte sets aside a national day of volunteer service and encourages all 30,000 employees to get out of the office and lend a hand in the greater world.

For 2005, June 3 was set

aside as IMPACT Day. Prior to this date, Deloitte commissioned **Opinion Research Company** to

conduct a survey examining the relationship between volunteering and professional success. A link was found: 86% of those polled said volunteering can have a positive impact on their careers while 78% said volunteering was a great opportunity to develop business skills including decision-making, problem-solving and negotiating.

Taking these considerations to the next level, Deloitte devised a two-part strategy

to reach national and local media. On the national front, the survey would be aggressively promoted to show credence for the volunteer philosophy. On the local level, media-friendly events were identified to show Deloitte’s staff making a difference in their communities.



**Gary Forsee, Sprint’s chairman and CEO,** operates under a mandate to make diversity and inclusion an ingrained part of the company’s culture.

A third party was recruited to endorse this strategy: Robert K. Goodwin, president and CEO of the **Points of Light Foundation**, agreed to be quoted in a press release and matte news release while appearing in a video news release. He also co-authored an op-ed piece with James H.

Quigley, Deloitte’s CEO.

IMPACT Day and its accompanying survey made quite an impact: A feature on the “CBS Early Show” and TV news coverage in more than 30 local markets. More than 20 daily newspapers and 14 trade publications also paid attention.

**Honorable Mention:**

“The FootPRINT Fund for Nonprofit Friends,” **Allegra Network LLC.**

“Dine for America,” **Hill & Knowlton.**

“GIPAP: A Pharmaceutical Company Shows Its Heart,” **Novartis Oncology and Ruder Finn.**

“Sun Microsystems Foundation,” **Sun Microsystems.**

*(The full list of winners and honorable mentions can be found at [www.prnewsonline.com](http://www.prnewsonline.com).)* **PRN**

**► PR Scorecard**

**Good PR / Bad PR: In Pursuit of Elusive Peace**

In the classic French movie “Hiroshima Mon Amour,” one of the characters tartly noted that if people can make films to promote soap, why can’t they make films to promote peace? Alas, there are no peace-themed films to report on this week, but we can provide a trio of different initiatives and approaches that were recently undertaken to address the seemingly impossible task of establishing calm and harmony across the world (which is, in a way, the ultimate social responsibility). **PRN**

The PR Focus	Good PR or Bad PR?
<p><b>Neenah Paper</b> is the corporate sponsor of the touring show “The Graphic Imperative: International Posters of Peace, Social Justice and the Environment: 1965-2005,” which opened in New York on June 15 after exhibitions in Boston and Philadelphia. The exhibition presents politically charged posters from around the world that played a significant part in shaping public opinion on socio-political issues.</p>	<p><b>GOOD PR:</b> Neenah Paper may not be a familiar name to most art gallery patrons, but for artists and printers it carries significant clout. The company’s sponsorship of this timely event calls attention to its position in the graphic arts industry, and the full range of countries represented in the exhibition (all sides of various geo-political clashes) carefully avoids any charges of favoritism or bias in the curatorial process.</p>
<p>In a report published in the May 29 edition of <i>The New York Observer</i> weekly newspaper, Sen. John McCain held an unpublicized meeting with wealthy and influential Republican donors at a luxury Manhattan hotel. When asked for his plan on bringing peace to Iraq, Sen. McCain reportedly stated: “One of the things I would do if I were President would be to sit the Shiites and the Sunnis down and say: ‘Stop that bulls**t.’”</p>	<p><b>BAD PR:</b> If Sen. McCain is to be believed, the peace solution that has proved so elusive for more than three years is little more than a cowboy attitude and a barnyard epithet. The senator’s naïve approach to this situation (which curiously ignores the third major hostile demographic in Iraq, the Kurds) was confirmed by three people attending this supposedly secret meeting. Mercifully for Sen. McCain, his comments were not widely reprinted elsewhere.</p>
<p>Ellen Johnson Sirleaf, the recently elected President of Liberia and Africa’s first female head of state, launched a <b>National Peace Council</b> on May 6 in a bid to encourage healing and reconciliation within her war-torn nation. The new council is also expected to serve as a national umbrella organizations of similar councils to be organized at country, district and community levels throughout this West African republic.</p>	<p><b>GOOD PR:</b> Liberia’s civil war was barely acknowledged by the American government, which refused to send peacekeepers to this country, despite pleas from its people. America is also absent from the peace effort, which President Sirleaf is leading on her own. The Liberian war destabilized the fragile West African infrastructure – perhaps the peace council will strengthen it anew and bring about long-elusive serenity.</p>

# Eco-CSR

► Page 1

the potential environmental villains of tomorrow) with an educational awareness program to show how marine debris is damaging the ecosystem and what can be done to reverse its ruinous effects. Dubbed “Don’t Be a Beach Bum,” the program can be traced to Cousteau’s disgust at finding debris washed up on Hawaiian beaches located thousands of miles from the nearest city.

“Folks are good at saying ‘We have problems,’ but we’re looking for ‘How can we work on solutions?’” says Tony Kingsbury, global affairs project leader at Dow Chemical. “What we are saying is that this stuff is due to human activity. It has the potential to effect places where you’d never expect it, like in the middle of the Pacific.”

Dow Chemical’s connection here came via its sponsorship of a PBS series on the issue and an educational curriculum that debuted this spring in New York’s public schools and will be expanded throughout the fall. The curriculum mixes old-fashioned lessons regarding science and math with cutting-edge activities that encourages students to become a part of the solution – and, at the same time, gives them a chance to try their hand at media creation.

“Within the curriculum, we tell the teachers: Take what you’ve taught and have the kids create their own PSAs based on their lessons,” “We are trying to make this fun by using today’s tools.”

While most students may not recognize Cousteau’s name, their teachers know his deep-sea stardom. Kingsbury notes that when Dow Chemical announced the program at the **National Science Teachers Association** conference in Anaheim last April, attendees formed a 75-yard-long line to get his autograph on the curriculum’s poster.

## THE HOME AND THE WORLD

In July 2005, Wells Fargo launched its Environmental Commitment program designed to integrate eco-friendly initiatives into its business practices and operations. This is particularly vital in the financial institution’s lending practices related to construction and mortgage loans. Under the program, \$250 million has been provided in financing green building developments, including partnerships with solar companies to ease the financing costs of solar panel installations.

“It’s helping in many circumstances for those who feel strongly for the environment,” says Chris Hammond, vice president for communications and development.

Yet the company also recognized that there are elements to the environmental concern that often get overlooked, particularly within less affluent areas where environmental protection and regulation is not a major priority. Within the Environmental Commitment program, the Green Equity Equivalent Investments product line was introduced to provide capital to nonprofits promoting environmentally responsible practices in low-to-moderate income communities.

Hammond stresses, however, that Wells Fargo isn’t taking this green CSR approach on its own – it expects its partners and customers to be on the same page with them. “We ensure that the companies we do business with comply with all applicable laws,” he says, noting such practices are part of Wells Fargo’s due diligence reviews. “If they do not comply, we may choose not to do business with them or make a loan.”

Furthermore, since the program’s initiation, Wells Fargo doubled its corporate contributions to environmental nonprofits from \$550,000 to \$1.1 mil-

lion. An external Environmental Advisory Board is also in place to guide and monitor efforts.

As a San Francisco resident, Hammond is acutely aware of the problems regarding today’s environmental and energy issues. In fact, he literally takes them to and from the office.

“It costs me more than \$55 to fill my little Toyota SUV,” he says, ruefully.

## YOU ARE MY SUNSHINE

Partnerships are often crucial elements to CSR activities, with companies reaching out to nonprofits and/or government agencies to build new bridges. On occasion, however, it is not the companies who are making the proactive outreach.

Ironically, one of the smaller states is in the lead in alerting local businesses to the possibilities of alternative energy initiatives. The **Delaware Energy Office**, through its Green Energy Fund grant program, provides grants covering up to 50% of the installed costs of solar water heating and wind, photovoltaic and geothermal renewable energy technologies. Scott V. Lynch, an energy program planner at this office, has been a one-man PR dynamo in spreading the word on the Green Energy Fund.

“I’m going on a radio program this weekend and I do appearances at home shows in the state,” he says. “We recently had very, very generous coverage in the *News-Journal* (the state’s largest newspaper), and I had people calling me at 7:30 in the morning – long before our office opens. I’ve gone to SBA’s Open Forum, where I’ve been invited



DuPont enjoyed a PR boost and a strengthened reputation for environmental awareness through news of the installation of solar panels at its Chestnut Run facility, which was funded in part by the Delaware Energy Office’s Green Energy Fund.

to speak about energy efficiency for businesses.”

Is there a PR benefit to being a recipient of the Green Energy Fund? The answer is a solid green “Yes!” and, ironically, one of the most significant PR coups came not on behalf of a smaller business, but from one of Delaware’s more prominent corporate residents.

“We were contacted by **DuPont** to see if the fund was still there,” recalls Lynch regarding DuPont’s plan to install solar panels at its Chestnut Run facility. In April, DuPont announced it installed three rows of solar panels, which will be used to produce electricity for eight homes. DuPont will receive \$250,000 from the Green Energy Fund.

The DuPont news received significant coverage in both the local Delaware media and throughout the chemicals and energy trade media, calling attention to DuPont’s commitment to environmental efficiency – and, of course, calling attention to DuPont itself. **PRN**

## CONTACTS:

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# New Survey Charts the State of CSR

A new survey on the state of CSR in today's PR industry has found the issue to be the communications equivalent to the proverbial half-filled glass. Those of an optimistic bent will see the situation as encouraging and growing in vibrancy. Those who lace their analysis with skepticism bordering on cynicism will see vast rooms for improvement.

The survey, conducted by *PR News* and the cause-branding agency leader **Cone Inc.** in May 2006, polled 343 public relations professionals. Alison DaSilva, vice president at Cone Inc., believes the statistics culled in the survey show both progress that has been

made and progress in need of making.

"I am excited by the data," she says. "It is important to understand where we are today and where we need to go in the future."

DaSilva notes the majority of the survey's respondents stated the prime audiences for their CSR communications were customers, the communities where they operated and company employees – with influential stakeholders (defined as including nonprofits, activists and regulators) coming in a distant fourth. Likewise, the surveyed PR professionals placed a higher measurement value of their CSR messaging

on its impact on brand awareness and favorability, with impact on influential stakeholders taking the number two slot in regard to importance.

For DaSilva, the PR profession needs to take a more aggressive attempt to engage influential stakeholders with CSR communications. "We need to look at what the issues are," she says. "Stakeholder engagement will be key to creating a stronger dialogue." **PRN**

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### Communicating Corporate Responsibility Initiatives in 2006: A Quick Survey

1. How often does your company communicate about your corporate responsibility initiatives?

Monthly	34%	Only on reactive basis	17%
Weekly	21%	Do not communicate	7%
Annually	20%	No Response	1%

2. Who are the primary target audiences for your corporate responsibility communications? (Please rank your top 3 audiences)

Customers	21%	Consumers	9%
Communities		Governments	8%
Where We Operate	20%	Nonprofits/Activists	4%
Employees	18%	Investment Community	4%
Influentials	15%	No Response	1%

3. What communications vehicles do you use for corporate responsibility communications? (Please select all that apply)

Advertising (print)	10%	Stakeholder Engagement Sessions	5%
Advertising (broadcast)	4%	CSR report	6%
Web	19%	Internal newsletters, intranet and meetings	19%
Public Relations	23%		
Events	14%		

4. What internal department is primarily accountable for communicating your company's Corporate Responsibility activities? (Select one)

Corporate Communications	39%	Corporate Responsibility Staff	3%
Marketing	14%	Community Relations	4%
Public Relations	25%	Cross-Functional Team	14%
Advertising	1%		

5. How do you measure the value of corporate responsibility communications? (Please select all that apply)

Impact on Brand Awareness and Favorability	27%	Impact on Relationships with Influential Stakeholders (i.e., Nonprofits, activists, regulators)	25%
Impact on Sales	10%	We do not have measures	23%
Impact on Retention/Recruitment	14%	No Response	1%

6. What is the biggest hurdle in developing corporate responsibility communications? (Select one)

Making the business case to leadership that CSR communications are strategic to company success	29%	Getting internal agreement on themes/messaging	10%
Creating appropriate themes/messages	6%	Developing outreach strategy	7%
		Executing plan	6%
		Measuring impact	24%
		Gaining access to sufficient funds	15%
		No Response	3%

7. During your next budget cycle, how will your spending towards communicating your Corporate Responsibility activities change? It will be:

Significantly more	5%	Somewhat less	3%
Somewhat more	26%	Significantly less	0%
About the same	52%	Don't Know	14%

*A joint survey of PR News and Cone Inc., conducted May 2006 with 343 respondents.*

# The CSR Superheroes at Work

(This week, PR News editors Phil Hall and Aaron Jenkins honor the real superheroes of the private sector: CSR-related volunteer program participants.)

**PHIL:** The new Superman film is coming out later this month, but who needs make-believe heroes when we have real ones all around us? Forget about Superman, Wonder Woman, Batman or Batgirl – the real superheroes are people who take time to volunteer in their communities. Case in point: on January 23 we wrote about **Deloitte** teaming with **Junior Achievement** to present its *Excellence Through Ethics* program of educating and encouraging the next generation of financial leadership to

consider business ethics and corporate integrity. In a way, you can call it an IR story since Deloitte's volunteers are making an investment for a better future.

**AARON:** Simply volunteering at a community event can go a long way. Before my position with this fine publication, I was a reporter for a newspaper and had hosted middle school spelling bees

many a time. Although they were intimate affairs, the bees put me in touch with my readers and allowed them to put a face on their source of news. And just as important, for my parent company it spelled out C-S-R.

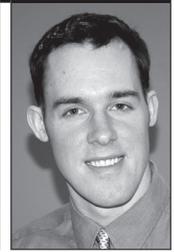


Sorry, Batgirl, but CSR-related volunteers are the real superheroes around here.

**PHIL:** From a PR standpoint, such activities offer genuine heroism. Granted, it is not as flashy as stopping Catwoman from wrecking Gotham City. But in the scheme of things, a corporate-wide CSR volunteer program shows a commitment to improving society's bottom line. Even Batgirl, my favorite



Phil Hall



Aaron Jenkins

superhero, can't top that!

**AARON:** In the volatile and competitive corporate landscape, the question should not be "Why CSR?" but "How much and, furthermore, where?" The answers: Plenty and in the community. Whether you're a large or small company, a company with a squeaky-clean image or not-so-much, CSR should rank in the top tier of your PR practice, with a sizeable volunteerism investment directed toward home base. **PRN**

## ► PR Personality Profile

### A Responsible Investment

In the realm of investor relations, Bennett Freeman doesn't think of himself as a money guy.

"I'm more of a policy person – strategy foreign policy," says Freeman. "I'm very much an advocate at heart."

So it's Freeman's 20-plus years of corporate, diplomatic and consulting experience that he's parlaying into his new role as senior vice president for social research and policy at **Calvert**, the nation's largest family of socially responsible mutual funds, which he assumed in April after consulting on global corporate responsibility at **Burson-Marsteller** for three years.

"I'm trying to bring to Calvert that personal experience," he says. "I'm an insider in many ways, and I bring an inside view of how many multi-nationals think and

act on a number of issues. From a consultant with big multi-nationals, NGOs, government, and **GE**, what I find fascinating is the chance to work on very similar issues and many new ones from a platform of an investor."

One of Freeman's goals is to further Calvert's two main initiatives: Generating good financial return for investors and doing so on the basis of SRI (socially responsible investing) while aligning those issues with shareholders. "I'm working not only on these evolving set of issues but even more so coming at it from a different vantage point of an investor," he explains.

Freeman arrives during a time when there has

been growing interest from individual and institutional investors in socially responsible investing, which he attributes to the existence of major public pension funds in SRI management.

It doesn't hurt that Calvert is located in Bethesda, Maryland, right next door to the nation's policymakers. "The fact that we are a half of a dozen subway stops to Washington gives us a unique vantage point in the SRI world to be a force," he says.

And Freeman knows a thing or two about Washington. He held three positions in the **State Department** during the Clinton Administration, most notably as Deputy Assistant Secretary of State for Democracy,

Human Rights and Labor. He was integral in launching the Voluntary Principles of Security and Human Rights, the first human rights standard forged by governments, companies and NGOs for the oil, gas and mining sectors.

"That was a major experience for me in working in one context with multi-national businesses, human rights and the government at the same time," he says. "Our [Calvert] view of the world has been informed by being in Washington and I'm hoping to bring in my background to that regard. It's impossible to be in the corporate responsibility business in the early 21st century without being in the SRI business at the same time." **PRN**



Bennett Freeman

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