

# PRNews

Building the bridge between PR and the bottom line.

## CSR Awards Issue

On March 19, 2008, approximately 200 PR pros gathered at the National Press Club to celebrate the winners and honorable mentions of PR News' CSR Awards, and to hear keynote speaker Carrie Hall, communications and public affairs officer at the United Nations Global Impact, speak about the evolving global awareness of principled behavior as a strategic business asset.

But, while upstanding business practices certainly have been solidified as a necessity in recent years, the vague and numerous labels—CSR, sustainability, corporate citizenship—coupled with celebrities' suspiciously shallow obsession with goodwill, threaten to dismantle

the validity of corporate responsibility as a lasting movement.

However, the winners and honorable mentions of the PR News awards program (based on the 2007 calendar year) prove that "doing well by doing good" isn't a jaded aphorism—it's a reality, and, if these organizations have anything to say about it, it's here to stay.

The following profiles offer you a sneak peak into the organizations—and, more important, the people who lead them—that inspire positive change in local communities around the world.

(See p. 16 for honorable mention profiles, and [prnewsonline.com](http://prnewsonline.com) for the list of finalists.)

### EMPLOYEE VOLUNTEER PROGRAM

**Winner: Pfizer & Cone, Inc.**

**Campaign: Pfizer's Global Health Fellows Program**

If you think volunteer stints in third-world countries are just for Peace Corps-bound kids fresh out of college, talk to Pfizer executives. In 2003, they formed the Global Health Fellows (GHF) program, which deploys highly skilled employees around the world for three- to six-month assignments on a biannual basis. Now celebrating its fifth anniversary, the program has successfully expanded health care services in developing nations like Rwanda, India and Honduras.

#### ROAD TO RECOVERY

However, the road to becoming a catalyst for change wasn't without its challenges, which

the communications team had to handle on a massive scale. For starters, they didn't have any footsteps in which to follow.

"When the GHF program was first announced, there were very few successful models from which to learn," says Rekha Chalasani manager of Worldwide Philanthropy for Pfizer. "Because Pfizer isn't a services firm centered on sending people out to the field, we had to start from scratch and identify core competencies, as well as whether or not they translated to meet a local need."

Partnering with Cone, the executives overcame this hurdle, as well as those presented by



HR policies, liability and safety, by pulling together a cross-divisional team and establishing an infrastructure for supporting the Fellows, both in terms of training and reintegrating them back into the company after their trip.

Then there was the issue of getting employees to join. "More recently, in the face of a contracting environment, Pfizer colleagues were concerned that participating in the program may impact the security of their jobs back at home," Chalasani

says. To overcome this, the internal GHF program team used strong internal communications methods, including a letter from the CEO that emphasized corporate support for the program; articles featuring GHF in the company news letter and online; and NGO partner validation.

#### COMMUNICATIONS IS THE BEST MEDICINE

Thanks to strong partnerships with organizations abroad, unwavering support from senior leadership, strong internal communications and technology to bridge the gap between employees around the world, the team has made the GHF program a huge success. Since 2003, 128 Fellows have traveled to 31 countries, bringing much-needed health care training to local communities.



# DMA's Corporate Responsibility Programs

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## ■ CAUSE BRANDING

### Winner: **Ruder Finn & Liz Claiborne** Campaign: **Love Is Not Abuse**

Liz Claiborne has been a long-time advocate of ending domestic violence, but partnering with Ruder Finn allowed the company to expand its multifaceted Love is Not Abuse (LINA) domestic violence campaign to reach an overlooked population: teenagers.

The team collaborated with the Educational Development Center to develop and launch a sustainable nationwide curriculum for middle and high school students to tackle teen-dating violence. The LINA program's introduction of the first National Teen Dating

Abuse Helpline (NTDA) and its Web site, [loveisrespect.org](http://loveisrespect.org), along with focus groups and a partnership with the National Domestic Violence Hotline boosted the depth and impact of LINA last year. The linchpin of the overall campaign? Technology.

#### Dial Tone

New research targeted toward technology, mainly cell phones and the Internet, helped develop an alliance to generate attention for the LINA prevention and curriculum hotline. The team updated the LINA curriculum to include videos of

Liz Claiborne's teen taskforce, and the NTDA site offered teens the chance to speak out via uploaded videos.

Outreach greatly impacted visibility and awareness for "It's Time to Talk Day," Liz Claiborne's annual day dedicated to domestic violence awareness.

#### Talkin' the Talk

The campaign via its helpline and "It's Time to Talk Day" has garnered awareness about teen dating abuse through various media outlets, including *Family Circle* magazine, *USA Today* and the Fox Morning Show with Mike and Juliet. The National Teen Dating Abuse Helpline produced more than 6,200 telephone and chat contacts from teens and parents nationwide.

## ■ MEDIA RELATIONS

### Winner: **Vollmer Public Relations & Travelocity** Campaign: **Travelocity's "Be a Hero—Go Zero"**

Travel companies may not seem like an obvious place to start if you want to reduce your carbon footprint—or vapor trail, as the case may be. But, thanks to a program begun in 2006 by VOLLMER Public Relations and Travelocity, in partnership with The Conservation Fund, travelers can now fly the friendly skies without forfeiting their "carbon neutral" lifestyle.

The initiative—dubbed "Be A Hero—Go Zero"—had a few goals: Promote environmental consciousness among Travelocity employees and customers by giving visitors to the online travel agent's site the opportunity to purchase carbon offsets—actions that pay for emissions reduction—when

they book travel arrangements. This is where The Conservation Fund comes in; the money used to purchase the carbon offsets is donated to the organization, which then plants trees to absorb carbon emissions.

#### Preparing for Take-Off

Vollmer helped spread the word of the partnership's cause-oriented mission through an

aggressive integrated communications campaign based on four components: launch events, a viral animation campaign, an event surrounding the planting of the first Go Zero trees and a national media relations campaign.

The kick-off event took place on September 6, 2006. Members of the team, with the help of the famous Travelocity-branded Roaming Gnome, distributed more than 2,000 tree seedlings near mass transit stations in Dallas, New York and San Francisco. Then there was the innovative viral

animation element, in which Eco-Bunny characters explained the program and provided a link for viewers to instantly purchase a carbon offset. To completely integrate the characters into the social media world, the team built an Eco-Bunny MySpace page.





## ■ PHILANTHROPY COMMUNICATIONS

### Winner: **Hard Rock International & Coyne PR** Campaign: **Hard Rock Launches Rocktober Breast Cancer Awareness Campaign**

For eight years, Hard Rock International has mounted a Rocktober campaign, aimed at raising awareness and funds for breast cancer research in honor of Breast Cancer Awareness Month. Through this month-long initiative, Hard Rock has raised millions for the fight against breast cancer.

#### **Rock On**

Last year Hard Rock International joined forces with Coyne PR to create a multifaceted program for the Rocktober campaign. Seeking to highlight The Breast Cancer Research Foundation as an organization striving to find a cure for breast cancer while working to gain maximum media exposure, Hard Rock Cafes around the world hosted

live music events throughout October, which featured well-known artists such as singer/songwriter and breast cancer survivor Melissa Etheridge (see photo). In addition to proceeds going to The Breast Cancer Research Foundation, Hard Rock created a Rocktober Pin and offered specialty Pink Drinks in collaboration with Bacardi.

Using Etheridge as a celebrity spokesperson, Coyne PR secured one-on-one interviews with major media outlets in late September 2007 to kick off Rocktober. Coyne also targeted all local and national media to cover the event, which included a star-studded "pink carpet" appearance by former Vice President (and Nobel Prize Winner) Al Gore, who attended

with his wife, Tipper.

Coyne also was charged with publicizing each of the 70-plus Rocktober events, which included creating media alerts for each and notifying local media to maximize coverage. The budget for the overall initiative was \$30,000.



#### **Standing Out**

One of the main challenges for this project was having it "stand out in a market cluttered with branded Breast Cancer Awareness products," says Kristen Hauser, assistant account executive of Coyne PR. Another was making sure that each Rocktober event "received ample public relations support."

The ROI of a job well done included the following:

- More than 500 million consumer impressions to date;

- Placements in top media outlets, such as *USA Today Online*, *US Weekly*, *Star Magazine*, *People Magazine* and *Rolling Stone*;
- Hard Rock's 2007 Rocktober Pin sold out in less than a month;
- Hard Rock sold more than 30,000 Pink Drinks in five weeks—up 40% from Hard Rock's initial sales projections; and
- More than \$220,000 was raised for the Breast Cancer Research Foundation.

## ■ STAKEHOLDER ENGAGEMENT

### Winner: **Shell Oil Company** Campaign: **A National Dialogue on Energy Security**

Shell Oil Company needed a tune-up in 2006 after it was hit with several industry challenges in the United States. Plagued by issues including increasing oil and gas prices, and the company's need to recover from storm damage that knocked out two refineries and a major offshore platform, Shell decided that the power of face-to-face communications could help change public perception.

The company took a grass-roots approach with a 50-city tour to raise the profile and image of Shell as a trusted

industry leader; promote advocacy among opinion leaders on the issue of energy security; and boost Shell employee understanding of key messages. A three-pronged target audience consisted of policymakers and their influencers; business and community leaders; and the 23,000 US Shell employees.

According to Chris Bozman, deputy director/US Communications at Shell, "The 'Dialogue with the American People' really grew organically. We started with the concept of humanizing 'Big Oil' through a

speaking tour. As we clarified our objectives and audiences, the idea of a larger outreach program with a big listening component emerged, and town halls, where community leaders were invited to provide input, became the focal point."

#### **A Public Affair**

Shell communications executives countered the "big oil" image with a human, face-to-face campaign, a shift from its previous stance of letting the trade association, the American Petroleum Institute, be its voice on industry issues. Led by Shell Oil President John Hofmeister, the objective of the 18-month "Dialogue with the American People" was to build relationships with communities

and stakeholders, while garnering common understanding of industry issues, challenges and solutions. These messages became the tour's themes.

"A 50-city program seemed like an impossible feat when we started, but by involving many people we were able to break it into manageable tasks," Bozman says.

#### **Mission Accomplished**

The campaign achieved success in all aspects: There were more than 100 million opportunities to see the tour message in local and national media. Independent research polls at three points in the campaign showed rising favorability of Shell, especially among Washington elites, a key target audience.

## Corporate Social Responsibility



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# A Rose by Any Other Name

Corporate Social Responsibility, or CSR, is also known as other names and acronyms — Sustainable Business Development (SBD); Environment, Social, and Governance (ESG); and more — but whatever it's called, it boils down to caring and acting.

At Fleishman-Hillard, we're focused not only on developing our own expertise in the communications field, but also in understanding the big, moving picture in which CSR must be managed. Large corporations should manage CSR with an understanding of how their actions will be perceived by a global audience. Even if a company does not have international operations, its products are likely to touch customers in other countries, and CSR expectations vary greatly from region to region. This globalization presents distinct challenges.

CSR communication should:

- Touch a variety of internal and external stakeholder groups — employee, financial, marketing, advocacy, customer, local community, philanthropic, and more.
- Reflect a reasoned and transparent commitment to address specific social issues that affect both the business and the communities in which it operates.
- Be developed in a global context because the trends driving changes in this area are global — the environment, the growing engagement of the financial community, the virtualization of the supply chain, the rising influence and activism of non-governmental organizations (NGO), and the growing impact of online social networks.

The field of CSR is so large and dynamic that it's hard to keep current and well-informed. That's one reason Fleishman-Hillard has developed a strong working relationship with Business for Social Responsibility, the largest CSR organization in the world.

We think CSR is important, not just for our clients and for our agency, but because we believe the most pressing problems require all of us to be part of the solution.

Want to learn more  
about Fleishman-Hillard's  
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Please contact Tony Calandro in  
our St. Louis office.  
You can reach him at  
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## ■ DIVERSITY COMMUNICATIONS

### Winner: **The Hartford Financial Services Group** Campaign: **Coexistence: The Hartford Demonstrates the Art of Diversity**

Although Hartford is located in Connecticut, one of the nation's most affluent states, 32% of its residents live in extreme poverty. This dichotomy staggered Hartford Financial Services Group (HFGS), a foremost insurance company.

Eager to bridge the divide between the wealthy denizens of the Hartford suburbs and the indigent inhabitants of its surrounding areas, HFGS launched an initiative that would promote diversity and inclusion at the company, while increasing visibility for the firm's CSR efforts among local leaders. The firm also sought to engage employees and community members in activities that foster diversity.

#### **Coexisting in Hartford**

The linchpin for the program was Hartford Financial's 2007 corporate sponsorship of an exhibit called Coexistence, which featured 45 billboard-sized panels of international artworks urging tolerance, diversity and acceptance (see inset photo). Executives at the Hartford Financial Services Group thought the company's homepage would be the perfect venue to host the exhibit. Not only would this garner positive attention for the Hartford community, but it would draw a broad cross-section of people to an area of Hartford widely considered underserved.

For Michael Gannon, manager of corporate social respon-

sibility for the Hartford Financial Services Group, the challenges were twofold:

"How to minimize any public opposition to the bold, controversial and provocative [art in the Coexistence exhibit]. And, how do we draw the community into a part of the city that empties out after 5 p.m. when people go home to the suburbs? We had to work hard to change negative perceptions."

Targeting schoolchildren in the greater Hartford area, Hartford Financial employees, faith-based groups and community leaders, the campaign placed a premium on education. Outreach activities were developed for children, and a Web site was created to share the



exhibit with the public and all employees.

The ROI was overwhelming. The Coexistence exhibit drew thousands, while the major daily, *The Hartford Courant*, lavished praise on Hartford Financial, calling the exhibit a "must-see for children." The community rallied behind the initiative as 50 local leaders served as honorary committee chairs. More than 30 schools participated, and 600 schoolchildren toured the exhibit.

## ■ COMMUNITY AFFAIRS

### Winner: **IKEA & Lippe Taylor** Campaign: **Bag the Plastic Bag**

Consider this statistic: Hung on a clothesline, the 70-million plastic shopping bags that IKEA and its U.S. customers use in one year would stretch from New York to Los Angeles...five times.

With that visual in mind, and in an effort to use materials more wisely to reduce possible harm to the environment, IKEA became the first major U.S. retailer to bag the use of free plastic bags at check-out counters in all of its U.S. stores. Customers are now charged 5 cents per plastic bag, and 100% of proceeds are donated to American Forests,

a nonprofit conservation organization that protects and restores forests.

IKEA teamed with Lippe Taylor to generate positive awareness of the campaign among consumers, media and key influencers, including environmental non-government organizations (NGOs), while supporting its environmental commitment at the same time.

#### **Discontinuing Distribution**

IKEA and Lippe Taylor kicked off the campaign by conducting a Beta launch in one IKEA outlet and then sharing the positive results and key lessons with all

its stores.

Then, the team secured support from the Environmental Protection Agency and NGOs in an effort to reduce the risk of being accused of "green washing"—misleading consumers regarding the motivation behind green business strategies—prior to going public with the project.

The communications team created a consumer-friendly message by using the iconic blue IKEA bag as a media-friendly symbol of the company's plastic bag consumption reduction program; in conjunction with this effort, they compiled data to educate media and consumers about the negative impact plastic bags have on the environment.

#### **Blue Baggin' It**

The early statistics surrounding the campaign's success are staggering. The "Bag the Plastic Bag" campaign cut plastic bag consumption in US IKEA stores by 50% in six months. Sales of reusable IKEA blue bags have been re-forecast for 2007 from 300,000 to 3.4 million.

Distributing plastic bag statistics and partnering with NGOs and key opinion leaders to endorse the campaign helped generate more than 281 million media impressions to date, including *Time*, *The New York Times* and *The Wall Street Journal*.

To top it all off, the campaign raised \$150,000 from plastic bag sales for American Forests in the first six months of its existence.



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## ■ CSR PIONEER OF THE YEAR: COMMUNICATOR

**Winner: Dr. Monica Oberkofler, Director of Strategic Planning and Communications, Social Responsibility, Gap, Inc.**

Dr. Monica Oberkofler is an architect in every sense of the word—except, of course, that she doesn't actually design buildings. Rather, she designs the communications strategies behind some of Gap Inc.'s most important literature: its Social Responsibility Reports.

As the lead strategist, writer and editor of the 2005-2006 report, the Oxford-educated Oberkofler put her writing skills to work, providing a comprehensive disclosure while balancing analytical discussion

with emotional appeal.

"From a substantive perspective, I've learned that the ability to comprehend, analyze and synthesize complex issues—and then explain them in 'plain English'—has been critical to my career," she says. "In this age of information overload, successful communicators must now more than ever be able to understand complicated and voluminous amounts of information, and translate it into clean, precise language that everyone can

understand and take action, accordingly."

### No Falling Through the Gap

Take action she does, in more than just Social Responsibility reporting. She is the key liaison between her department and the marketing team—a commendable accomplishment in an environment where many organizations still struggle to bridge that gap. This partnership has enabled her to become a consultant for Gap's (PRO-UCT) RED marketing strategy, an initiative that contributes financial support to help women and children affected by HIV/AIDS in Africa.

Oberkofler meticulously fleshes out context to promote

innovative thinking and decision-making. Her leadership of cross-functional internal teams has been the catalyst for developing forward-thinking social responsibility practices; with this as her primary interest, she always weighs business needs against the company's CSR commitments.

"CSR is here to stay," Oberkofler says. "Long-term business success is simply no longer possible without a corresponding focus on the people and the planet. Savvy executives are starting to recognize that a well-integrated CSR focus is actually good for their companies. We believe that we're only just beginning to realize its potential."

## ■ CSR PIONEER OF THE YEAR: CEO

**Winner: William R. Johnson, Chairman, President & CEO, H.J. Heinz Company**

With a heritage like The Pure Food Company, which dates to 1869, Heinz takes corporate responsibility seriously—hence its practice of packaging many of its products, namely its namesake ketchup, in see-through plastic and glass containers to visually demonstrate purity. Now, more than a century after the company's inception, its chairman, president and CEO William Johnson continues to nurture and grow the commitment to health and wellness, environmental responsibility, corporate governance, business ethics and product quality—just to name a few of his many CSR-related business focuses.

### An Ironclad Strategy

One of the most notable CSR efforts spearheaded by Johnson

is the Heinz Micronutrient Campaign, a program that combats the global health threat of iron-deficiency anemia in malnourished infants and children. To date, the program—which provides free micronutrients to those in need—has assisted more than 1.2 million children in nations such as Ghana, Haiti, Indonesia and Mongolia.

Under Johnson's leadership, the company has invested nearly \$3 million in grants for the program, with another \$5 million planned during the next five years. Additionally, Heinz is committing to assist 10 million children around the world



by the year 2010.

### A Different Kind of Hybrid

If those stats aren't enough to make Johnson a CSR pioneer

worth emulating, consider his sustainable agriculture program, which supplies Heinz hybrid tomato seeds to China, India and European countries, and teaches farmers how to improve field

yields, fruit quality and worker safety.

### Report Card

Johnson also directs the publication of Heinz's CSR reports. The first was issued in 2005. The 2007 report announced some of the company's newest sustainability initiatives that are based on innovative packaging: For example, its ketchup bottles are not manufactured

using 100% post-consumer recycled glass. Thanks to Johnson's attention to conservation, the company has also saved nearly 3 million cubic meters of water in its global manufacturing operations, reduced landfill waste by 359,573 tons and decreased energy usage by 1,031,304 gigajoules.

### Sometimes, Rankings Speak Louder Than Words

If numerical proof is what you're after, here it is: In 2007, Heinz received the highest score from investment analysts in The Lohan Index, a ranking of the 50 most environmentally and socially responsible companies. This ranking was based on its performance in seven areas critical to corporate social responsibility: sense of community, corporate governance, diversity, employee relations, the environment, human rights and products.

Now that's finger-lickin' good.



**Winner: Katrina McGhee, Vice President of Marketing, Susan G. Komen for the Cure**

Key to making Susan G. Komen for the Cure the world's largest grassroots network of breast cancer survivors and activists is an avid staff and strong marketing initiatives. Both can be linked to Katrina McGhee, Komen's vice president of marketing, who oversees the organization's cause marketing programs and 65 corporate sponsorships. With her passion for the cause and knack for perfectionism, McGhee has been instrumental in conducting and executing new programs for Susan G. Komen for the Cure.

**Pretty in Pink**

In October 2006, McGhee led her marketing team to develop The Passionately Pink for the

Cure program, a fundraising and education effort that enhanced Komen's signature pink color and targeted businesses, places of worship, community organizations and schools to ignite passion for finding a breast cancer cure among diverse audiences.

Under McGhee's leadership, the team marketed to corporate partners and initiated media tactics that included a satellite media tour, which connected more than 750,000 viewers in 22 markets. These

strategies helped Komen double its financial goals for the program, not to mention doubling the number of projected participants in the program's first year. The program raised more than \$3 million in 2006 and was set to earn 2007's target of \$5 million.



**No Rest for the Weary**

McGhee refused to rest on her laurels. She spearheaded Komen's Circle of Promise program to raise awareness of breast cancer disparities among African Americans and other multicultural women, and to engage African Americans as advocates in the breast cancer

movement.

A multifaceted approach leveraged a partnership with *Essence* magazine to profile four African American women who announced the campaign on Good Morning America. The segment reached more than 4 million viewers.

Komen's Circle of Promise is ongoing, with a goal of recruiting 100,000 African American advocates to join the program by October 2008.

**Out-of-Office Reply**

In her spare time, McGhee is a member of the American Marketing Association and National Association of Female Executives. She continues to serve on the Advisory Board for the Celebrating Life Breast Cancer Foundation, as she has for the past five years.

**TIE ▼ CSR PIONEERS: CSR EXECUTIVES ▲ TIE**

**Winner: Emily Callahan, Director of Communications, Susan G. Komen for the Cure**

Being director of communications for Susan G. Komen for the Cure, the world's largest grassroots network of breast cancer survivors and activists, is not an easy task—it includes the daunting responsibilities of developing and executing the entire organization's communications messages, and forming relationships with key constituents. Lucky for Komen, Emily Callahan is a master communicator.

In 2006 and 2007, Callahan managed all proactive and reactive communications activity for the National Breast Cancer Awareness Month campaign, which resulted in a 49% share of voice in the market, increased focused coverage by

72%, boosted prominence by 86% and raised organization coverage by 100%.

The campaign's print coverage circulation was more than 63 million impressions, the online placements UVPM topped 108 million and broadcast hits equaled more than 230 million viewers and listeners.

Additional coverage included *Time*, *The New York Times*, *Elle*, *Redbook* and *The Ellen DeGeneres Show*, with which the organization partnered to raise \$1 million to benefit its mission.

**A Passion for Pink**

Callahan led the communications launch of the "Passionately Pink for the Cure" program, a "wear-pink-to-the-workplace" fundraising project; her outreach effort subsequently garnered major media coverage.

Callahan was also a key organizer of the internal brand launch among Susan G. Komen for the Cure's 125 affiliate chapters. She helped spearhead the coordination and training of more than 500 of the organization's volunteers and staff in 2007, which marked the nonprofit's 25th anniversary.



**Working Around the Clock**

In August 2007, Callahan was confronted with a new project: arranging and executing Komen's annual Mission Conference, a platform that highlights, among other issues, breast cancer research.

She inaugurated video shoots with six presidential candidates. Added to those shoots were Komen leaders and industry experts. Media outlets on-site included CNN, Reuters and the Associated Press, resulting in more than 100 print, online and broadcast hits to an audience of more than 250 million.

In addition to her job-related activity, Callahan is on the board of Girls in Motion, a nonprofit organization that promotes positive body images in girls.

## ■ EMPLOYEE RELATIONS

### Winner: **Cox Enterprises** Campaign: **Cox Conserves**

The Cox Conserves program was born out of Cox Enterprises' desire to develop an environmental program that would reduce its energy consumption by 20% during the next 10 years, meaning Cox would have to save energy in every possible way. Its prime aims were to build awareness of the campaign among employees while identifying Cox Conserves

ambassadors throughout the company's 175 business locations.

#### **Curbing Consumption**

To jump-start this effort, Cox execs conducted research to determine the environmental issues most relevant to their industry. The findings helped the team develop new methods of conservation.

Cox kicked off the program at its Atlanta headquarters on April 17, 2007 (the week of Earth Day), with an event that featured remarks from Cox Chairman and CEO Jim Kennedy and Atlanta Mayor Shirley Franklin. Highlights were an announcement of Cox's \$5 million donation to the Atlanta BeltLine and its enhanced conservation program.

#### **Conservation Camaraderie**

To gain support for the program and engage their business locations nationwide, Cox produced

and e-mailed a video of Kennedy championing it. Employees also received a Cox Conserves resource kit that contained branded materials such as baseball caps, posters and brochures. Also included were suggestion tear-off pads to solicit ideas from employees.

More than 500 employees turned out for the kick-off event. There has been much employee buzz about the program and as of last July, 136 Cox Conserves ambassadors have promoted conservation measures at their offices.

## ■ LEADER IN CSR: <1,000 EMPLOYEES

### Winner: **American Institute of CPAs**

When the American Institute of CPAs (AICPA) relocated to Durham, NC, in August 2006, its execs were determined to become a leader in corporate citizenship. Working with CAP-STRAT, a Raleigh-based agency, they inaugurated a program that would raise AICPA's profile in their newly adopted community while setting out a series

of CSR initiatives. "Its goal was to make a tangible difference in the lives of residents," says Melora Heavey of AICPA.

#### **Teaming Up**

Forging partnerships with local organizations was key; for example, AICPA became a corporate sponsor of The Volunteer Center of Durham, an organization

dedicated to pairing volunteer resources with nonprofit causes and events. This and other actions led Durham's mayor to proclaim July 24, 2007, "Volunteer Center of Durham Day."

In addition to its new partnerships, AICPA became active in community outreach and donations. Among the organizations that benefited from AICPA's generosity were the Durham Arts Guild, the Carolina Theater and the Full Frame Documentary Film Festival.

As a result of this program, AICPA's outreach activities have generated approximately 40 local print and broadcast stories, and 100 employees have volunteered in numerous community programs.

For Heavey, the main lesson was follow-through, which she feels is critical to the program's success. "It's clear AICPA made the right decision to move to Durham. Our community engagement is AICPA's way of saying thank you."

## ■ LEADER IN CSR: 1,000-25,000 EMPLOYEES

### Winner: **Pacific Gas & Electric Company**

In the past year, Pacific Gas and Electric Company (PG&E) has launched a number of environmental campaigns that have engaged customers and employees on key issues, such as increasing the use of renewable energy, reducing the company's carbon footprint and energy usage, and protecting the environment. As a result of these efforts, 1,000 megawatts

of renewable energy have been added to PG&E's power mix. PG&E also generated more than \$18 million dollars in charitable contributing—the largest ever in the company's history.

"By delivering effective messages, including how consumers can take action on climate change, our campaigns resonated with intended target audiences and helped maxi-

mize participation in our CSR programs," says PG&E's Brian Swanson. "We have found that the most successful campaigns have the support and participation of a broad cross-section of stakeholders."

#### **Mission Accomplished**

Highlights of PG&E's environmental achievements spanning 2006 and 2007 include:

- Launching ClimateSmart, a voluntary customer climate protection program that has more than 13,000 customers.

- Participants include eBay;
- Having PG&E CEO Peter Darbee participate in the Senate's Environmental and Public Works Committee hearing on climate change in February and July 2007;
- Signing contracts for about 1,000 megawatts of renewable energy; and,
- Launching a \$1.2 million partnership with Habitat for Humanity International to install solar systems on all Habitat-built homes in 2007 in northern and central California.

## Winner: Honeywell

Last year Honeywell's community outreach and philanthropic efforts resulted in initiatives that focused on education, family safety and low-income housing. The campaign, dubbed the Honeywell Hometown Solutions, boasted the involvement of more than 15,000 employees. Its objective was to create a world that's safer, more energy-efficient and productive.

To promote HHS, the team developed programs that would directly connect employees, customers, politicians and communities with relevant social issues. Media was targeted through high-profile local events, seasonal hooks, celebrity appearances and award programs, all designed to create story opportunities and a sense

of urgency. Honeywell leveraged the expertise of eminent partner organizations to help convey the importance of each program and add cachet to its outreach.

Among HHS's marquee programs are:

- FMA Live!, an award-winning hip-hop concert that tours the nation teaching middle high school students about Newton's Law of Motion. The program, which was created in partnership with NASA in 2004, has reached more than 140,000 students in 38 states and Canada;
- Got 2B Safe!, an abduction prevention education program created in partnership

with the National Center for Missing & Exploited Children to help young students learn behaviors that will increase their personal safety. About 72,319 elementary schools have participated in this effort; and

- Rebuilding Together, a partnership that revitalizes homes for low-income homeowners across America. To date, more than 4,000 employees have helped repair more than 145 homes and community centers to enable low-income homeowners to live in safety and comfort.

The return-on-investment



has been extensive. Honeywell has received more than 43 awards since 2004, including the 2005 Department of Justice Corporate Leadership Award. Also, Got 2B Safe! Was named as the most effective Weekly Reader Program while FMA Live! was named the top community relations program.

Media coverage has resulted in more than 1,000 placements and 400 million impressions worldwide.

## TIE ▼ LEADER IN CSR: 25,000+ EMPLOYEES ▲ TIE

## Winner: Nike, Inc.

In 2006, Nike began to evolve the way it frames, defines and approaches corporate responsibility, viewing it as a catalyst for growth and innovation. It also shifted its focus from defining problems to designing solutions. The communications team played an integral role, challenging the business to articulate and share goals; to build on clarity and transparency; and to re-frame the company's position away from risk management and toward innovation.

The integrated communications strategy to meet this end included investor outreach, re-framed CSR reporting around key impact areas, an enhanced digital strategy and employee engagement that empowered them to tell the CSR story.

"As we move closer to building a dialogue with our consumer rather than just a stakeholder audience, we must increasingly rely on digital as the primary form of communication," says Erin Dobson, CSR communications director for Nike. "This requires that we build a unique model of communicating Nike's CSR initiatives in a form that the majority of our consumers get their information."

### Taking It to the Web

This digital approach is apparent in a number of the company's communications initiatives. For one, its most recent CSR report (see image) was completely Web-centric, opening up Nike's achievements and goals to a wider audience of consum-

ers, media and investors.

"For the first time, we released our report only in a digital format," Dobson says. "Transparency and business integration are the foundation for our reporting process."

### Joint Efforts

Business integration is also key in other processes, such as the communications team's effort to design solutions for CR issues at investor meetings. These efforts demonstrated a "whole business" approach to analyzing and resolving CR issues through the supply chain by focusing on root causes of noncompliance.

The team also visited key stakeholders around the world and engaged them during one-on-one meetings. In these meetings they highlighted CSR messaging.



### Close to Home

Finally, the CSR strategy circled back to perhaps the most important stakeholder audience: Nike employees. Through a coordinated internal communications program, the team empowered employees to integrate and share CSR messages in the context of their own professional responsibilities.

## ■ ENVIRONMENTAL STEWARDSHIP

**Winner: RF|Binder Partners & Staples**

**Campaign: Staples Launches Nationwide Computer & E-Waste Recycling Program**

American consumers throw out nearly two million tons of e-waste each year, the EPA says. To remedy this, Staples, working with RF|Binder Partners, launched a National E-Waste Recycling Program in May 2007. The program positioned Staples as the first national retailer to offer computer and office technology recycling.

Prime objectives of the initiative were to generate awareness within consumer and business communities and gain their participation. Another objective was to solidify Staples' leadership position as a corporation dedicated to helping the environment.

Using research to show that customers would readily

accept paying \$10 to recycle a computer responsibly, Staples implemented strategies that lent credibility to the program, such as gaining a public endorsement from the EPA and providing media access to trained spokespeople.

### **Reticent Recyclers?**

But, there were unknowns. "We had no way to predict if the \$10 recycling fee would be a significant 'dis-incentive,' and if the media would characterize the fee in a negative light," says David Kalson, executive

managing director of RF|Binder Partners.

The program garnered widespread coverage from top media outlets. Overall media impressions topped 58,000,000.

### **Lessons Learned**

"People will do the right thing for the environment if companies make it easy for them," says Kalson. "Staples takes equipment from all manufacturers, even if the equipment wasn't bought at Staples. That makes recycling pretty easy for customers."

## ■ ANNUAL REPORT

**Winner: Nike, Inc.**

**Campaign: Corporate Responsibility Report**

Nike is one of the most recognizable brands worldwide, and its executives take the responsibility that comes with this notoriety very seriously. In this vein, with its second CSR report, the company became the first in the industry to disclose contract factories in an effort to increase transparency and promote systematic change.

But that disclosure is just one of many efforts that hinge on transparent business practices. In 2007, Nike released the third report, extending the dialogue about the company's performance to all stakeholders by taking it to the Web.

### **Just Do It**

Before going global via the

Internet, Nike execs gathered internal and external feedback to refine their reporting approach. This feedback, coupled with the formation of a Report Review Committee of credible external stakeholders, further formalized the push for complete transparency; the team even provided a statement that accompanied the report, which validated the committee's involvement.

With a full-frontal transparency strategy behind it, the team repositioned the content

to a focus on business as a catalyst for growth and innovation. Then, it shifted the traditional dialogue with stakeholders from defining problems to designing solutions, all through a digital strategy.

The resulting report is shaped by rich Web content, using the online forum to provide additional discussions of core impact areas. To round out the transparency theme, the Committee's full feedback—both positive and negative—is available as part of the report.

## ■ BUSINESS ETHICS COMMUNICATIONS

**Winner: ChoicePoint**

**Campaign: Privacy, Security and Consumer Communications**

In 2006, ChoicePoint execs faced the challenge of an increase in privacy and security breaches by completely revamping the way the company communicated. The main message was simple: ChoicePoint is a leader in privacy and information security.

"One of the most impor-

tant initial steps we took was creating a risk and compliance framework that would reach across our entire business," says Tina Stow, ChoicePoint assistant chief privacy officer, and James Lee, founder of c2m2 Associates.

Implementing the refined strategy centered on an

approach that targeted internal and external stakeholders.

### **Inside Out, Outside In**

"The communications outreach program—both internally and externally—was a critical component from the very beginning," Stow and Lee say. Internally, the team established an Office of Privacy, Ethics and Compliance Intranet, which served as a one-stop shop for updates and policies, and launched a mandatory annual training program through an interactive online module.

Externally, the team created a consumer advocacy department. "We learned of the need to be more transparent and receptive to consumers' concerns," Stow and Lee say. "The result was the creation of a consumer advocacy department that works directly with consumers to address their concerns."

Feedback from target audiences indicates that the program was a success. Positive news coverage further vindicated the efforts, recognizing ChoicePoint as an industry leader.



## ■ CORPORATE-COMMUNITY PARTNERSHIP

**Winner: Trimedia**

**Campaign: BT in Support of ChildLine**

The voices of children are often muted by unfortunate circumstances far beyond their control. This is the problem that the "Am I Listening?" initiative set out to correct when UK-based communications solutions provider BT teamed with ChildLine to offer 24-hour support for children in danger or distress. This collaboration, strengthened by the support of

Trimedia UK, set out to empower the voices of youth.

ChildLine, which receives approximately 4,500 calls every day, had resources to answer just 57% of them, leaving thousands of kids alone with their troubles. That's when BT swooped in to provide holistic support for the helpline program.

Despite the good-natured

intentions of all parties, though, complications were quick to arise: The team wanted to spread the word of the initiative's mission, but sensitive issues and confidentiality made that difficult.

"No matter how great a story you have, you need to be aware of issues that may lead to restricted communication," says James Wright, director of Trimedia UK. "It's important to communicate this to those people in your organization who may be pressuring for coverage."

### Can You Hear Me Now?

Trust was key, especially from the children themselves. BT helped enable this trust with its tech capabilities, improving ChildLine's capacity to handle calls and supporting the launch of SMS and online counseling.

"It is important to have an ongoing dialogue to raise new opportunities that can benefit both parties," Wright says. "This creates the greatest synergy to reach a joint vision: Ensuring that every child and young person in need is heard."

## ■ GREEN PR CAMPAIGN

**Winner: City of Arlington, Texas**

**Campaign: 2007 Clean Air Campaign**

In 2007, the City of Arlington, Texas, launched a Clean Air Campaign designed to educate the public on the importance of reducing air pollution. The effort, which spanned July to October 2007, aimed to develop a partnership with a local organization while utilizing city resources to expand awareness.

But, as with any campaign, there are always challenges. With the 2007 Clean Air Campaign it was "to create awareness messages that were

short, concise and relevant to our audience, while also providing easy and practical applications people could incorporate into their daily life," says Michelle Rice, special projects coordinator of the City's management resources department.

### Cleaning Up Their Act

Using research amassed from the EPA, the Texas Commission on Environmental Quality and the North Texas Clean Air Coalition, the campaign developed

slogans and messages. The City teamed up with the Parks at Arlington Mall, targeting Parks' 5,280,000 visitors with their clean air messages, which were placed at city facilities that customers patronize. The messages also urged citizens to visit the clean air Web site, where they could request a free clean air tester kit.

Working with local agency The Fowler Group, the City executed an outreach program that included banners, backlit signs, PSAs and 50 promotional posters with brochure inserts.

### A Breath of Fresh Air

During its campaign period, the

City of Arlington met its goal of reaching 5.2 million visitors with its clean air message. Hundreds of brochures were picked up, requiring that the team replenish them on a weekly basis. The City also reported that online requests for clean air tester kits skyrocketed from 67 in 2006 to more than 1,500 in 2007.

### Lessons Learned

"Hire an expert," says Rice. "If your campaign deals with a specialized topic, research and find out as much information as possible, but don't try to make yourself an expert in the subject."

## PR NEWS' CORPORATE SOCIAL RESPONSIBILITY GUIDEBOOK

PR News' second edition of the *Guide to Best Practices in Corporate Social Responsibility* includes a diverse set of ideas from business thought leaders around the globe. There is no one-size-fits-all blueprint for CSR, and therein lies your challenge. In these 200+ pages, you will find strategies and tactics that can be put to work in your organization. The challenge then will be in knowing which ones to choose.

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## Scenes from the Awards Luncheon

The PR News CSR Awards celebration took place on March 19, 2008, at the National Press Club in Washington, D.C. Approximately 200 honorees were present to fete the accomplishments of themselves and their peers in 19 categories related to corporate social responsibility.

This marked the first year of a new CSR Awards category: Pioneers in CSR—CEO. The award went to William R. Johnson, president, chairman and CEO of H.J. Heinz Company, for his outstanding contributions to diverse communities around the world.



Erin Dobson, CR Communications Director of Nike, accepted an award for the Annual Report category.



Carrie Hall, Communications and Public Affairs Officer at the United Nations Global Compact, presented the keynote speech.



James Wright, Director of Trimedia UK, accepted the award for the corporate-community partnership category.



Dr. Monica Oberkofler was awarded the CSR Pioneer of the Year, Communicator, award for her work at Gap, Inc.



Victor Velazquez, Vice President, Service & Operations, American Institute of CPAs, accepted an award on his company's behalf.



Denise Keyes of Georgetown University (the Platinum sponsor of the event) introduced the keynote speaker.

## Honorable Mentions

### ❖ ANNUAL REPORT ❖

#### AMERICAN BEVERAGE ASSOCIATION—2006 ANNUAL REVIEW

ABA created a contemporary, visually dynamic piece focusing on 2006 as a "year of action." The review featured thematically arranged action: in schools (recycling), outside (environment), and within (Association governance). Each section highlighted accomplishments in those arenas. Interviews with ABA's CEO and senior staff members rounded out the review.

#### INTERNATIONAL YOUTH FOUNDATION—REALIZING THE POWER AND PROMISE OF YOUNG PEOPLE

In the past, the International Youth Foundation (IYF) has taken an "all-in-one" approach to its annual report, which was text-heavy and costly. Last year, its execs redesigned the report and coincided its release with the launch of *Youth: To the Power of Youth* magazine, thus supporting the report with an additional interactive marketing tool.

#### MOTOROLA—2006 CORPORATE RESPONSIBILITY REPORT

Motorola's 2006 report visually highlighted the company's extensive CR efforts around the world, including the launch of MOTOFOON, which uses voice prompts to help people with limited literacy, and the company's new partnership with (RED) to help African women and children who are affected by HIV/AIDS.

#### OFFICE DEPOT—2007 CORPORATE CITIZENSHIP REPORT

Office Depot's 2007 report offered stakeholders a comprehensive view of both the company's performance throughout the prior year and its objectives for the future. The report looks at four CR categories—community, ethics, inclusion and environment—and consistently follows the standards set by the Global Reporting Initiative.

### ❖ BUSINESS ETHICS COMMUNICATIONS ❖

#### AFLAC—SAY ON PAY

With transparency as its overall goal, AFLAC continues to have conversations with Boston Common, a full-service, employee-owned social investment firm dedicated to the pursuit of financial return and social change. AFLAC was also named one of the "World's Most Ethical Companies" in 2007 by [www.ethosphere.com](http://www.ethosphere.com).

#### DIRECT MARKETING ASSOCIATION—DMA BUSINESS ETHICS COMMUNICATIONS

The DMA believes it is the responsibility of the Association, its members and all marketers to maintain consumer and community relationships that are based on fair and ethical practices. In October 2007, the DMA's Board of Directors passed a Commitment to Consumer Choice (CCC) program, which enhanced the opportunities for the marketing community to respond to today's consumers.

### ❖ CAUSE BRANDING CAMPAIGN ❖

#### CONE INC. & PNC—PNC GROW UP GREAT

PNC Grow Up Great, the 10-year, \$100 million investment in preparing children for school and life, is the result of extensive asset and brand analyses, research, and executive and expert interviews. With the support of Cone, the financial services firm's early childhood education (ECE) effort leverages PCN's corporate and philanthropic assets to advocate for children, ensuring that they are ready to learn.

#### PEPPERCOM & HONEYWELL—GOT2B SAFE!

Got 2B Safe (G2BS) educates 8-10-year-olds and their families on how to

prevent child abduction and sexual exploitation by teaching them simple and potentially life-saving lessons. Honeywell has distributed G2BS materials to all 73,000+ elementary schools in America.

#### PEPPERCOM & WHIRLPOOL CORPORATION—WHIRLPOOL BUILDING BLOCKS

In 2006, Whirlpool and Habitat for Humanity began a revolutionary approach to community involvement and corporate giving with the Whirlpool Building Blocks program. With the help of Peppercom, this program aims to eliminate substandard and unaffordable housing in the US. To date, 19 families' lives have been changed by this program.

#### TRIWEST—HELP FROM HOME

Help From Home aims to educate service members, families, providers and communities about behavioral health issues related to military deployment—namely, combat stress and post-traumatic stress disorder. TriWest's leadership has formed partnerships with military, veterans and civilian-based community organizations to achieve this goal.

### ❖ COMMUNITY AFFAIRS ❖

#### CHOICEPOINT—CHOICEPOINT CARES

ChoicePoint has a far-reaching goal of creating a more secure society through the responsible use of information by aiding nonprofits in serving vulnerable populations. The two standout ChoicePoint Cares programs with extensive positive social impact are VolunteerSelect PLUS and the ADAM Program.

#### SPRINT—NET4SAFETY

Sprint has partnered with the National Center for Missing and Exploited Children and the National Association Health Information Network to provide free tools, resources and information that help educate parents and children on safe Internet practices. As of June 2007, 100% of the net proceeds from Sprint's wireless recycling program, Sprint Project Connect, were used to help the 4NetSafety program.

#### WORLD WRESTLING ENTERTAINMENT—WWE WRESTLEMANIA READING CHALLENGE

The WWE took on the issue of teenage illiteracy by using its star power as a platform for encouraging teens to read. WWE partnered with the American Library Association's Young Adult Division to develop the program, which kicked off during Teen Read Week, spanning the globe and ultimately involving 1,200 libraries in the US and UK.

### ❖ CORPORATE-COMMUNITY PARTNERSHIP ❖

#### CHARTER CHARITY CLASSIC—CURING CHILDHOOD CANCER CAMPAIGN

After reading an inspiring story in a local paper, Lynne Coker decided to utilize her position as director of Government Relations, Charter Communications, to convince her company to support the Janie Sims Children's Foundation, an organization that fights childhood cancer. Thanks to Lynne's facilitation of the partnership, pediatric cancer patients have a chance to enjoy their childhood.

#### DELOITTE & TOUCHE USA & COLLEGE SUMMIT—WHAT GETS MEASURED GETS MANAGED

Deloitte & Touche and College Summit have embarked on a three-year project to increase enrollment rates of low-income students, and to expand diversity in the workforce. In only one year, a College Enrollment Data Warehouse launched and College Summit became an advisor in New York City, Denver and Oakland public schools.



## Honorable Mentions

### **FLOWERS COMMUNICATIONS GROUP—MILLER URBAN ENTREPRENEURS SERIES**

Flowers Communication Group created the Business Plan Competition and Workshop Series with Miller Brewing Company to allow "urban" entrepreneurs between the ages of 21 and 35 to vie for business grants that would finance the launch of their businesses. The workshop series had 700 attendees and received widespread media attention.

### **HASBRO & TOYS FOR TOTS—TOYS FOR TOTS**

In anticipation of the 2006 holiday season, Hasbro partnered with Toys for Tots to drive toy donations for underprivileged children. With the help of Dr. Phil McGraw as a national spokesperson, more than \$34 million was donated to the campaign.

### **INTERNATIONAL COUNCIL OF SHOPPING CENTERS—PASSION TEAM REBUILDING THE GULF SOUTH**

The International Council of Shopping Centers (ICSC) and the Fall Conference Planning Committee decided to hold their annual Fall Conference in New Orleans, a city in need in the wake of Hurricane Katrina. The conference helped to bring tourism back to The Big Easy, drew national media coverage and inspired an overall rejuvenation of the city.

### ❖ **DIVERSITY COMMUNICATIONS** ❖

#### **DOMINION—CENTRAL VIRGINIA DIVERSITY FAIR**

In May 2007, Dominion hosted Diversity Fairs at six of its key locations in Central Virginia to highlight the company's commitment to diversity in the workforce, and to its relationships with vendors and suppliers and in the community. Just one diversity fair drew more than 2,000 attendees.

#### **PACIFIC GAS & ELECTRIC COMPANY—VERDE QUE TE QUIERO VERDE**

Led by Pacific Gas & Electric Company, "Verde" is the first campaign to reach out to the Hispanic community on green issues in the S.F. Bay Area. Its goal is to teach local Latino customers that the simple things they do to conserve energy can make a positive impact on the environment. Happy to be the focus of such a powerful initiative, Latinos embraced the campaign.

#### **READING IS FUNDAMENTAL—RIF MULTICULTURAL LITERACY CAMPAIGN**

Reading Is Fundamental (RIF) launched the RIF Multicultural Literacy Campaign to address the persistent gap in reading scores of children from African-American, Hispanic and Native-American households. RIF raised awareness by developing two Web sites, establishing several media partnerships and hosting community events.

### ❖ **EMPLOYEE RELATIONS** ❖

#### **BT & LIMELIGHT COMMUNITY—BT COMMUNITY CHAMPIONS**

BT Community Champions is a global internal award scheme that recognizes and rewards BT employees who participate in voluntary work within their local communities. Any employee can apply for yearly grants of more than \$1,000 for their community organization.

#### **MISSION HEALTH & HOSPITALS—MISSION HOME HELP**

In response to the increasing lack of affordable housing for Mission Health & Hospitals 5,000+ employees, Mission became the first hospital in North Carolina to institute an employer-assisted housing program in 2001. In 2006-2007, thanks to its ongoing support, the program saw an increase in the number of employees buying their own homes.

### **PACIFIC GAS & ELECTRIC COMPANY—ENVIRONMENTAL SPEAKER SERIES**

To get employees' attention regarding environmental issues—especially what they can do to make a positive difference—PG&E executives developed an "Environmental Speaker Series," in which specialists educated staffers on environmental challenges and solutions most relevant to their industry.

### ❖ **EMPLOYEE VOLUNTEER PROGRAM** ❖

#### **DELOITTE & TOUCHE USA—DELOITTE'S VOLUNTEER IMPACT CAMPAIGN**

Through the volunteer program that culminates in IMPACT Day, Deloitte execs donate their business expertise to build stronger nonprofits. On this day, employees are urged to make the community their client by volunteering time to a nonprofit. Last year, 76% of Deloitte personnel participated.

#### **DHL—DISASTER RESPONSE TEAM "WE DELIVER HELP"**

Together with the UN's Office for the Coordination of Humanitarian Affairs, DHL addresses the problem of airport capacity during disaster relief through the creation of a global network of Disaster Response Teams. The unique model has reinforced DHL's reputation among stakeholders as an innovative company committed to social responsibility.

#### **SIEMENS—SCIENCE DAY**

A grassroots program driven by Siemens' employee volunteers, Siemens Science Day targets students in the 4th through 6th grades and challenges them to rethink their perceptions of math and science. The program is free and facilitates training of future engineers and researchers by encouraging students to study math, science and technology.

### ❖ **ENVIRONMENTAL STEWARDSHIP** ❖

#### **COX ENTERPRISES—COX CONSERVES**

To demonstrate their commitment to the environment and encourage consumers to become engaged in the environmental activities, Cox execs founded the Cox Conserves program—a company-wide initiative to reduce energy consumption by 20% over the next 10 years. To prove its commitment, Cox made a \$5 million contribution to Atlanta BeltLine Partnership, a local organization dedicated to alternative green space preservation.

#### **DIRECT MARKETING ASSOCIATION—ENVIRONMENTAL ACTION PROGRAM**

Through its Environmental Action Program, DMA aimed to educate the direct marketing community on environmental issues and advance the case for environmental responsibility as a strategic business imperative. To reach this goal, execs formed the Committee on Environmental and Social Responsibility, the DMA Recycle Please Campaign and the DMA Green 15 Toolkit.

#### **SINGER ASSOCIATES—PLASTIC BOTTLES & FOOD SCRAPS TO SAVE THE ENVIRONMENT**

Singer set out to help NorCal Waste Systems dramatically improve San Francisco's participation in residential recycling, aiming to have 75% of the city participating in recycling by 2010. As a result of its effort, more than half the city utilizes NorCal's 3-cart garbage and recycling services.

#### **SONY ELECTRONICS—SONY TAKE BACK RECYCLING PROGRAM**

To encourage consumers to recycle electronic devices, Sony established the Take Back Recycling Program, which involves Waste Management Inc. and its Recycle America locations. The effort lets consumers recycle all Sony products for no fee at 75 drop-off centers throughout the US. To date, more than 1 million pounds of electronics have been processed.

## Honorable Mentions

### ❖ GREEN PR CAMPAIGN ❖

#### **DOMINION—PROJECT PLANT IT!**

Project Plant It! is an environmental educational partnership created between Dominion, National Arbor Day Foundation and select elementary schools to help educate children about ways they can improve the environment. Thanks to the strategic partnerships and the green mission, more than 7,000 students participated in the project in 2007.

#### **SUNDANCE CHANNEL—ROBERT REDFORD PRESENTS "THE GREEN" ON SUNDANCE CHANNEL**

With the launch of "The Green" in April 2007, Sundance Channel became the first TV network in the US to establish a major programming destination dedicated entirely to the environment. Robert Redford liaised with media to promote the channel, and Sundance hosted green-themed events in cities across the US. Online, sundancechannel.com's mini site Eco-munnity has a blog, video clips and webisodes. The combined traffic to these sites surpasses 230 unique visitors monthly.

### ❖ MEDIA RELATIONS ❖

#### **FLOWERS COMMUNICATIONS GROUP—THE LITTLE ROCK NINE, "50" ANNIVERSARY**

American Civil Rights champions the "Little Rock Nine" established a foundation that bears their name and provides direct financial support for students to help them reach their educational goals. Using the 50th anniversary of public school integration as a hook, the "Nine" members converged to make a stand for equal opportunity education. With the support of Flowers Communications Group, they addressed the media during a historic press conference, and a fundraising gala for the Little Rock Nine Foundation Scholarship Foundation drew former President Bill Clinton and Rev. Jesse Jackson. Some 45 news outlets were present to cover the event.

#### **WHITEWAVE FOOD COMPANY—SILK GREEN CAPS FOR GREEN ENERGY**

Silk Soymilk and the Bonneville Environmental Foundation joined to create the Silk Green Caps for Green Energy program. Consumers can purchase one package of Silk Soymilk and enter its UPC code online, and in turn Silk will donate enough wind energy to power one home for one day. The team used simple, action-driven messages to attract media attention and consumer participation, ultimately generating more than 37 million impressions.

#### **YUM! BRANDS & WEBER SHANDWICK—WORLD HUNGER RELIEF WEEK**

In 2007, Yum! Brands expanded its hunger relief efforts through a global campaign dubbed "World Hunger Relief Week." Teaming with Weber Shandwick to raise money, the execs piqued media attention by presenting compelling statistics on world hunger; devising a robust online strategy; and timing the program's launch to coincide with World Food Day. As a result, more than 300,000 children will be fed every day for at least a year.

### ❖ PHILANTHROPY COMMUNICATIONS ❖

#### **AFLAC—AFLAC CANCER CENTER**

AFLAC, the AFLAC Cancer Center and the Blood Disorders Service of Children's Healthcare of Atlanta forged a relationship in the name of philanthropy. Thanks to their efforts, today the AFLAC Cancer Center is one of the largest pediatric cancer facilities in the US, treating more than 300 newly diagnosed cancer patients and more than 1,000 sickle cell patients each year.

#### **THE BOEING COMPANY—LETTERS FROM ACEH: 2007 INDONESIA SITE INVESTIGATION**

Boeing wanted to increase awareness about how its corporate and employee contributions to regions devastated by the 2005 Southeast Asia tsunami are being used by international relief agencies to rebuild affected areas—specifically, the Banda Aceh province of Indonesia, the location of the Global Corporate Citizenship site investigation. Based on extensive media coverage and hits at the company's Web site, the outreach has proven to be successful.

### ❖ STAKEHOLDER ENGAGEMENT ❖

#### **BLUE CROSS BLUE SHIELD OF DELAWARE—SHAPE UP LIVE WELL**

In 2005-2006, to address member and community needs, Blue Cross Blue Shield of Delaware expanded its community contribution to create Working Well Together, a corporate responsibility program encouraging partnerships to benefit the health of BCBS members. The team made healthcare more affordable and accessible, improved the safety of patient care and increased awareness of health-related issues.

#### **COLDWELL BANKER REAL ESTATE—100 HOMES FOR HABITAT**

Coldwell Banker committed to financially support local Habitat for Humanity affiliates in building homes for families that cannot achieve the dream of home ownership through traditional methods. Coldwell raised \$5 million for Habitat for Humanity, which was enough to finance the construction of 100 homes. These homes will provide franchisees an opportunity to elevate their local charitable giving program by uniting efforts from across the country to have a larger impact.

#### **PFIZER, INC.—STRONG ACTIONS: PARTNERSHIPS FOR POSITIVE CHANGE**

Pfizer's stakeholder model focuses on mutual goals, pursuing innovation solutions to global health challenges by partnering with various stakeholders. Its goal in engaging these constituent groups includes creating an Advisory board on issues and products, partnerships with NGOs and MLOs, and, of course, constant communication with all of the above.

#### **SODEXHO—"CHAMPIONS OF DIVERSITY" RECOGNITION PROGRAM**

Sodexo created a number of recognition programs to credit the significant contributions its employees make. Specifically, "Champions of Diversity" recognizes employees who go the extra mile in advancing diversity and inclusion among employees, clients and customers, and the community. Profiles in *Diversity Journal* recognized Sodexo as the winner of the 2007 International Innovation in Diversity Award for its "Champions of Diversity" program.

### ❖ OVERALL LEADER IN CSR PRACTICES: CORPORATION WITH FEWER THAN 1,000 EMPLOYEES ❖

#### **DIRECT MARKETING ASSOCIATION**

The Direct Marketing Association aims to encourage members to make progress on challenges such as environmental impact and business ethics. The communications team does so through strategies that include the DMA E-mail Authentication Help Center and Authentication Checklist, DMA Identity Theft Assistance & Prevention Call Scripts and the DMA Please Recycle Please Campaign—all of which engage members on issues that ultimately impact the quality of business practices and environmental soundness.

#### **PR NEWswire**

PR Newswire pioneered the electronic distribution of new releases in 1954, eliminating the need for communications professionals to print endless amounts of paper releases. PR Newswire and its parent company, United Business Media, operate under a Statement of Business Principles, which cov-

## Honorable Mentions

ers business conduct, responsibility to shareholders and the establishment of committees to manage governance. Additionally, they have developed several strong partnerships, including one with CSR Wire, which distributes customers' CSR-related news releases.

### XANGO LLC

XanGo strives to create goodwill through its Goodness Movement by cultivating a strong corporate culture and high morale through community involvement and international philanthropy. Its charitable commitments have been a priority for the company since its inception. XanGo's philanthropic efforts were recently celebrated by McGruff House Network, a national crime prevention council; the organization also received the Corporate Social Responsibility Award from the World Summit for Young Entrepreneurs.

### ❖ OVERALL LEADER IN CSR PRACTICES: ❖ CORPORATION WITH BETWEEN 1,000 AND 25,000 EMPLOYEES

#### ENTERGY CORPORATION

Many of Entergy's CSR initiatives focus on the eradication of poverty in the communities served by the energy company. These efforts culminated in Entergy Corporation's Low-Income Initiatives Program. In 2006, Entergy execs also launched a public education initiative addressing the need for adequate program funding, which ultimately led to the approval of the \$3+ billion appropriation for that fiscal year.

#### MISSOURI DEPARTMENT OF TRANSPORTATION

The Missouri Department of Transportation is responsible for identifying 18 outcomes customers can expect as it fulfills its mission of providing world-class transportation in the state. Success thus far can be measured by various accolades the organization has received: It was awarded the 2007 Missouri Quality Award and, even more relevant to CSR and sustainability, it used 890,000 tons of recycled or waste materials in construction projects—nearly twice as much as the previous year.

### YAHOO! SOUTHEAST ASIA

Yahoo! Southeast Asia sought to engage with local community organizations for support and guidance in communicating the relevance and availability of Internet services, which would help 15 million Overseas Filipinos (OFs) stay connected with their 85 million family members and friends back home. Yahoo! developed the Pinoy Connect campaign, an initiative that bridges the geographic gap and connects millions of OFs with loved ones abroad.

### ❖ OVERALL LEADER IN CSR PRACTICES: ❖ CORPORATION WITH MORE THAN 25,000 EMPLOYEES

#### EATON CORPORATION

Eaton took two huge steps in 2007 to drive its sustainability efforts; its executives created a global system, Managing Environment, Safety Security and Health (MESH), and issued the company's first sustainability report. In recognition of these efforts, *Ethisphere Magazine* named Eaton one of the World's Top 100 Ethical Companies.

### H.J. HEINZ COMPANY

Heinz has made significant progress in the areas of health and wellness, environmental responsibility and business ethics. The company received the highest score from investment analysts in the Lohan Index, a ranking of the 50 most environmentally and socially responsible companies, and invested in a number of humanitarian efforts. One such initiative provides micronutrients

to children at risk for iron-deficiency anemia, while another distributes hybrid tomato seeds to countries around the world and teaches farmers about sustainable agriculture.

### INTEL CORPORATION

Intel's approach to CSR is motivated by the fact that success can't be separated from the importance of a healthy environment, and the reality that technology is essential for a strong future. To strive for a global standard in CSR and sustainability reporting and business practices, the company's 2007 CSR report follows the Global Reporting Initiative's G3 guidelines. Additionally, Intel is building its first facility certified by the Leadership in Energy and Environmental Design (LEED) Green Building rating, in Haifa, Israel.

### YUM! BRANDS & WEBER SHANDWICK

Together with Weber Shandwick and the United Nations World Food Program, Yum! Brands helped combat world hunger by offering relief via 12 million pounds of donated food in 2006. Additionally, the team partnered with more than 2,200 NGOs and humanitarian agencies worldwide, enabling their aid to extend beyond the US and reach 80 countries. To promote the effort and solicit donations, they conducted outreach among consumers, employees and the media online, at stores and through traditional news outlets. To date, approximately \$15 million has been raised by the program.

### ❖ CSR PIONEERS OF THE YEAR: CEO ❖

#### HALA MODELMOG, SUSAN G. KOMEN FOR THE CURE

Hala Modellmog joined Susan G. Komen for the Cure as president and CEO in September 2006. Since then, she has overseen an unprecedented global expansion of the organization, which conducts sustainable breast cancer outreach and education programs all over the world. She also has an intimate connection to the organization, as she herself is a breast cancer survivor.

### JOHN REPLOGLE, BURTS BEES, INC.

John Replogle's strong commitment to organizations including Habitat for Humanity and Americares has aided him in leading Burt's Bees and its CSR efforts since 2006. Among his specific contributions, he mobilized ECOBEES, an employee-led volunteer group, and helped it integrate sustainability into company-wide practices.

### ❖ CSR PIONEERS OF THE YEAR: ❖ COMMUNICATOR

#### MARK BRAMFITT, PACIFIC GAS & ELECTRIC COMPANY

A principal program manager for customer energy management, Bramfitt has pioneered financial incentive programs at Pacific Gas & Electric Company that encourage high-tech firms to use less energy. He also led the formation of the "Utility IT Energy Efficiency Coalition," a group of US utilities that identify energy efficiency opportunities in data centers.

### ❖ CSR PIONEER OF THE YEAR: ❖ CSR EXECUTIVE

#### TAE YOO, CISCO SYSTEMS

Tae Yoo, SVP of Corporate Affairs for Cisco Systems, has transformed Cisco Networking Academy (the flagship social investment program) into a streamlined operation. Since 1997, this education initiative has supported the development of valuable ICT skills in communities around the world. Yoo has redefined collaboration across government, business and NGO sectors to extend the benefits of technology to more people, and to address issues of critical human need.



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