

PR News

Building the bridge between PR and the bottom line.

March 1, 2010 | Issue 9 | Volume 66

CSR AWARDS ISSUE

CSR: The Pathway to Rebuilding Trust and Reputation

As we begin to climb out of the economic chasm we've experienced since 2007, a fundamental change in thinking is sweeping through the business world: The concept that profits are not enough to keep organizations at the top of their industries has taken root.

With trust in business at a low ebb, many organizations have realized that goodwill toward stakeholders and their communities is a concept whose time

has come—it's crucial in rebuilding trust and lifting reputations. Indeed, corporate social responsibility is coming to the forefront, as witnessed by the millions of dollars in corporate donations for earthquake relief in Haiti.

As you'll see in the following pages, CSR initiatives cast a much wider net than disaster relief. From their own backyards to places in need across the globe, organizations and businesses are commit-

ting valuable time and money to help improve peoples' lives and strengthen their bonds with communities. The programs you read about here—and the people behind them—are leading the way in CSR initiatives and communications.

We congratulate all the *PR News* CSR Award winners and honorable mentions, who were honored during a luncheon held at the National Press Club in Washington, D.C., on Feb. 24. ■

CSR | ANNUAL REPORT

Winner: McCain Foods Ltd

Our Journey: McCain Foods' First CSR Report

Although corporate social responsibility has been central to McCain Foods' business philosophy since its founding more than 50 years ago, the company, until recently, always kept a low-profile when it came to performing good deeds. But an increasingly competitive marketplace, particularly one where consumers are demanding that brands be more socially responsible, changed that mind-set. Hence, McCain Food's CSR report was launched.

The CSR Grindstone

After conducting internal research that indicated that 85% of employees believe McCain Foods was socially responsible but was lax when communicating its progress in this area, coupled with requests from key customer McDonald's on the company's agronomy and supply chain practices, McCain hired the Toronto-based Global Communications firm to write its first CSR report. Over a six-month period, Global Communications worked on compiling and writing the company's CSR success stories, analyzing its prog-

(continued on page 16)

CSR | CAUSE BRANDING CAMPAIGN

Winner: Nickelodeon

Campaign: The Big Green Help



On Earth Day 2008, Nickelodeon launched The Big Green Help, an environmental initiative that provides information and tools to help explain climate change to kids and connect them to "Earth-

friendly" activities in their everyday life. The goal was to empower an entire generation of kids with a voice and a call-to-action to take care of their planet.

The Name of the Game

A key tactic used to flesh out the campaign was leveraging online gaming as a catalyst to educate and inspire action; it was also used as a way of translating complex environmental issues into something simple and tangible for kids. Rallying the support of such organizations as Girl Scouts USA, Walmart and National

(continued on page 16)



Leading Feature News Distribution Service



Best Print, Online, Radio and Video Results Ever

Viral Media Opportunities

- ✓ Search Engine Optimization
- ✓ Social Media
- ✓ Blogging
- ✓ Twitter Feeds to Editors
- ✓ Anchor Texting and Hyperlinking
- ✓ RSS Feeds in XML
- ✓ Direct-to-Consumer Marketing
- ✓ Placements on Sites of Top Daily Newspapers
Including The Wall Street Journal and USA Today
- ✓ Podcasting
- ✓ YouTube CSNN Video Channel
- ✓ CD's and Camera-Ready Copy
- ✓ Most Successful Media Relations Team

Best Monitoring and Reporting Ever

- ✓ Page View Counters
- ✓ Social Media Monitoring
- ✓ E-clips
- ✓ Online Clip Book
- ✓ Color Clips
- ✓ Top Markets
- ✓ Wealthiest Communities
- ✓ Most Populous States
- ✓ Thousands of Web Sites
- ✓ Deeper Market Penetration



Award Winning News

For more information on what's new at NAPS, contact our nearest office or e-mail info@napsnet.com

New York
212-867-9000

Chicago
312-856-9000

Washington
202-347-5000

Los Angeles
310-552-8000

San Francisco
415-837-0500

www.napsinfo.com

Editor, Scott Van Camp, 212.621.4693, svancamp@accessintel.com
Group Editor, Iris Dorbjan, 212.621.4670, idorbjan@accessintel.com
Managing Editor, Greer Jonas 212.621.4876
Editorial Director, Steve Goldstein, 212.621.4890, sgoldstein@accessintel.com
Asst. Marketing Manager, Rachel Smar, rsmar@accessintel.com
Asst. Conference Manager, Rebecca Stortstrom, rstortstrom@accessintel.com
Director of Circulation Marketing, Carol Brault 301.354.1683, cbrault@accessintel.com
Director, Marketing Communications, Amy Jefferies, ajjefferies@accessintel.com
Art Director, George E. Bourous
Graphic Designer, Christina Barnard
VP/Group Publisher, Diane Schwartz 212.621.4964, dschwartz@accessintel.com
Division President, Heather Farley
President & CEO, Don Pazour

PR News ADVISORY BOARD

Paul A. Argenti - Tuck School of Business
Ned Barnett - Barnett Marketing Communications
Neal Cohen - APCO
Carol Cone - Cone Inc
Peter Debreceeny - Allstate
Chris Hammond - Wells Fargo
Mike Herman - Epley Associates
Mike Paul - MGP & Associates PR
Deborah Radman - CKPR
Brenda C. Siler - Independent Sector
Helene Solomon - Solomon McCown & Co.
Mark Weiner - North America, PRIME Research
Mary Wong - Office Depot

PR News BOARD OF CONTRIBUTORS

Dave Armon - Context Optional
Andy Gilman - CommCore Consulting
Bruce Jeffries-Fox - Jeffries-Fox Associates
Angela Jeffrey - VMS
Richard Laermer - RLM Public Relations
Richard Levick - Levick Strategic Comms
Ian Lipner - Lewis PR/YoungPRpros
Katie Paine - KDPaine & Partners
Rodger Roeser - Justice & Young
Lou Thompson - Kalaroma Partners
Reid Walker - Lenovo
Tom Martin - College of Charleston

Group Subscriptions - Carol Brault,
301.354.1683; cbrault@accessintel.com

Additional Copies & Article Reprints -
Contact Dani Rose at 800-290-5460 x.139;
prnews@theysgroup.com



Published weekly by Access Intelligence, LLC
4 Choke Cherry Road, Rockville, MD 20850

Client Services:

Phone: 888.707.5814 • Fax: 301.309.3847
e-mail: clientservices@accessintel.com

New York Editorial Office:

110 William St., 11th Floor, New York, NY 10038
Phone: 212.621.4875 • Fax: 212.621.4879

Subscription/Renewal Coupon

I want to subscribe to *PR News* for \$797/year or \$1,494/2 years, and receive weekly issues plus unlimited access to the online premium content and archives.

Name: _____
 Title: _____
 Organization: _____
 Address: _____
 City: _____ State: _____ ZIP: _____
 Phone: _____ Fax: _____
 Email: _____

I want to renew my \$797 or \$1,494 subscription to *PR News*. My account number is: _____

Charge my Card No. _____
 Exp. _____ Signature: _____

Check enclosed (Payable to Access Intelligence, LLC)
 In MD add 5% tax. Postage and processing add/yr:
 \$20 within U.S., \$99 outside U.S. Fax to 301.309.3847

For subscribers only: full access to *PR News* article archives at www.prnewsonline.com

Winner: Tourism Toronto Campaign: "Relax, Recharge, Renew"

To establish itself as a good community partner, Tourism Toronto launched its "Relax, Recharge, Renew" program, which revolves around providing parents of children with special needs a much deserved break.

After leaving their children at a special facility, the parents would be picked by a limo, taken to a hotel for two nights, dine out and enjoy tickets to cultural attractions such as museums, galleries or theater.

More than 150 of Tourism Toronto's member businesses have participated in "Relax, Recharge, Renew" since its inception. The program recently feted its 100th family and



"Relax, Recharge, Renew" gives kids a much needed break from their parents (or vice versa).

has garnered positive media coverage, most notably from the *Toronto Star*. For this initiative, Tourism Toronto received the Tourism Innovator of the Year Award from the Ontario Travel Industry Association. ■

Honorable Mentions

Doral Bank: The Rebranding of Doral Bank — Using a pink-colored mobile clinic and a multi-platform campaign including print, radio, TV and online, the Ruta Pink (the Pink Route) breast cancer awareness program provided more than 2,500 mammograms for women in Puerto Rico.

Office Depot Foundation: 2009 Office Depot Foundation National Backpack Program — In hosting 30 "Back-to-School Backpack Celebration" events in communities across the U.S. and Canada and distributing 300,000 backpacks containing essential school supplies, Office Depot armed students with the tools they needed to start the school year with confidence.

Cephalon Inc. and WeissComm: Second Annual Cephalon Oncology Advocacy Summit — To create an optimal interactive platform for Cephalon and advocacy organizations, WeissComm used surveys to uncover timely topics and discussions for the 2009 Summit. As a result, the event drew 12 participants representing nine different organizations which offer services relevant to 100% of patients affected by the blood cancers that could be treated by Cephalon therapies.

St. John & Partners: Neighborhood Ford Store and St. John & Partners Create Ford "Warriors in Pink" Quilts to End Breast Cancer — Fliers, letters to women's groups and extensive media outreach resulted in 10 handmade quilts, 20 news stories and participation by four hospitals and countless cancer survivors in spreading Ford's commitment to end breast cancer.

Waggener Edstrom Worldwide Inc. and Fenton Communications: Half the Sky Movement - Turning Oppression Into Opportunity for Women Worldwide — To develop awareness of atrocities committed against women, Waggener leveraged the reach of 56 NGOs and established a permanent Web site to involve readers, leading since August 2009 to more than 65,000 visits to the Half the Sky site, 4,000 tweets on the topic and a cover story in the *New York Times Magazine*.

TABLE OF CONTENTS

Annual Report 1
 Cause Branding Campaign 1
 Community Affairs 3
 Corporate-Community Partnership 4
 CSR on a Shoestring..... 4
 CSR Executive of the Year/PR..... 6
 CSR Executive of the Year/CEO Level..... 6
 CSR Executive of the Year/Executive Level... 7
 Overall Leader in CSR Practices/PR Firm 8
 Overall Leader in CSR Practices/Corporation With More Than 25,000 Employees..... 8
 Overall Leader in CSR Practices/Company With Less Than 25,000 Employees..... 9
 Diversity Communications..... 10

Employee Relations..... 10
 Employee Volunteer Program..... 11
 Environmental Stewardship..... 12
 Green PR Campaign 12
 Human Rights Communications 13
 Media Relations 14
 Nonprofit/Corporate Partnership 14
 Philanthropy Communications 16
 Social Media Campaign..... 17
 Stakeholder Engagement..... 17
 Sustainability/CSR Report..... 18
 Video Program..... 18
 Workplace Innovation 18

Honorable Mentions

Fleishman-Hillard St. Louis: UPS Road Code— Delivering Safe-Driving Training to Teens — Leveraging community partnerships, a national launch day with extensive media outreach and UPS' NASCAR sponsorship, the Road Code Program so far has taught 550 teens nationwide safe driving skills.

Coca-Cola Turkey: Life Plus Youth Program — National print and TV advertising, live exhibits and environmental related events helped drive this initiative (in partnership with the U.N. Development Programme), which gives financial support and project management guidance to young people to implement environmental projects across Turkey.

Bickel & Brewer/Carter Public Relations: Calling All Students—PR Helps International Debate Contest Reach Thousands — To raise the profile of the Bickel & Brewer/NYU International Public Policy Forum (IPPF), Carter developed promotional materials for schools and beefed up the forum's Web site, resulting in a 20% increase in schools registering to compete.

Winner: Puget Sound Energy Campaign: Rock the Bulb Tour

To position itself as a trusted resource and advocate for energy efficiency, Puget Sound Energy enlisted the services of PR firm Colehour+Cohen to develop and implement a campaign focused on partnering with the community to reduce energy usage through energy efficient lighting.

Rock On

Following extensive research, particularly when it came to the audience segments it should target (i.e. "green idealists" who believe that it's socially responsible to limit energy use and "practical idealists" who feel it's important to limit energy use for cost-effective reasons), PSE and C+C created a CFL bulb giveaway program, which they named "Rock the Bulb Tour." The multi-pronged effort included weekend bulb exchange events, a door-to-door CFL bulb distribution effort, an energy-efficiency "Battle of the Bulbs" contest and promotions. Social media tactics, such as a Facebook page and a Twitter account, were leveraged to keep the campaign fresh.

PSE met its bulb distribution goal with 507,796 incandescent bulbs swapped for CFL bulbs. With this exchange, \$21.8 million were saved on energy bills. Other positive ROI: Approximately 24,500 PSE customers exchanged bulbs at a Rock the Bulb event. Also, 1,100 volunteers participated in the campaign. ■



CSR | CSR ON A SHOESTRING

Winner: Fleishman-Hillard/The Allstate Foundation Campaign: The Allstate Foundation, "Your Choice to Empower"

To help survivors of domestic abuse empower themselves by achieving their educational and professional goals, the Allstate Foundation teamed up with Fleishman-Hillard to create a program leveraging the power of digital communications. With a modest grant, the team strove to generate campaign awareness and participation throughout the blogosphere and social media networks.

It's a Digital World After All

Fleishman-Hillard's strategy included several key tactics:

- Developing the campaign's Web site and Facebook application with a strong call to action for visitors to vote daily for their "choice" charity;
- Using Facebook Connect to share the message with friends and family, as well as providing a host of share tools directly on the site; and
- Conducting online outreach to bloggers and communities passionate about philanthropy, issue-oriented topics, corporate social responsibility, financial topics and domestic violence awareness.

The Power of Being Viral

Thanks to word-of-mouth and social media outreach, by fall 2009 the campaign garnered a total of 305,426 votes, 210,092 unique site visitors and 6 million total impressions. During the span of the campaign, the Facebook fan page attracted 1,799 new fans, a 3,049% increase from July 15, 2009-September 14, 2009. ■

Honorable Mentions

Otter Tail Power Company: On for Generations — Minnesota's Otter Tail Power Company celebrated its 100th anniversary with Customer Service Center open houses, proclamations from four states, employee celebrations, and numerous "pay it forward" projects—resulting in customer goodwill and positive press coverage.

Abelson Taylor: Hearts AT Work — Focusing on children's health and well-being, Abelson Taylor employees donated 1,263 books, raised \$350 for the Juvenile Diabetes Research Foundation and contributed 189 prom dresses and 150 accessories for low-income Chicago high-school students.

Comcast: Comcast Voluntweetup Media Event for Nonprofits — To encourage nonprofits to utilize social media, Comcast hosted a successful event, Voluntweetup, which was attended by 38 nonprofit executives, 12 social media trainers and 2,000 viewers on the online live stream camera.

*Norfolk Redevelopment and Housing Authority
congratulates all CSR finalists!*

We are humbled to be in your presence.



Under One Roof

*Celebrating 70 years
of renewing Norfolk*



www.nrha.us

Honorable Mentions

Lucienne Gigante, Doral Bank

— When Doral Bank was on the brink of collapse, Gigante, VP of public relations, helped bring the company back in the eyes of the Puerto Rican people through the development and implementation of community outreach programs. Included in the initiatives are the popular Sundays at the Museum, which has provided more than 20,000 visitors free access to programs at the Museum of Art of Puerto Rico.

Stuart Kirby, Diageo — As head of brand and corporate public relations at Diageo, Kirby has been instrumental in delivering best-in-class CSR initiatives. Kirby leads the award-winning responsible drinking campaign featuring Formula 1 driver Mika Hakkinen. From literally handing out relief in Haiti to forging a partnership with Elton John, Kirby is committed to real change.

Winner: Frank Mantero, Director of Corporate Citizenship Programs, GE



Frank Mantero is responsible for communicating GE's citizenship initiatives, practices and programs, internally and externally, and because of the importance GE places on corporate citizenship, he is always sure to integrate it into GE's messaging, showing how CSR is integral to the company's business strategy.

Grappling With Consumer Distrust

The recession has presented challenges of late, chief among them the growing dissatisfaction among media and consumers toward the business community. "A lot of trust and goodwill has been lost among key stakeholders as to how CSR practices can benefit society," explains Mantero. "I see it as an opportunity to remind stakeholders that corporate responsibility is not about telling—it's about doing, and we have the programs and results demonstrating the difference we are making in communities and lives around the world."

portunity to remind stakeholders that corporate responsibility is not about telling—it's about doing, and we have the programs and results demonstrating the difference we are making in communities and lives around the world."

Mining Opportunities From Strengths

In this vein, a recent campaign that Mantero is most proud of revolves around understanding GE's perception world. For this effort, "we needed to map our priorities against stakeholder needs and audiences," he notes. "This mapping allowed us to better understand where we had strengths and areas of opportunity." The results demonstrated that we were duplicating efforts in some areas while not fully leveraging our work in other areas." The mapping strategy underscores Mantero's commitment to identifying key issues to be addressed in the future, and developing focused and effective CSR initiatives. ■

Winner: Randy Millian, Managing Director for Latin America and the Caribbean, Diageo



As managing director of Diageo's Latin American & Caribbean Hub, J. Randolph "Randy" Millian is committed to enriching the communities of the nearly 50 countries in the region.

"We strive to make a material impact on the lives of those less fortunate," says Millian. "We really celebrate the engagement we have in our communities."

Bringing the idea of social responsibility to life for management, employees, business partners and consumers throughout the region, Millian has developed a set of

vibrant CSR programs that resonate with stakeholders. They include:

- Encouraging responsible drinking through three regional campaigns
- Sponsoring education and training through "Learning for Life" program, which teams Diageo with schools and philanthropic foundations throughout the region
- Driving awareness of local causes through a musical tour program, "Buchanan's Forever," which featured superstars Elton John and James Blunt
- Providing humanitarian relief through "Spirit of the Americas" initiative, which offers swift relief in disaster situations across the region

Millian is also involved externally in CSR efforts, working on a variety of projects aimed to promote trade and investment flow between nations. ■

Honorable Mentions

Michael Kempner, MWW Group — Kempner, president and CEO of MWW Group and the Financial Relations Board, showed his commitment to CSR efforts by establishing "MWW Group Green," which promotes environmental responsibility throughout the agency. MWW was also one of the first PR firms to release a CSR report.

Steve Ellis, Chipotle — Steve Ellis, founder, chairman and co-chief executive officer of Chipotle, has demonstrated a commitment to providing better-tasting food and better sources, helping to eliminate more than 41 million pounds of CO2 emissions and serving 52 million pounds of naturally raised meat.

John Brock, Coca-Cola Enterprises — Under John Brock, chairman and CEO, Coca-Cola has earned the No. 1 spot in the Food and Beverage sector in *Newsweek's* first-ever green rankings, while dramatically increasing the company's investment in corporate responsibility and sustainability.

Glen Wakeman, Doral Bank — When Puerto Rico's Doral Bank was near collapse, CEO Wakeman stepped in and initiated an aggressive CSR strategy, developing sweeping social outreach programs. The move reestablished the financial institution's image in the community.

Winner: Tracy Pleschourt, Director of Office Services, Carmichael Lynch Spong



Thanks in good measure to Tracy Pleschourt, Carmichael Lynch Spong has become an environmental leader among agencies nationwide. Two years ago, Pleschourt added corporate social responsibility to the many hats she wears. Since then, she has spearheaded a sustainability management program focused on environmental and corporate sustainability. She also converted the agency to 100% wind-sourced energy through the purchase of renewable energy certificates.

Green As CLS Can Be

Helping make the agency be as green as it can be are at the root of Pleschourt's efforts in implementing a green team that studies environmental issues and makes recommendations to the agency. Another of her proudest achievements has been playing a leading role in the greening of her agency's new facility.

"We incorporated high efficiency heating and cooling and CFL bulbs in all of our overhead lighting. We participated in an energy audit six months after we moved in and were granted the largest state rebate allowed," says Pleschourt.

Volunteers of America

In addition to creating an internal green blog (launched on Earth Day 2009), Pleschourt has been the driving force behind the agency's employee volunteer program, which sends employees to a local homeless shelter every other month to prepare and serve a meal during the lunch hour. ■

Honorable Mentions

Renee Connolly, EMD Serono — Connolly, VP of U.S. communications, has established a healthy community service program at EMD Serono, with the company more than tripling the number of hours volunteered by employees—from 2,337 in 2007, to 7,572 in 2008.

Kimberly Kelleher, SELF Magazine — Kelleher, VP and publisher, at *SELF*, developed and executed a cause marketing platform, Project Good, which provides tools to help the *SELF* brand navigate the emerging cause marketing arena.

Jack McFadden, Deloitte — McFadden, communications director, corporate responsibility, is a driving force in communicating CSR at Deloitte. He effectively leverages 450 Green Champions and green team members in more than 100 Deloitte offices.

Scott Pansky, Allison & Partners — Pansky, partner and co-founder at Allison & Partners, vaulted Hyundai's Hope on Wheels to a national program, engaging dealers and helping to raise millions of dollars to support pediatric cancer research.

Victor Velazquez, AICPA — Velazquez, VP of strategy and human resources at the American Institute of Certified Public Accountants, has made a difference with AICPA's Corporate Citizenship Task Force, partnering with several organizations to help fight homelessness.



**It takes clean, abundant, and reliable energy
to be this comfortable.**

With a strong commitment to innovation and responsible development, Questar helps provide energy to bring comfort to your home. Since 1922, we have been dedicated to technical innovation and respecting the need to limit impacts on the environment in all the areas we operate. We pride ourselves in the responsible development of clean, abundant, and reliable natural gas.

QUESTAR

Winner: Carmichael Lynch Spong

Impressive internal environmental stewardship, efficient non-profit partnerships that foster community outreach and effective CSR communications efforts propel Minneapolis-based Carmichael Lynch Spong to the top in CRS practices by a PR firm. CLS' internal environment actions are sweeping: utilization of 100% wind-sourced power; the use of sustainable office products; energy-efficient lighting and commuter incentive benefits are just a few of these efforts.

Community Outreach

In the community, CLS partners with Sharing & Caring Hands, a homeless shelter, to serve meals. For the past two summers, CLS has led a joint-agency food drive, Grub Round-Up, which helped collect more than 2,000 pounds of food and \$3,000 in donations in 2009.

Communications Expertise

Naturally, CLS lends its communications expertise to assist non-



Up on the Roof: Employees from all five CLS offices gather in Minneapolis.

profit groups that help those in need. This work included helping American Humane raise awareness of the link between violence to animals and violence to women and children, and advocating for a livable wage and improved workplace conditions in developing nations for Fair Trade Certified. ■

Honorable Mention

MWW Group — Besides creating and implementing innovative CSR strategies for its clients, MWW and its employees support numerous community service projects on national and local levels, including Feeding America, which keeps food banks stocked, and Keep a Child Alive, supporting the fight against AIDS.

CSR | CSR LEADER/COMPANY – OVER 25K EMPLOYEES

Winner: Cisco Systems Inc.

Even in challenging economic times, Cisco Systems has demonstrated continued commitment to CSR and citizenship. Aligning responsible business practices and social investments to create long-term value and sustainability for the company and global communities, Cisco actually expanded its philanthropic efforts in 2009 through straightforward donations and partnering with governments, organizations and other companies. Highlights include:



Cisco Chairman and CEO John Chambers visits China's Sichuan Province following the devastating earthquake that hit the region in 2008.

- \$4.6 million to support the Global Hunger Relief Campaign—reaching 108 local and international food support agencies
- \$10 million toward reconstruction efforts in the western Indian state of Karnataka following devastating floods
- As part of its Cisco Networking Academy, which teaches students worldwide how to design, build and troubleshoot and secure computer networks, Cisco launched the Workforce Retraining Initiative in Michigan, designed to create new job opportunities for U.S. workers. To date, the Cisco Networking Academy courses have been taught at more than 9,000 academies, reaching more than 2.6 million students. ■

Honorable Mentions

Bank of America — The bank's signature CSR program, the Neighborhood Excellence Initiative, invested in 92 nonprofit organizations in 2009. This initiative and others are communicated via media outreach highlighting personal stories, giving a human face to the efforts.

Coca-Cola Enterprises — During a time when most companies were reducing their expenditures on environmentally and socially responsible activities, Coca-Cola increased theirs. Commitment 2020 is a road map to reducing the company's carbon footprint by 15% by the year 2020.

GE — With the framework, "make money, make it ethically and make a difference," GE focuses CSR efforts in the areas of education, health, environment, disaster relief, community building and stakeholder engagement. To home in on critical global issues, the company reaches out to key stakeholders for knowledge and opinions.

H.J. Heinz Company — One year after launching a global sustainability initiative to reduce its solid waste 20% by 2015, Heinz is also focusing on social issues such as a Micronutrient Campaign in Bangladesh and Tanzania that provides nutritional supplements for children.

ITT — Highlighting its positioning as a problem solver, ITT concentrates on providing safe water and sanitation to children and families in need. Along with successfully increasing public awareness, ITT has actively engaged 3,500 of its employees in the efforts.

Kaiser Permanente — Kaiser has put its weight behind health initiatives, including the launch of a "Reduce Your Use" campaign that encourages employees to reduce their resource consumption.

Oracle — Oracle touts its CSR efforts in education, volunteerism, the environment and diversity through its Corporate Citizenship Web site, a Global Employee News Portal and integration into Oracle events and sales campaigns.

Winner: Amerigroup Corporation Campaign: Real Caring Volunteer Initiative and Real Solutions

As a community-focused managed care company serving 1.8 million members in 11 states, Amerigroup strives to give back to those communities through its “Real Caring” volunteer initiative. Launched in 2008, the program consists of three components:

- Offers Amerigroup employees the opportunities to volunteer within their communities.
- Utilizes its expertise to assist people with disabilities in the aftermath of natural disasters.
- Partners with charitable organization in donating expertise and resources.

Amerigroup intensified Real Caring efforts in 2009. For example, its Disaster Response Team members trained in the American Red Cross’ “Ready When the Time Comes” initiative, and were indeed ready when Virginia was hit by a bad storm in November. Amerigroup further encourages employees to volunteer through telling their stories on how they’ve made a difference on the corporate Web site and via a new company-wide newsletter. The key, says Tara Wall, SVP of communications at Amerigroup, is support at the highest levels. “With our top executives buying into, taking part in and publicly supporting volunteer efforts, all employees feel empowered to participate at the local level,” says Wall. ■

Honorable Mentions

Entergy Corporation — Entergy used *Advocate Power*, a quarterly newsletter, to promote assistance programs and launched a Low-Income Initiative, which extended support to low-income customers and communities, directly impacting more than 19,000 individuals in local economies.

Chipotle Mexican Grill — In an effort to improve the food system, Chipotle joined forces with Magnolia Pictures, Participant Media and River Road Entertainment to promote the movie *Food, Inc.*, and partnered with Standard Renewable Energy to install solar panels on approximately 75 Chipotle restaurants, enabling the brand to fulfill its mission of producing “Food With Integrity.”

VHA Inc. — VHA strengthened the internal team that led the company’s CSR efforts and launched “The Three Rs: Reduce Reuse, Recycle” campaign to engage employees to “walk with a lighter footprint,” earning VHA the Practice Greenhealth’s Champion for Change award for the sixth consecutive year.

Viacom — Viacom uses its global reach of 170 channels and 400 on-line properties in more than 160 countries to launch programs around issues such as the environment, education and HIV/AIDS. In 2009 the company launched 40 CSR initiatives, with a total media value of more than \$200 million.



the **power** of green UNPLUG CHARGERS ONCE YOU’VE FINISHED CHARGING.

We salute the **PR News CSR Awards** and congratulate all of this year’s winners.



Con Edison. ON IT.
conEd.com/thepowerofgreen

Honorable Mentions

Consolidated Edison Company of NY: Diversity 2008 Annual Report — To keep its internal and external stakeholders informed, Con Ed produced a specific report highlighting its efforts in creating and maintaining a diverse workplace.

d expósito & partners: Ronald McDonald House Charities/HACER-NY Tri-State — Strong relationships with media partners and community-based organizations, and a nationally broadcast documentary on the program propelled the New York chapter of Hispanic Commitment to Education Resources to greater heights: scholarship submissions for 2008/2009 were up 54% compared to 2007/2008.

KCBS Marketing: "Just Be Ready—Prepare Together," Los Angeles County Department of Public Health — To prepare the diverse community of Southern California for an emergency, KCBS used a variety of platforms—mobile, event and partnerships—in a multi-language campaign.

PriceWaterhouseCoopers: PwC Cultural Dexterity Immersion Week — Using a prelaunch combination of multimedia, intranet, banner ads, e-mail and other vehicles, PwC successfully drove awareness of its internal Cultural Dexterity Immersion Week; more than 27,000 U.S. employees participated in the online and live event.

Valencia, Pérez & Echeveste PR: McDonald's Education Initiative Empowers Hispanic Communities — Hispanic college graduation rates lag far behind those of non-Hispanics. In an effort to change those statistics, McDonald's Education Initiative reached out to parents of soon-to-be high school graduates, helping them understand the financial aid process and informing them of opportunities available for their children.

Winner: Pepsi Bottling Group Campaign: Diversity & Inclusion Training – Elevate the Dialogue

The Pepsi Bottling Group, with approximately 67,000 employees worldwide, wanted to create an inclusive environment and thus drive its diversity goals (such as hiring and retaining millennials and broadening its female VIP representation). Thus was born "Elevate the Dialogue," a training program designed to generate awareness and understanding of differences.

Diversity Decree

To create this new training module, PBG relied on internal research: Surveys were conducted among employees asking them how they defined inclusion. Also, an external consultant was brought in to participate in strategy sessions that encompassed how PBG should apply inclusion to its workforce.

Throughout the training, four key areas were stressed: education, awareness, skills and action planning. After the diversity team secured the support of top management, they then rolled out the training: first was the executives, then the managers and the remainder of the workforce, with the goal of having more than 38,000 employees trained within one year. From participant surveys, greater productivity and increased satisfaction resulted from the program. ■

CSR | EMPLOYEE RELATIONS

Winner: BNY Mellon Campaign: BNY Mellon Community Partnership

In 2008, asset management and securities services company BNY Mellon created the Community Partnership, a worldwide employee volunteering, team fundraising and charitable giving program supporting the communities where its staff lives and works.



With research and employee feedback supporting extensive options for employee giving and an emphasis on teams and recognition, the Community Partnership is self-directed, with team captains managing individual projects. The biggest challenge, says Kathleen G. Charochak, VP and manager of community relations and employee programs at BNY Mellon, was creating a program global in scope yet flexible enough for regional variation. "To achieve this we formed Regional Community Partnership Committees serving each international country or region and comprised of employees and managers," says Charochak.

In the two years since the launch of the Community Partnership, the level of employee volunteering and fundraising has tripled, contributing nearly 47,000 hours of service on 1,100 volunteer teams and, in the process, raising more than \$15.3 million. ■

Honorable Mentions

ADC Foundation: ADC Rebrands & Refreshes Its Annual Giving Campaign — ADC renewed its employee giving campaign with a new "ADC Cares" logo and a streamlined foundation intranet page. Fundraisers such as a bowl-a-thon increased employee participation by nearly 400% from 2008.

Clif Bar & Company: Employee Eco-Education — To spread the word internally on the importance of environmental action, Clif Bar hosted events for grassroots organizations at its headquarters, encouraged volunteerism and offered cash incentives to employees who made eco-friendly home improvements, or walk or ride a bike to work.

Deloitte: Greening the Dot — To environmentally empower its employees, Deloitte started the Green Striders Club, in which workers gauged their home and office footprints via regular surveys; revitalized its Green Leadership Council; and launched a GreenShare collaboration site to share employees' green tips.

The Regence BlueCross BlueShield: 2009 Employee Giving Campaign — In addition to using online newsletters and office memos to get the word out that every dollar counts, management pushed a "roving cart" with Giving Campaign information through Regence offices. The result: 63% of its employees gave in support for nonprofit organizations, exceeding their goal by 3%.

U.S. Fund for UNICEF & American Airlines: Change for Good — For American's Change for Good volunteer effort with UNICEF, employees annually vote on projects to fund. They also have the chance to be selected to visit a developing country to see firsthand how their work makes a difference.

Winner: Oracle Corporation Campaign: Oracle Volunteers

Born out of strong grassroots interest from employees, the Oracle Volunteers program coordinates local volunteer opportunities as well as three, large-scale global events:

- Oracle Global Volunteer Days: A multi-week initiative to expose employees to volunteerism
- Oracle Season of Sharing: Includes food drives, toy drives and adopt-a-family programs during the holiday season
- Oracle Earth Day: Promotes sustainable living and green projects such as planting trees, cleaning parks and protecting wildlife habitats

Oracle promotes the program through a dedicated Intranet site and monthly e-mail newsletters. An Oracle-built volunteer management system tracks registrants and monitors employee feedback for continuous program improvement.

The results demonstrate Oracle's outstanding commitment to volunteerism: More than 8,600 employees volunteered 40,000 hours to support more than 300 service projects in 54 countries. And, from 2008 to 2009, the number of Oracle volunteers has increased by 45%. "The excitement and passion our employees bring to volunteer projects—doing a habitat restoration, helping kids learn math and science, or painting a community center—that's the best kind of PR there is," says Colleen Cassity, executive director of Oracle Giving & Volunteers. "It's grassroots and from the heart." ■



Honorable Mentions

Broadview Networks: YAI and Broadview Networks Central Park Challenge — Online messaging and print collateral were used to spark internal interest and competition in volunteering for the Central Park Challenge run. Partners Broadview and social services organization YAI also used Facebook to create buzz around the events, resulting in four times the amount of employee participants than the year before.

Colorado Springs Utilities: Community Focus Fund Volunteer Program - Low Income Assistance — The Community Focus Fund, which supports employee volunteer efforts within the Colorado Springs community, is managed by an employee-run steering committee that keeps workers informed through an employee newsletter and intranet page. Although the company does not offer work-hour volunteerism, 32% of employees participated in the program.

ITT: ITT Watermark — To promote safe water and sanitation worldwide, ITT engaged its 40,000 employees with a matching gifts program, the opportunity to visit a Watermark school site and community-based activities such as barbecue fundraisers, river cleanups and water education fairs. The effort resulted in 3,500 employees actively engaged in volunteer projects, giving 20,000 hours of their time.

CONGRATULATIONS



Kimberly Kelleher

Vice President and Publisher

PR News Corporate Social Responsibility
Executive of the Year Award Nominee

It's Good to Do GOOD!

From everyone at SELF Magazine
and Condé Nast



Honorable Mentions

MPR Pazarlama Halkla İlişkiler AS: 81 Forests in 81 Cities — A strong media relations push kicked off the campaign to plant forests in 81 cities across Turkey on behalf of the country's top bank, İsbank. Nationwide coverage not only piqued the environmental consciousness among the public, but reinforced the bank's image as "Turkey's Bank."

Questar Exploration and Production: Balanced Development Take a Partnership — An integrated campaign that includes field tours, traditional and online advertising and community and media outreach helped energy company Questar successfully promote its message of clean environmental practices that limit disturbances to wildlife and the environment.

Winner: Marketing Communications, Michigan State University Campaign: Pack Up. Pitch In. Help Out. 2009

With the goal of making Michigan State University a leader in sustainability, charitable support and environmental stewardship, the marketing communications team at MSU's Division of Residential and Hospitality Services engineered the Pack Up. Pitch In. Help Out campaign.

Taking place during student exodus at the end of each semester, the program utilized attention-grabbing promotional materials (such as posters and fliers) placed around campus to heighten student awareness about discarding and recycling any unneeded items from their residence halls. Those items would then be donated to local charities or sent for recycling.

"Our greatest challenge was keeping the program's message in students' minds to compel them to participate amid the end-of-semester clutter and studying for finals," says Amanda Vasas, communications manager for the Division of Residential and Hospitality Services. To get the students' attention, "We employed a well-branded campaign with a concise message through all available communication channels," which included numerous campus posters and flyers, and e-mails, says Vasas.

The communications team was up to the challenge, as the results were in the bins: Nearly 30,000 pounds of clothing, sheets, blankets and other materials; 2,600 pounds of non-perishable food; and 90,000 pounds of carpeting, among many other categories, were collected in 2009. ■



CSR | GREEN PR CAMPAIGN

Winner: Cisco Canada Campaign: One Million Acts of Green

One Million Acts of Green, created to humanize the technology-centered Cisco brand and to improve Cisco's reach among small- to medium-size businesses and consumers, centered around green choices made by Canadians who wanted to make a difference but didn't quite know how. Research showed that 85% of Canadians were concerned about climate change, and 92% felt the government should enforce energy efficient behavior. Launching in October 2008, One Million Acts of Green put out a call to action: Do something green (save energy, recycle, walk to work, etc.) and post the act on a dedicated Web site for all to see.

According to Willa Black, VP of corporate affairs at Cisco Canada, it was critical that Cisco not appear to be simply riding the green bandwagon. "We had to establish our credentials on and commitment to environmental sustainability," says Black. "We made sure that Cisco was not preaching environmental lessons—we left this to the experts by partnering with a number of credible environmental organizations."

The Greening of Technology

Leveraging major broadcast outlets, social media networking sites Facebook, Twitter and YouTube and celebrities such as Sir Richard Branson and Alanis Morissette, the program was a runaway success. In 15 weeks, a million acts of green were recorded on the site, with 2.5 million page views, 8,500 friends on Facebook and 1,200 Twitter followers. In concert with the initiative, Cisco's Technology Leadership brand recognition score jumped to its highest point in three years. ■

Honorable Mentions

Bersay Communication Consultancy: Save a Tree, Plant a Tree — Bersay and Turk Telekom produced a compelling campaign that aided the legalization of e-bills and transferred Turk's own archives from paper to electronic, saving 1,500 tons of paper each year—worth 25,000 trees.

Cubitt Jacobs & Prosek Communications: Keep America Beautiful — Establishing a new theme, "Green Starts Here," for the annual Keep America Beautiful Great American Cleanup, CJP Communications armed affiliate organizations with compelling local media materials while supporting with top-tier and regional media outreach. The result was an impressive 30,000 events held in 32,000 communities nationwide.

Dallas Fort Worth International Airport: DFW Sustainability Initiative — DFW's comprehensive, enterprise-wide initiative for DFW airport led to improved energy efficiency savings via renewable energy purchases, a green purchasing program and green design and construction standards.

Sprint: Samsung Reclaim and Green Launch Campaign — Sprint invited key reporters and green influencers to the launch of its first eco-friendly phone, supporting it with a Reclaim microsite and social media efforts.

Stern + Associates: B. Braun Medical Inc. Ever. Green. Campaign — Outreach including Web, print advertising and employee and customer communications generated a big uptick in sales and inquiries about B. Braun Medical's eco-friendly products.

Waggener Edstrom Worldwide Inc. Hong Kong: HP Power to Change — Using a strong social media component, the HP Power to Change initiative increased the number of PCs being switched off when not in use from 36% to 59%, a reduction of 23.5 tons of carbon emissions.

Winner: The Body Shop Campaign: Stop Sex Trafficking of Children & Young People

Every year, an estimated 1.2 million child victims are trafficked for sexual exploitation globally. This grim statistic registered such a potent impression on The Body Shop founder Anita Roddick that right before her death, she expressed a wish that her company launch a global campaign to address the issue of sex trafficking. Her wish was realized in August 2009, when The Body Shop's Stop Sex Trafficking of Children & Young People initiative debuted.

Objectives of the campaign, which will run in 400-plus stores in the U.S. and Canada for three years, are to raise awareness of the issue; to raise funds to support interventions; and to drive long-term improvements by empowering customers of The Body Shop to call for change. To facilitate and implement the program, The Body Shop partnered with ECPAT USA, Beyond Borders and The Somaly Mam Foundation, a nonprofit dedicated to fighting the sex trafficking industry.

To provide immediate support, The Body Shop created the Soft Hands, Kind Hearts hand cream. All proceeds from purchasing the cream are donated to campaign partners to enable them to extend their reach and intervention in providing support for young trafficking victims. In the first four months of the launch, the campaign raised \$289,914 for its partners. To date, 629 media outlets have featured stories on the campaign. ■



The Body Shop held a rally alongside ECPAT USA and Somaly Mam in NYC to raise awareness for the Stop Sex Trafficking campaign.

Honorable Mention

Weber Shandwick on Behalf of Humanity United: Sudan Now

Campaign — With the singular goal of a strong U.S. policy toward Sudan and immediate action by the Obama administration, Weber Shandwick partnered with Humanity United and Center for American Progress to implement "Sudan Now." Through hard-hitting advertising in key publications and a grassroots online component, Sudan Now has managed to start conversations among policy makers, reenergize Darfur/Sudan activists and engage the media as well as new constituencies.

Nearly one in every 10 counties in the U.S. currently has a population that is more than 50 percent minority. The entire country is projected to become majority-minority by the year 2050.

- The U.S. Census Bureau

The New American. A target so relevant, we built a whole agency around it.

d exposito & partners_{LLC}
The New American Agency™
www.dexpositoandpartners.com

Honorable Mentions

Philadelphia Multicultural Affairs Congress: Global Fusion Week

— An aggressive PR and marketing campaign generated more than \$559,719 in total media value for the Global Fusion Week and Festival.

Inkhouse Media + Marketing: Elevating Raytheon's MathMovesU to the National Stage

— Using traditional PR tactics along with a strong social media component, Inkhouse gained mass consumer awareness and industry recognition for the MathMovesU program.

Remarkable Group: Cash Converters—Making Dreams Come True

— With strong press outreach and through a successful series of charity fundraising events that raised more than \$150,000 in 2009, Remarkable Group moved the awareness needle for Cash Converters to a national level.

Taylor: Allstate AFCA Good Works Team

— Heightening awareness of All-state's involvement in college football via the media and spokesperson Lou Holtz, Taylor drew a record number 106 nominees for the 2009 Good Works Team.

West Penn Allegheny Health System: High School Student Surgical Observation

— Allegheny General Hospital hosted more than 50 groups of students from 30 schools through a media relations campaign targeting administrators, students and their parents.

Siemens Foundation with Weber Shandwick: Beyond the Classroom—Siemens Foundation in the Spotlight

— Consistent coverage in print, online and broadcast helped increase the total audience for the Siemens Teacher Scholarships campaign by 767%.

Cartoon Network: Get Animated — Capitalizing on National Recess Week, with promotion through national, regional and local media, Cartoon Network raised awareness of childhood obesity by having kids participate in exercise programs.

Winner: Office Depot Foundation

2009 National Backpack Program Media Relations Campaign



To increase awareness of its National Backpack Program, in existence since 2001, the Office Depot Foundation, the primary charitable arm of Office Depot, set out in 2009 to launch a media relations program focusing on the distribution of nearly 300,000 backpacks containing school supplies to nonprofits and schools in the U.S. and Canada.

Winning Distribution

To distribute the 300,000 backpacks, the foundation launched 25 “Back-to-School Backpack Celebration” events across the U.S. and Canada involving local government officials, school district reps and nonprofits. Five of the presentations featured NASCAR champion Tony Stewart.

Media outreach was directed toward print (both local and national), broadcast and online audiences. Materials included national and community-based press releases and an online press kit.

End Game

From July 1 through Oct. 31, 2009, the program garnered 104.8 million impressions, including articles in *The Washington Post* and Wall Street Journal Online.

“The most valuable lesson learned was the importance of telling the story about the impact that the backpacks made [in students’ lives],” says Mary Wong, president of the Office Depot Foundation. ■

CSR | NONPROFIT/CORPORATE PARTNERSHIP

Winner: Cone Inc. on Behalf of Jiffy Lube International

Campaign: 2009 Jiffy Lube Maintenance Partners for Life

Building on the success of the Jiffy Lube Maintenance Partners for Life campaign in 2008, Jiffy Lube International launched year two of the company’s national cause marketing; its objective was to raise more money (\$1.5 million) than was raised in 2008 and within a shorter time period.

A Study in Synergy

The 2009 campaign solicited customers to donate \$3 to the American Heart Association’s Go Red For Women movement. One hundred percent of the funds would benefit GRW initiatives and, in return, customers would receive a Jiffy Lube savings book with more than \$100 in savings, as well as health tips and healthy recipes. Key components of the program, which ran from Jan. 28, 2009, to March 16, 2009, included a

microsite (jiffylubegoesred.com), media outreach at the national and local level, a radio media tour highlighting heart health and how the campaign helped raise awareness for GRW and local community events.

Mission Completed

The 2009 Jiffy Lube Maintenance Partners for Life program surpassed the initial goals set. Overall, \$1.4 million was raised in six weeks, a 30% increase from the previous year and in 33% less time than in 2008. Also, more than 146 million media impressions were generated, a 62% increase in impressions from 2008. ■



Honorable Mentions

Doral Bank: Ruta Pink (The Pink Route) — Using a pink-colored mobile clinic and a multi-platform campaign including print, radio, TV and online, the education effort resulted in increased breast cancer awareness and more than 2,500 mammograms for women in Puerto Rico.

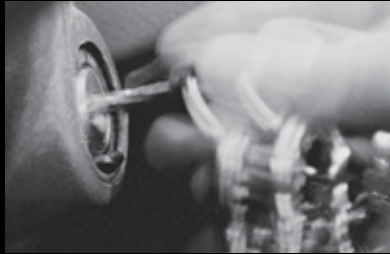
West Penn Allegheny Health System (WPAHS): All Great Athletes Have Great Hands — Providing educational assemblies, hand sanitizers, engaging presentations and posters, the Allegheny Health System executed a powerful campaign that educated more than 1,600 students about the importance of hand washing.

JOIN THE DISCUSSION AT:

{ ourthinkingaboutdrinking.com }

The Issues Forum shares research and our thinking on critical alcohol-related issues.

We want to know your thinking and invite your comments, opinions or ideas.



BINGE DRINKING:
CAN ANYTHING BE DONE ABOUT IT?

DRUNK DRIVERS:
HOW DO WE KEEP THEM OFF THE ROAD?

UNDERAGE DRINKING:
WHAT'S YOUR SOLUTION?

OUR
THINKING
ABOUT DRINKING
The Issues Forum



BROWN-FORMAN

*Your friends at Brown-Forman encourage you
to please drink responsibly.*

Honorable Mentions

Hasbro Inc.: Project Zambi — Hasbro timed its launch of the Zambi The Baby Elephant toy with a 10-day celebrity charity auction on eBay featuring autographed Zambi toys—the proceeds to go to organizations supporting African children orphaned by AIDS. The results: \$12,000 went to charities, while proceeds from the toy's sales are ongoing.

Basin Electric Power: Basin Electric St. Baldrick's Day — Basin Electric used Internet, print, video and social media to promote its second annual St. Baldrick's Day, an event to benefit cancer research. The event, held in Bismarck, N.D., raised \$123,000, and nearly 200 people shaved their heads out of solidarity.

Bersay Communication Consultancy: Schools and Beyond - For the Education of Turkey's Young — On behalf of Turk Telekom, Bersay provided Turkish kids with tools to help them reach their potential, along with materials and training to 90,000 teachers.

Great Atlantic & Pacific Tea Co. — A&P's 20-year partnership with the Muscular Dystrophy Association was highlighted by the Shamrock Campaign, in which paper shamrocks were sold for \$1 and \$5 to support the fight against MD. A&P raised close to \$3 million for that and other charities in 2009.

ITT: ITT Watermark — Outreach that included online, video and international events drove ITT's quest for safe drinking water. Messaging was translated into seven different languages.

eBay Inc.: eBay Giving Works—Expanding Out Community's Impact — eBay simplifies giving with its Give at Checkout feature, which offers online customers the opportunity to add \$1 or more to their purchases to benefit selected charities. From 2004 to 2008, the option raised more than \$43 million.

Winner: Aflac

Campaign: Childhood Cancer Awareness Month

Health and life insurance provider Aflac wanted to convey to the public and its stakeholders that it is a company committed to causes related to childhood cancer. To raise up to \$1 million for the Aflac Cancer Center in Atlanta and to increase awareness of childhood cancer, Aflac embarked on a comprehensive PR/media campaign, the bulk of which would take place in September 2009, designated as Childhood Cancer Awareness Month.



Fast Tactics

Working with the PR firm Edelman, Aflac held a contest entitled "Color Carl's Car," which combined the corporate sponsorship of NASCAR star Carl Edwards with its primary philanthropic cause—childhood cancer. The winner would get to design Carl's car for the race on Sept. 6, 2009, at the Atlanta Motor Speedway. Aflac worked closely with Facebook Causes to create the largest sponsored Facebook cause in history by matching donations up to \$1 million. A satellite media tour with contest winner Jody Lawrence and her oncologist Dr. Howard Katzenstein generated 24 interviews across the country, resulting in more than 2.7 million TV and radio impressions.

You've Got a Friend

The campaign achieved its goals by raising more than \$1 million, while garnering 114 million media impressions. More than 800,000 Facebook members joined the Aflac Cancer Center Cause, raising great awareness for Childhood Cancer Awareness Month.

"No matter how PR evolves in terms of integrating mediums, a great campaign will always start with a great idea," says Jon A. Sullivan, Aflac's external communications manager. "[This campaign] had wide appeal on multiple channels enabling us to merge Aflac's primary cause, childhood cancer, with our primary sponsorship, NASCAR." ■

CAUSE BRANDING, CONTINUED FROM PAGE 1

Wildlife Federation, Nickelodeon hosted The Big Green Help Global Challenge, a green gaming event that allowed up to four players from around the globe to team up and play as their favorite Nick Toon character to battle environmental ills created by pollution.

Green Is Good

The campaign turned out to be a rousing success, amassing over 250 million media impressions. Nickelodeon attracted 11 key environmental and community partners, while over 2 million kids pledged at the campaign's site, www.biggreenhelp.com, to reduce their carbon footprints. ■

ANNUAL REPORT, CONTINUED FROM PAGE 1

ress and identifying opportunities in this area, while adhering to the Global Reporting Initiative guidelines for writing a sustainability report. On Oct. 16, 2009, the report was introduced via the company's Web site (www.mccain.com).

Unveiling a Hit

Since the report's debut, the company's CSR page on its Web site has generated 1,800 hits, spiking on the day of launch and increasing by more than 1,300%. Overall response to the report has been positive, as an audit of employees singled out the content and format as sources of praise. ■

Honorable Mentions

eBay Inc.: eBay Giving Works — Expanding Our Community's Impact — eBay's "Give At Checkout" feature, which asks online customers to give to a featured charity, raised nearly \$5 million in 12 months and engaged millions of new donors.

Taylor: Ask.com Safe Search Schools — The campaign raised awareness of Internet safety for parents and their children; exceptional participants were recognized with a \$10,000 donation to a school's technology department.

KOC Holding: Vocational Education—A Crucial Matter for the Nation — Expanding awareness of the importance of vocational education in Turkey via ambitious media outreach, KOC increased vocational high school registrations while decreasing student dropout rates.

Honorable Mentions

Singer Associates & Aimco: Corporate Citizenship Report — After interviewing key company personnel, reviewing internal documents and poring through news stories, Singer Associates and Aimco created a comprehensive report highlighted by a striking cover photo collage and thoughtful perspectives from external stakeholders.

Unum: 2009 Social Responsibility Report — Unum's dedication to protecting communities, employers, employees and their families was outlined in its Annual 2009 Social Responsibility Report. Short sidebars with facts and figures artfully conveyed Unum's CSR efforts.

Waste Management: The Color of Our World — Waste Management's detailed report included methods to ensure that the planet is passed to the next generation in better shape than before, as well as the company's environmental and social best practices.

Winner: Weber Shandwick

Campaign: Electrolux

Electrolux was looking for a way to build on the buzz generated by new brand ambassador Kelly Ripa (pictured at right), a new partnership with the Ovarian Cancer Research Fund (OCRF) and a new online community called Kelly Confidential. Because its target audience—women ages 35-55—are among the fastest-growing segment of social media users, Electrolux and its agency Weber Shandwick sought to create a social media campaign that would launch Electrolux's new "Red Hot Red" appliances.



Steaming Red Hot

Capitalizing on the cupcake craze, the team tapped spokesperson Ripa to introduce the new "Red Hot Red" appliances to key media and bloggers and kick off its "virtual bake sale for charity." An integrated social media campaign was launched in the form of a digital cupcake application hosted on the Kelly Confidential microsite and on the community Facebook page. Visitors could design their own cupcakes to send to friends and family. For every virtual cupcake sent, Electrolux donated \$1 to charity partner OCRF and the sender was entered to win a new "Red Hot Red" appliance from Electrolux.

Buzz Galore

The campaign generated more than 390 million impressions, including hits on *Good Morning America*, *Access Hollywood* and *Live With Regis & Kelly*. The target audience sent more than 165,000 cupcakes. Kelly Confidential received more than 174,000 visits, 904,000 page views and 43,800 new registered users. Kelly Confidential also gained 23,800 fans on Facebook overall. ■

Honorable Mentions

Baxa Corporation: Culture of Safety Campaign — Baxa used two Facebook pages (augmented by pay-per-click ads) for its campaign for healthcare worker safety. A subsequent campaign brought in a \$100,000 sale for a 12,400% ROI.

Cisco Canada: One Million Acts Of Green — In reaching out to Web-savvy Canadians via social media sites, 1 million acts of green by the populous was accomplished in 15 short weeks.

Edelman Chicago: Quaker Start with Substance Campaign — Linking social purpose with social media, the effort to fight the hunger drew more than 300 Twitter fans, more than 1,000 Facebook friends and mentions in 25 blogs.

Fleishman-Hillard/The Allstate Foundation: The Allstate Foundation - Your Choice to Empower — To promote the Foundation's domestic violence initiative, Fleishman tied Facebook and ClickToEmpower.org together to encourage dialogue and drive charity donations. The site garnered 6 million impressions and 210,000 visitors in two months.

Golin Harris Chicago: Tetra Pak Tweets Up — Tetra Pak partnered up with environmental bloggers who helped tweet about the company's eco-friendly packaging products.

Tyson Foods: Socializing Hunger Relief — Using the Web and Twitter as main platforms, Tyson donated 100 pounds of protein for every comment made on its hunger relief Web site.

Honorable Mentions

American Federation of Teachers: Building Minds, Minding Buildings — The AFT partnered with a number of key organizations to find and publish the best research and statistics on the problem of schools in disrepair.

AstraZeneca Canada: Frontline Health Program — AstraZeneca Canada reached out to frontline health practitioners to uncover their stories of dedication to healthcare.

BNY Mellon: Community Partnership — By empowering their key stakeholders—employees—with the time and tools needed to volunteer in their communities, volunteers have contributed nearly 47,000 hours of service.

Coca-Cola Turkey: Life Plus Youth Program — Coca-Cola held presentations with local NGOs, the public sector, local government and university representatives to drive awareness for its eco-project program.

QIAGEN - QIAGENcares: Ensuring Global Access to Cervical Cancer Prevention — QIAGEN engaged cancer experts to discuss program strategies, key opinion leaders to help increase awareness among their colleagues and industry vaccine leaders to develop cancer prevention programs.

CSR | STAKEHOLDER ENGAGEMENT

Winner: GE GE Corporate Citizenship

External research commissioned by GE showed that stakeholders frequently reached out to GE to speak on panels, join events and engage in other key thought leadership forums. In response, GE looked to increase its engagement with stakeholders, with the goals of leveraging their standing and expertise to give them a forum to discuss dilemmas faced by multinational corporations, such as responsible supply chain management, global equity, sustainable growth, the environment and human rights. In doing so, the initiative would enhance GE's reputation as a thought leader in citizenship.

Key components of the initiative included:

- Engaging with stakeholders, including employees, experts and customers, to create audio, video and written perspectives on challenges facing multinationals. Post those perspectives on GE's citizenship Web site, and highlight them on GE's annual citizenship report
- Hosting frequent stakeholder meetings and forums, globally with internal and external thought leaders
- Creating a comprehensive stakeholder map, identifying stakeholder influence in key issues, as well as opportunities and gaps

As a result of the initiative, GE experienced a big uptick in the number of stakeholders requesting to contribute and/or be highlighted in GE's citizenship initiatives. With key stakeholders mapped and in a database, GE can now efficiently deploy them to further their messaging. The key lesson learned? "In the end, your reputation is only as good as your stakeholder perceptions," says Frank Mantero, director of corporate citizenship at GE. "It doesn't originate from the company, it originates from those champions willing to tell your story." ■

Honorable Mentions

Monsanto Company — Monsanto's CSR and sustainability report ably communicates its "Grown for the Future" message, with detailed metrics on major crop demands and perspectives from outside experts.

Brown-Forman Corporation — Brown-Forman combined online and print content to articulate its CSR strategies. To augment the report, the company launched The Issues Forum at www.ourthinking-aboutdrinking.com to share views on alcohol-related issues.

Verizon Communications — With the tagline Integrity/Respect/Performance Excellence/Accountability, Verizon's report features a Measurable Results section that deftly shows the company's successes via bar charts and other compelling graphics.

Hess Corporation — Hess elevated its Corporate Sustainability Report's rating from the Global Reporting Initiative (GRI) from a B+ to an A+ through complete transparency and improvement in the quality and overall presentation of sustainability data.

Winner: H.J. Heinz Company

In 2008, H.J. Heinz launched a global sustainability initiative to reduce greenhouse gases, energy consumption and water usage by 20% by 2015. The challenge: to present Heinz's numerous worldwide sustainability programs and their results so far in a comprehensive yet readable format. The decision was made to present the initiatives in an online 2009 CSR Report.

The creation of the report began with a May 2009 survey of stakeholders, polling them of interests in various sustainability topics and how they preferred the data be presented.

According to Michael Mullen, VP of corporate and government affairs at H.J. Heinz, the biggest challenge was collecting the information from numerous business units from around the world, and effectively packaging the content for the Web. "We improved our planning process, set aggressive deadlines and created a template that gathered regional CSR content," says Mullen. The result was a comprehensive yet easy-to-digest CSR destination (www.heinz.com/csr2009) that tells the initiative's story through a variety of digital techniques. ■

CSR | VIDEO PROGRAM

Winner: Coca-Cola Enterprises CCE Virtual Facility Tour

To showcase the green capabilities of its state-of-the-art bottling plant in Bellevue, Wash., Coca-Cola Enterprises produced a virtual facility tour that successfully engaged a group of NGO representatives, environmental media and bloggers.

The tour consisted of a live Q&A with company and local leadership, interspersed with short prerecorded facility tour videos. The tour began with an overview of the business, then a Q&A, followed by a video tour covering water stewardship. Videos covering energy conservation and recycling at the plant followed.

The results? Solid coverage from the environmental media and very positive feedback from the NGO attendees—so positive that Coca-Cola is in the process of identifying another facility in the U.S. or Europe with a story to tell for a second virtual tour. ■

Honorable Mentions

Seattle City Light: Shrinking Big Foot — The electric utility's campaign took the concept of shrinking your carbon footprint and transformed it into a fun, engaging way for children to want to help their environment.

Consolidated Edison: The Power of Green Video Series — Taking full advantage of our Web-based society, ConEd posted 2-3 minute unscripted videos of their own employees speaking about energy and going green.

Norfolk Redevelopment & Housing Authority: Under One Roof — The Housing Authority's "Under One Roof" video introduced a new marketing graphic of silhouetted houses in four colors while communicating the message of a more tech-savvy organization.

The Baron Edmond de Rothschild Chemical Dependency Institute of Beth Israel Medical Center, NY, NY: In My Backyard: Dispelling the Myths About Methadone Treatment — The Institute uncovered the truth behind methadone treatment programs and how crucial they are to the community through a powerful video.

Honorable Mentions

Butterball: Worker Safety Program — At Butterball, new employees undergo five to seven days of safety training and a comprehensive medical exam. Management and workers conduct daily and weekly checks in their plants to assess any safety or health hazards.

Deloitte — An Office Greening Toolkit gives employees tips on how to reduce energy by turning off office lights at night, powering down computers and unplugging devices. Workers can voluntarily measure their carbon footprints at work by filling out an online survey.

Pepsi Bottling Group: Healthy Living Challenge - Connecting Volunteering to Workplace Health — With research showing that volunteering can have a positive impact on stress, depression and chronic pain, Pepsi implemented the "Healthy Living Challenge," creating an annual national contest for the "healthiest" office location. Employees earned points for exercising and volunteering, resulting in a steep rise in both.

CSR | WORKPLACE INNOVATION

Winner: Pioneer Services, a Division of MidCountry Bank

Back in 2005, Pioneer Services, a provider of financial services to members of the military and part of MidCountry Bank, established a paid Volunteer Time Off (VTO) benefit for its employees. VTO gives full-time employees 16 hours and part-time workers eight hours of paid time each year that they can use to work with a nonprofit organization of their choice.

By late 2008, Pioneer found that VTO was not being used often enough by employees. Consequently, Pioneer launched an initiative seeking to bolster VTO usage among employees and increase visibility of the benefit externally.

A key component of the campaign included a Volunteer Fair, in which 23 Kansas City area nonprofits provided information to more than 100 Pioneer employees.

The results? A 400% increase in VTO usage by employees; recognition by the Department of Veterans Affairs for assisting homeless veterans; and numerous individual honors for Pioneer volunteers. ■

Working in collaboration to find healthcare solutions for Canadians, no matter where or how they live.

The doctors and nurses of Médecins du Monde (Doctors of the World) care for victims of war and natural disaster around the world. But they are also on the streets of downtown Montreal, where they care for the city's most vulnerable citizens: at-risk youth, the homeless, people with addictions and mental illness. For many of these people, nurses like Colombe Grenier (below) are their only link to the healthcare system. *Photograph: Roger Lemoyne*



The patients and health practitioners of Médecins du Monde are on the frontlines of health. It's a place where the need is greatest and resources are stretched most thin. **And millions of Canadians live there.**

Fortunately, there are doctors, nurses and healthcare professionals across Canada who work tirelessly and often in great isolation to care for these vulnerable populations. They are under-recognized and under-supported. **They are the unsung heroes of healthcare. And AstraZeneca Canada's Frontline Health program supports and celebrates the work they do.**

Through the Frontline Health program, we connect practitioners and work with them to develop the tools, resources and research they need. We promote the frontlines of health as a field of practice for the next generation of healthcare workers. And we tell their stories of innovation so that others can learn from what they do, and follow in their footsteps.

To learn more, visit www.frontlinehealth.ca.

About AstraZeneca Canada

We are a pharmaceutical company. We provide medicines that improve the health and quality of life for people in Canada and around the world. But our responsibility goes beyond providing meaningful medicines. We focus our community support where there is unmet need – and unrealized opportunity – to make a significant and long-term difference. To learn more, visit www.astrazeneca.ca.

VIA:

COMpassion

COMmunity

COMmitment

At Viacom, our dedication to social action is an important part of what makes us who we are. We are so proud to be honored by PR News, and we applaud the admirable work of today's honorees – **especially our own Nickelodeon.**

VIACOM



MTV NETWORKS

