

PR News

Building the bridge between PR and the bottom line.

CSR Awards Issue

Corporate social responsibility – and its many subparts – has been a buzz concept for years, but often the real heroes behind community, charitable or environmental initiatives are the PR managers who spearhead efforts but have remained anonymous – until now. *PR News* is saluting the PR executives who make CSR possible, both in the office and in the communities they serve. The honorees were celebrated on March 23 at the CSR Awards breakfast at the National Press Club in Washington, D.C. for their 2006 initiatives.

In addition to identifying the winners and honorable mentions we have profiled in this issue, *PR News* and **Cone, Inc.** conducted a survey of nearly 300 PR execs to take the pulse of the CSR function. (For charts, see pages 3 and 11). The results uncovered two key themes: More people are communicating CSR, but too many of them (40%) still don't have measurement in place; and, most significant, CSR strategies are not yet aligned with communications priorities. When asked which statement best describes the alignment between CSR strategy and communications, 36% of respondents answered either that they worry their company's CSR communications could seem disingenuous, that there is a clear disconnect between CSR communications and actual business practices, or that they do not communicate at all.

"The greatest risk in CSR today comes from communicating what isn't true. It's a fact-based discipline, not a creative or aspirational discipline," says Mike Lawrence, evp of Cone. "If you're not starting with the facts, then you're going to have trouble."

Lawrence recommends that PR pros (1) assess what they are doing in the eyes of the experts, (2) strategize based on opportunities and risks, (3) engage with stakeholders, (4) build a communications plan and (5) report on it.

"Strategies and communications must be connected," Lawrence says. "If you don't have transparency and credibility there, then where?"

PHILANTHROPY COMMUNICATIONS

Winner: **Nike, Inc.**

Campaign: **Nike and ninemillion.org**

Child's play is anything but simple for young refugees around the world who have been displaced by war or other crises. Ninemillion.org, a global campaign led by the **United Nations High Commissioner for Refugees**, represents some nine million such children.

The UNHCR, **Nike** and **Microsoft** partnered to help them: Nike by providing a tough-er soccer ball to help them play

in unusual playground settings and by donating proceeds from the sales of the ball in its retail stores; Microsoft by creating a Web site (at right) to tell the stories of specific refugee children and attract attention and donations; and the UNHCR by launching ninemillion.org globally.

Take a child. Add a soccer



ball. Then picture both in a small, mostly dirt field between grass-thatched huts in Africa, or among abandoned buildings in the borderlands between Central

Europe and Asia. These are not the usual elements of childhood, or of an award-winning PR campaign or partnership. But in the case of Nike, Inc., the UN Refugee Agency, Microsoft and some other partners, these were precisely the catalysts needed to begin creating a powerful agent for change.

The message was very simple: Help them work. Help them play. The team traveled to various parts of Europe, Asia and Africa to create the powerful video footage that went into the site. The ninemillion.org campaign has drawn more than 2 million people



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Flag is pleased to congratulate the winners of the 2007 PR News CSR Awards.

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PR News/Cone Inc Survey

Communicating Corporate Responsibility Initiatives Survey Results

1. On a scale of 1 to 5, with one being strongly agree and 5 being strongly disagree, how advanced is your corporate responsibility strategy and communications?	1	2	3	4	5	No Response
We have prioritized key corporate responsibility issues and understand their relative importance to our business and stakeholders	35%	12%	37%		16%	
We have a clear corporate responsibility strategy with measurable goals	39%	30%			31%	
We have the necessary policies and processes in place to meet those goals	35%	28%			28%	9%
We have the necessary staffing in place to meet those goals	22%		45%		33%	

2. On a scale of 1 to 5, with one being strongly agree and 5 being strongly disagree, please characterize your company's corporate responsibility communications?	1	2	3	4	5	No Response
Internally, we communicate our corporate responsibility goals and progress in a transparent manner	65%	17%	3%		15%	
Externally, we communicate our corporate responsibility goals and progress in a transparent manner	45%	16%		3%	35%	
We focus on a single corporate responsibility issue in our communications	35%				57%	8%
We communicate a range of corporate responsibility issues in our communications	57%				35%	8%

3. Which statement best describes the alignment between your corporate responsibility strategy and corporate responsibility communications:	
Our company is acting responsibly in all/most areas, so I am comfortable communicating our efforts	64%
Our company is acting responsibly in some areas, but not in others, so I worry that our corporate responsibility communications could seem disingenuous	24%
I believe there is a clear disconnect between our corporate responsibility communications and our actual business practices, and this needs to be resolved	7%
We do not communicate	5%

4. How often does your company communicate about your corporate responsibility initiatives? (Please select one) If you do not currently communicate, skip to question 7.	
Monthly	36%
Only on a reactive basis	23%
Annually	19%
Weekly	13%
Do not communicate	7%
No response	2%

5. What are the main business objectives for communicating your corporate responsibility commitments? (Please rank from 1 = most important to 5 = least important)	1	2	3	4	5	No Response
Enhance reputation	53%	25%	4%		18%	
Increase sales	41%	25%	13%		21%	
Be employer of choice	34%	12%	15%	10%	29%	15%
Combat negative press and public opinion	15%	23%	10%	11%	31%	10%
Gain permission for license to operate	18%					82%

6. Who are the primary target audiences for your corporate responsibility communications? (Please select your top 3 audiences)	
Customers	56%
Employees	56%
Communities Where We Operate	52%
Influentials	38%
Governments	29%
Consumers	28%
Investment Community	13%
Nonprofits/Activists	13%

7. What communications vehicles do you use for corporate responsibility communications? (Please select all that apply)	
Public Relations	80%
Web	64%
Internal newsletters, intranet and meetings	63%
Events	51%
Advertising (print)	29%
Stakeholder Engagement Sessions	24%
CSR report	19%
Advertising (broadcast)	11%

PHILANTHROPY COMMUNICATIONS

▶ CONTINUED FROM PG 1

to its Web site and raised more than \$1.5 million to date. Some of this money has already helped such non-governmental organizations as Toronto-based Right To Play International, which seeks to improve children's lives through sports. The majority of donations are to be invested in Kenyan and Ugandan refugee communities to sponsor local education and sports projects.

In addition, other media and stakeholder stories have grown out of partnerships with rap star Eminem and English soccer team Manchester United. Eminem designed and auctioned a line of sneakers for the cause, splitting the proceeds between ninemillion.org and another foundation he supports.

HONORABLE MENTIONS – PHILANTHROPY

In 2006, **Wal-Mart** joined forces with **America's Second Harvest** to increase awareness of domestic hunger and find a solution to the issue through the "Be A Part Of The Solution To End Hunger" campaign. Customers and associates of Wal-Mart and **Sam's Club** were encouraged to donate cash. Thanks to the PR team's ability to enlist the power and help of Wal-Mart and Sam's Club stores by providing a campaign tool kit that included a fundraising guide, campaign ad flyers, and tours of local food banks, this campaign succeeded in raising more funds within a one-month time frame than any previous Wal-Mart consumer match campaign and was able to reach hungry Americans in all 50 states.

A four-year, \$105 million alliance between **Habitat for Humanity International** and **Thrivent**

Financial for Lutherans was formed in late 2005 to increase awareness of substandard housing. In an attempt to market and publicize this, the alliance took a grassroots approach, working through local volunteers, Habitat affiliates and Thrivent Financial regional offices. The campaign focused on a strategy of physically and emotionally connecting people with the issue through a traveling exhibit that features replicas of substandard housing and video testimonials of real families who deal with it. Simple ways to express interest in supporting "Thrivent Builds with Habitat for Humanity" were offered through online options for donating and indicating interest in volunteering, making this alliance extremely accessible to all.

Sun Microsystems executives are committed to bridging the

digital divide. Through the "Share the Opportunity" campaign, the PR team promoted the company's core value of sharing, both in terms of time and new technologies, and its Worldwide Volunteer Week (April 23-29, 2006). Employees were encouraged to take part in volunteer projects nationwide, from a Toilet Drive in Boston to a Community Food Share in Colorado. In addition, another one of the team's initiatives – the Drive to Learn Campaign – ensured that students had all the school supplies they needed to succeed in the classroom. Thanks to the team's ability to juggle different philanthropic projects and promote them to target audiences – be they employees or community members – the company boasts millions of donated dollars and thousands of volunteered hours to date.

■ **ANNUAL CSR REPORT**

Winner: TELUS Corporation
Campaign: 2005 CSR Report

TELUS is the largest telecommunications company in Western Canada, and the second largest in that country. In 2005 the company also decided it wanted to be known as Canada's premier corporate citizen by taking bold steps to actively involve the community in its community investment efforts.

Its annual report on corporate social responsibility for 2005, titled "Staying Ahead," is punctuated by colorful silhouettes of bright small parrots and other birds in various settings, helping draw attention to the company's efforts to promote environmental conservation, community welfare, workplace wellbeing and governance, and transparency. The booklet successfully combines information on the company's

financial well-being with a vehicle to showcase its good corporate citizenship.

A section describing the company's commitment to CSR outlines Tellus' 2006 sustainability targets, examining its progress in each of the critical areas outlined above. The report further details such information as the company's business and management practices, including awards it has received; its efforts to achieve the best results by working cooperatively with stakeholders; the role it plays in furthering the nation's economic growth and enriching the lives of Canadians; its commitment to making a positive difference to the social, economic and environmental well-being of the communities within which

HONORABLE MENTIONS

Newmont Mining Corporation, a gold producing company that has mines everywhere from Canada to Uzbekistan to Ghana, has taken on the concern of social welfare in these countries by focusing on health, safety and environmental issues; its annual Sustainability Report brings these efforts to the stakeholders' attention. To ensure the well-being of the areas in which it mines, Newmont's PR team provides members of each community with information about operations as part of the consultation process. Thanks to this attentiveness to open communications, the corporation's Sustainability Report delivers key messages to constituents.

As one of the world's largest communications services groups, it's no small feat to set aside time to participate in

pro bono projects that aid the community. But that's exactly what **WPP** does, and its Annual CSR Report delivers messaging around these efforts. In 2005, WPP's social investments totaled \$33 million dollars, while approximately \$6.5 million was donated.

State Street Corporation's 2005 CSR Report reveals the wide variety of ways the company is committed to helping both the environment and the communities it serves through environmental and social policies specifically designed to make a pleasant atmosphere for work and play. By disclosing details pertaining to economic, environmental and social performance, State Street shows stakeholders how they better serve communities in both traditional and indirect ways.

it operates; the ways in which it fosters a respectful and healthy workplace for its own employees; and its dedication

to sound environmental practices. As CSR reports go, it's a pleasure both for the eyes and the conscience.

Winner: CVS Pharmacy & Cone
Campaign: CVS All Kids Can

CVS Pharmacy is no slacker when it comes to charitable giving; the company donated nearly \$60 million to nonprofit organizations focused on improving health and education over the last three years. That said, executives determined a need for a more strategic approach to charitable giving, and they wanted to focus it on children with disabilities.

To hatch a plan and execute it, CVS communications executives teamed up with Cone to achieve three main goals: increasing opportunities for learning, physical activity, play, rehabilitation and medical therapies not covered by insurance; impacting a social issue relevant to CVS' core customers; and differentiating its "CVS All Kids Can" program as the largest corporate

initiative focused solely on supporting children with disabilities.

The noble cause demanded a stalwart plan, especially considering the goal established by the team was a five-year, \$25 million commitment. Research showed that approximately 13% of children in the U.S. live with disabilities, and the team developed a

three-fold initiative around that population: Learn, Play, Succeed.

By building on a legacy of philanthropic giving, developing strategic partnerships, engaging employee interest and enhancing public awareness of the cause, executives funded programs that promoted inclusive learning, supported organizations that provided disabled children with inclusive places to play, and funded medical rehabilitation.



HONORABLE MENTIONS

As the price of fuel continues to rise, AAA of Northern California, Nevada and Utah's Greenlight Initiative continues to inform consumers about alternative fuels and vehicle technologies through non-partisan information about all transportation alternatives. Collaborating with several leaders in the alternative transportation technology field, AAA has distributed more than 20,000 brochures on the program, as well as launching a Web site, reaching more than 5 million consumers interested in ecologically friendly transportation. AAA is leading by example, switching all of its corporate fleet cars to hybrids beginning in 2006, thus positioning itself as a leader in alternative fuel and vehicle technologies.

UNICCO's GreenClean Initiative demonstrates the company's commitment to environmental stewardship through its willingness to try a different approach to its business. Through communication both within the company and with prospects and customers, UNICCO aims to differentiate itself by cleaning up without polluting the environment. Using a Web site that explains the new ideas, as well as various ads and the "GreenClean Toolkit" – a physical briefcase with information on all GreenClean materials – the company is able to spread a successful message of environmental cleanliness while quite literally practicing what it preaches.

Corporate culture and employee pride in the initiative propelled it to greater heights. An internal volunteer Web site encouraged employees to get involved, which they did on a large scale: Thousands participated in specific volunteer

events, raising hundreds of thousands of dollars. What's more, a \$1 million grant helped complete a state-of-the-art gymnasium for children with disabilities, and \$5 million went to constructing barrier-free playgrounds nationwide.

TIE CAUSE BRANDING CAMPAIGN TIE

Winner: The Cartoon Network and Zeno Group
Campaign: Rescuing Recess Campaign

The Cartoon Network wanted to get behind a cause that matched its personality and mission – fun. Its "Get Animated" campaign was designed to encourage kids to be active, healthy and involved. While that campaign was a success, the Cartoon Network was concerned about a school trend toward cutting back on recess time and activities, and it saw a chance to extend its mission.

The "Rescuing Recess" program set out to unite educators, parents and kids as

advocates for daily recess and physical activity; build a volunteer program to support in-school recess; enlist the help of local governments to support all the elements of the campaign, and provide equipment for schools to use in support of their recess programs. The campaign ascertained that 99% of PTA parents and teach-

ers believe recess is important, 80% believe recess helps kids burn off energy and "blow off steam," and more than 70%



feel recess helps kids develop socially.

The campaign helped children write more than 100,000 letters to their school boards;

enlisted parents and teachers to volunteer as recess monitors; and sought grants to provide recess kits and equipment. Overwhelming community response was bolstered by more than 140 million media impressions, a "National Recess Week" series of festivities, and overall increased awareness on a national level. The Cartoon Network raised more than \$310,000 in grants for the highest participating PTA units in each state, and more than 4,500 schools across the country held recess rallies to celebrate National Recess Week starting September 18, 2005.

■ DIVERSITY COMMUNICATIONS

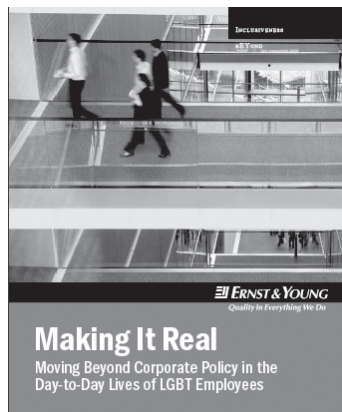
Winner: **Fleishman-Hillard and Ernst & Young**
Campaign: **Above and bEYond: Making Inclusiveness Real for LGBT Employees**

Feeling left out isn't just a playground phenomenon; history has proven that adults are just as predisposed to exclusiveness as their kiddie counterparts. Workplace bias has long dominated employee-relations efforts, and the lesbian, gay, bisexual and transgender (LGBT) community hasn't escaped the trials of inequality at work.

To foster an inclusive culture for LGBT employees and their allies, **Ernst & Young's** communications team, in conjunction with **Fleishman-Hillard** executives, set out to raise visibility of its efforts and position the company as a thought leader on LGBT workplace issues. What began three years ago as a grassroots movement among LGBT employees grew into a company-endorsed, official network called bEYond.

But maturing from a grassroots effort to a company-wide initiative took massive communications muscle. Before launching the campaign, E&Y and Fleishman-Hillard conducted internal and external research to learn about employee communications best practices on diversity and inclusiveness, studied global

companies that had scored 100 on the Human Rights Campaign's Corporate Equality Index, examined other groups at corporations that participated in LGBT events and read



scores of articles in media and reports by third-party organizations on LGBT issues.

Then, E&Y's workplace had to be rebranded to include LGBT employees. Posters (above) helped spread the word. What resonated most were the stories of the employees themselves. The PR team produced a documentary video in which one of the company's partners "came out" to more than 3,000 other partners at an E&Y conference. The response was overwhelmingly positive.

The PR team also built rela-

HONORABLE MENTIONS

At **Dominion**, the "Diversity: 365 Days a Year" multicultural calendar is helping employees throughout the organization understand and connect through cultural observances of people around the world. Rather than an ordinary list, the calendar called upon employee volunteers to tell their stories of common and uncommon culturally significant dates with the focus on informing others about traditions and common misconceptions about the cultures of Dominion's 17,000 employees. Now in its third edition, the calendar promotes diversity throughout the company, and educates employees and the public.

Reebok International created the "2006 Reebok Human Rights Awards" to highlight human rights activists throughout Zimbabwe, China, Kashmir and the U.S. who contribute through nonviolent means, sharing the stories to increase public awareness of their various causes, including HIV/AIDS issues, among other worldwide concerns. The award recipients were recognized in multiple print, television and radio

outlets in the U.S., internationally and in their home markets, including CNN International, ABC NewsNow, Radio Asia and MTV. Overall, the program reached over 30 million people worldwide.

As one of the world's largest chemical companies, **Dow Chemical Company** is working to ensure that diversity within the company stems not only from a global presence, but also an informed and culturally educated group of leaders. To achieve this goal, the "Diversity and Inclusion Forum" was created to use cultural transformation to change management strategy; it assembled Dow's people leaders in intimate groups to examine the tools of cultural change and help to empower leaders committed to diversity. Various scenarios addressing employee concerns, as well as video and formal presentations, were implemented to generate debate and discussion on what leaders could and should be doing to identify risk groups and cultural barriers, all with the goal of creating a more diverse and inclusive culture.

tionships and shared best practices with organizations known for their LGBT efforts, convening an LGBT Inclusiveness Roundtable in NYC in July 2006. Participants comprised representatives of **JP Morgan Chase, Pfizer** and **Xerox** on the corporate side, and such nonprofit heavy hitters as the **Human Rights Campaign** and the **Equality Forum**. Besides the support for bEYond garnered by

the team's efforts, the media embraced the concept. Ernst & Young was nominated to the HRC's 100 list for the second year, and it was a finalist for a 2006 "Outtie" award.

The numbers speak volumes: More than 600 employees in 20 locations are now members of bEYond, up from 40 people three years ago when the network was officially formed.

■ EMPLOYEE RELATIONS

Winner: **Prevea Health Care**
Campaign: **Circle of Giving**

Prevea Health Care engaged its employees in a "virtuous circle" with its Circle of Giving program. Under its Dollars for Doers initiative, Prevea encouraged staff to volunteer at nonprofits, earning

donations in their names; it also urged them to participate in the **United Way** and established the Prevea Family Fund, which helps employees who need financial assistance. Finally, the Prevea

PTO Bank let employees donate unused paid time off to benefit other Prevea workers.

To promote the campaign to its internal stakeholders – its employees – the PR team created an intranet video based on "Extreme Makeover: Home Edition" to introduce the campaign. Tapping the organization's IS director to represent

"Ty Pennington," the video presented the details of the new program and issued a call to action. The intranet facilitated participation by providing easy click-throughs to allow employees to check off boxes representing their choices of how to donate, whether through time, money, or both.

The results of the **▶ NEXT PAGE**

EMPLOYEE RELATIONS

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effort were impressive. More than 90% of the staff viewed the video. United Way donations tripled, raising more than \$21,000, compared to \$7,000 the year before. More than 100 hours of paid time off were donated to the PTO Bank, and more than 25 people signed up to participate in the Dollars for Doers volunteer initiative. More than \$5,000 was raised for the Prevea Family Fund, and employees have been asking that the Prevea “Ty” speak at their meetings. The organization added an incentive to sweeten the campaign, too: If people signed up to donate either time or money by a certain time, they were treated to a lunch with Prevea’s Ty, or received tickets to see the Green Bay Packers, or other gifts.

HONORABLE MENTIONS – EMPLOYEE RELATIONS

Three years ago, a group of lesbian, gay, bisexual and transgender (LGBT) employees at **Ernst & Young** formed an employee network known as bEYond, in order to call attention to and support LGBT-inclusiveness. By establishing the “Above and BEYond” campaign, which included brochures, posters, T-shirts and ads that were featured in *Out Magazine* and *The Advocate*; assembling an LGBT Inclusiveness Roundtable in NYC that included participants ranging from JP Morgan Chase to Viacom; and producing a video documentary about the bEYond network to post on their Web site and to leverage with media, Ernst & Young has been able to spur over 60 news articles in various media outlets and has become a leader in LGBT issues in the workplace.

In an effort to extend aid to **Honeywell** employees who were devastated by the heavy rains that caused a dam to break in Juarez, Mexico in July 2006, the company launched the “Honeywell Humanitarian Relief Efforts” campaign, which worked to rally other employees, raise money, and rebuild homes and lives. Chairman and CEO Dave Cote and President of Honeywell Hometown Solutions Tom Buckmaster spread the word by sending a message to all Honeywell employees in August, explaining the situation and describing the devastation, as well as asking for donations and support. This resulted in widespread employee fundraising efforts totaling nearly \$75,000 along with clothing, perishable goods and medical supplies.

The employees of **Lockheed Martin** have volunteered nearly 1.9 million hours in community outreach programs, and the corporation donated amounts in excess of \$20 million in 2004 alone; however, external audiences had no real knowledge of these facts until the PR team at **David Grossman & Associates** found ways to get the word out with the “Building a Community Relations Strategy for Lockheed Martin” campaign. The PR team formed a cross-functional Integrated Process Team, or IPT, of internal experts from across the corporation to develop and employ a more tactical method of improving CR at Lockheed Martin. Using research findings, the IPT set criteria for all CR programs and implemented them efficiently to achieve their goals.

We're dedicated to helping children with disabilities
LEARN, PLAY and SUCCEED



Committed to children

The CVS All Kids Can™ program is a five-year, \$25 million commitment to making life easier for children with disabilities. That's why **CVS All Kids Can** works with strong and caring non-profit organizations to raise awareness in schools and in local communities about the importance of inclusion, to build barrier-free playgrounds and to provide medical rehabilitation and related services to children with disabilities.

Learn more.

Visit www.cvs.com/allkidscan.



■ ENVIRONMENTAL COMMUNICATIONS

Winner: **UNICCO**

Campaign: **UNICCO GreenClean “Guaranteed Clean. Certifiably Green.”**

Given the use of chemicals and disposable materials, the facilities-services industry (cleaning, custodial, maintenance, landscaping, grounds) is not known for its attention to the environment. **UNICCO Service Company** wanted to change that perception by leading the drive into environmental stewardship and, in turn, differentiating itself from industry competitors.

Doing so would require a massive overhaul of both internal and external interfaces. A tremendous cultural shift had to take place in order to solidify the company’s new push towards sustainable business practices, and the communications team spearheaded the movement. By placing all

efforts under the umbrella of a proprietary GreenClean initiative, the PR executives branded the environmental efforts and created a platform for communicating with internal and external audiences.

They left no communications stone unturned. Targeted trade media and conferences reached the industry audience, while a separate Web site – www.greencleaning.com – served as a resource for a range of constituents. A revamped manual educated employees about green cleaning practices, and internal publications regularly featured “green” topics. As for communications with suppliers and potential customers, a GreenClean toolkit made sales pitches a breeze. Finally, the

ultimate coup: The corporation-wide GreenClean effort was championed by a committee of “C” level executives.

There were numerous payoffs for the shift in mindset: Not only

is 75% of UNICCO’s new business categorized as GreenClean, but the initiative proves that business is greener on the other side of the fence, especially when you’re leading the way.

HONORABLE MENTIONS

Food Lion uses technology such as more efficient lighting and heating schedules to keep energy consumption and carbon dioxide output to a minimum, but it doesn’t stop there. The PR execs continued their environmental initiatives by encouraging employees to “Learn their Power Over Power.” For example, in the Deli department, monthly packets were handed out with tips on how to help conserve energy, prompting energy consumption in the departments of participating stores to fall about 8%.

It pledges to deliver packages on time, and now **UPS** is taking steps to minimize its environmental impact by partnering with several other companies to launch a “hydraulic hybrid diesel urban delivery vehicle.” UPS currently

operates a variety of environmentally sound vehicles, and by conducting a cross-country tour so people could preview the new hydraulic machine, the company demonstrated a commitment to the environment without sacrificing its service.

The **Army** is looking to protect the land – literally. Army Earth Day, although celebrated at Army installations since 1970, needed a boost in 2006 to raise awareness in communities. Through targeted posters and handouts, as well as a Web site full of engaging and targeted information, the Army’s communicators illustrated the importance of the day’s events. The results were an increased recognition of the theme among program coordinators and a deeper community connection.

■ HUMAN RIGHTS COMMUNICATIONS

Winner: **International Organization for Migration and Newlink Communications**

Campaign: **Shining the Light on Human Rights Abuses and Dangers of Trafficked Latino Immigrants**

Illegal immigration is a dangerous business, in part because it operates so far below the radar. Human trafficking and smuggling are crimes that often go unreported and even undetected by most people. **Newlink Communications** took aim at the issue of trafficking of people and protection of migrants’ rights for the **International Organization for Migration**.

A public service campaign boosted awareness among lower-income populations in

Mexico, the Dominican Republic and Central America about the perils of embarking on an unsanctioned journey to the U.S. The target audiences included potential victims and opinion leaders. The team developed messaging that would provoke a change in mindset, convincing potential victims that it was too dangerous to start a new life through “irregular” immigration.

The media strategy took into consideration the illiteracy

levels of much of the target audience, relying on visual and audio content to convey its information. Real-life examples portrayed victims of trafficking who were willing to share their stories. The program provided press materials through news videos and PSAs, and created a

Web site as a central database. It timed the launch for the Day of Human Rights and the Day of Non-Violence Against Women to capture news media’s attention during that time. The campaign generated the equivalent of a \$1.6 million in ad value in November/December 2005.

HONORABLE MENTION

The 2006 **Reebok** Human Rights Awards is a cause-related program under which young activist activists from Zimbabwe, China, Kashmir and the United States are recognized for their significant contributions to the field of human rights through nonviolent means. In an attempt to generate media coverage for the actions of individual recipients both nationally and internationally, public relations agency **Hill & Knowlton** employed a

“three-pronged strategy” through which they were able to identify reporters who had previously covered specific human rights issues and focus on select target news outlets for a more precise approach. In doing so, H&K was able to reach international leaders and global policymakers and activists, as well as the Associated Press, *Epoch Times*, MTV, CNN International, Radio Free Asia, ABC News Now and other media outlets.

■ **COMMUNITY AFFAIRS**

Winner: CVS Pharmacy
Campaign: CVS All Kids Can

CVS enthusiastically supports nonprofit organizations that focus on improving health and education, generating donations of nearly \$60 million in the past three years. But it needed a more strategic approach to charitable giving. The PR team interviewed doctors, educators and other experts to develop its "CVS All Kids Can" program for children with disabilities, which promoted the con-

cepts Learn, Play and Succeed through funding supportive organizations, from learning environments to playgrounds, research and medical facilities.

The program raised millions in grants for children with disabilities, boosted awareness of issues surrounding them, elevated its brand issue as a community leader on the issue, and furthered participation in such charitable events as the **Easter Seals**

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HONORABLE MENTIONS

According to the **Centers for Disease Control**, an estimated 64% of American adults are either overweight or obese, and **Blue Cross Blue Shield of Delaware** (BCBSD) wasn't going to take that news sitting down. By partnering with a local elementary school through its "Shape Up Live Well Obesity Prevention Initiative," executives raised awareness of obesity issues among students and taught them ways to maintain a healthy lifestyle. Through Open Gym nights, a school vegetable garden and nutrition classes, the PR team attracted the attention of local newspapers and helped community members embrace healthy living.

Microsoft has all the benefits of being a well-known corporation, and communications executives put that positive notoriety to work in the "Digital Inclusion: Microsoft Unlimited Potential and Workforce Development" initiative. With the goal of bringing technology and skills training to a quarter-billion people by 2010, the team leveraged its assets and brought technology to underserved communities worldwide. Through grants and software donations, plus targeted training and strategic partnerships, the company has supported more than 2,000 community technology centers by investing more than \$15 million in cash and software to date.

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■ **INTEGRATED COMMUNICATIONS**

Winner: PricewaterhouseCoopers LLP
Campaign: 29k/30: What impact will we have?

Being a behemoth organization that spans the United States alone with 60+ offices (not to mention the slew of outposts worldwide) presents its fair share of potential communications snafus. But **PricewaterhouseCoopers'** PR team remains unfazed, especially after deciding to push its citizenship practices from local efforts to a firm-wide initiative. By doing so, the communications execs aimed to bring together employees from around the country and to impact communities on a large scale.

But how do you tie together such a dispersed group to create a cohesive initiative? If you're a member of the PwC PR team, you home in on one month – June, 2006 – and integrate every aspect of your activities into some form of CSR-related endeavor. Thus, 29k/30 was born. The moniker represented 29,000 people helping the community over the

course of 30 days, and it drew in employees by giving them the chance to help a cause they felt strongly about.

As for execution, you haven't seen integrated until you've seen the PwC plan of attack: The PR team used the Internet to facilitate internal (think e-mails from senior partners, an intranet and hotel kiosks to spotlight 29k/30) and external communications (a Web site that allowed community members to register for events); it kicked branding efforts up a notch by giving away branded items at local volunteer events; it assembled a team composed of representatives from all local offices; it forged strategic partnerships with organizations including **Big Brothers Big Sisters**, **Junior Achievement** and the **Boys and Girls Clubs**; and it tackled media relations by developing a news-released template that could be customized by local offices.

By the time June came to a close, the 29k/30 effort proved to be a wild success, resonating with local communities while reinforcing continuity for overall, firm-wide initiatives. More

than 13,000 PwC partners and staff in 63 U.S. offices contributed 65,000 hours to approximately 200 group projects – that's a lot of big numbers to reach in just 30 days.

HONORABLE MENTIONS

In the wake of Hurricanes Katrina and Rita, **Cisco Systems** launched a program, entitled the "21st Century Schools (21S) Initiative," which aimed to expand learning opportunities for children whose schools experienced setbacks and hardships from the devastation of the hurricanes. In doing so, 41 formerly underperforming schools in both Louisiana and Mississippi were transformed into model institutions for education through the acquisition of new technological tools that aid in the professional and academic development of both teachers and students. By establishing tight relationships with teachers, school officials and community leaders in each participating school district, the 21S program succeeded in gaining the interest and support of such public officials as Sen. Mary L. Landrieu (D-La.), as well as the governors and superintendents of education in both states.

In recognizing the importance of alertness, or lack thereof due to a sleep disorder or medical condition, **Cephalon** and **Dorland Global Public Relations** developed a campaign, "Alertness Matters," to raise awareness among consumers and to encourage them to discuss alertness concerns with their doctors. The campaign successfully aided consumers by helping them to understand and identify impaired alertness through community events and creating a simulator for consumers to experience the impact of impaired alertness, as well as distributing brochures about the issue. The campaign achieved measurable success through promotions and advertising at local bus shelters, on transit cards and billboards; premiums such as lanyards, mouse pads and pens; and media relations outreach to connect with key audiences.

■ MEDIA RELATIONS

Winner: Timberland and Porter Novelli
Campaign: Differentiating the Timberland Story: "The Timberland Way"

CSR may be only recently en vogue among the majority of corporations, but a handful of companies have been pioneers for sustainable business practices for years – among them, **Timberland**. However, the explosion of participants in the CSR realm challenged Timberland's communications executives to differentiate its efforts from other programs and capture elusive media attention. Beyond this, execs had to consolidate a number of disparate CSR initiatives and speak to both internal and external constituents in a clear, consistent way.

With the help of **Porter Novelli**, the PR team identified the common theme in all of the company's many initiatives – the environment – and built a cohesive story around that. They positioned the crux of the message around the

tagline "The Timberland Way," which was used to reach out to top tier media, often in a one-on-one format. But traditional media weren't the only target audience. The team embraced new media as a viable platform for disseminating their messages, engaging leading blogs that covered business, CSR and environmental concerns, and positioning CEO Jeff Swartz and other executives as industry experts.

A well-defined target audience – along with a "live the message" mentality that manifested itself in

the construction of a massive solar panel to help power its Ontario distribution center – kept Timberland ahead of the game. While many companies scrambled to get media attention for new efforts, the communications executives smartly streamlined past, present and future initiatives, while at the same time practicing what they



HONORABLE MENTIONS

As the world's fifth largest energy company, **Dominion** demonstrated an extensive commitment to controlling and improving emissions, as well as healing the impact of past pollution in its local, Richmond, Va., community by appealing to key legislators through the "Dominion Clean Air Story." By announcing the \$500 million investment in pollution control equipment shortly before the 2006 Virginia legislative session in which an emissions bill could be considered, the company drew state and local media, as well as key politicians, including the Director of the Virginia Department of Environmental Quality.

With more than 2,200 miles to cover, the trip home for 19 rescued penguins of the **New Orleans' Audubon Aquarium of the Americas** from California to their rebuilt habitat looked as if it would be a long walk. Fortunately, **Ketchum PR** helped **FedEx** assist the flight-challenged birds in taking to the sky as part of its commitment to the recovery efforts in the Gulf Coast. The "Flight of the Penguins" campaign revealed the return to normalcy for the Audubon Aquarium and the

continued redevelopment of New Orleans. In addition to the \$100,000 donation to the center, FedEx demonstrated its continued responsibility in the community and improved consumer perceptions of the transportation organization.

As the largest network of kidney dialysis treatment centers in the U.S., **Fresenius Medical Care North America** (FMCNA) stepped up their services and ensure that all dialysis patients – both FMCNA and non-FMCNA patients – in disaster-stricken areas received the treatments they needed in the wake of Hurricane Katrina. In response to the absence of structure during their patient's time of need, FMCNA used the **Loomis Group** to launch an educational campaign – "Disaster Preparedness Saves Lives of Dialysis Patients" – to ensure patients had the information they needed to prepare for an emergency and knew how to get treatment at such times. The preparedness campaign reached multiple print, online and television resources, informing patients throughout the Gulf Coast and St. Louis, MO on what to do in times of crisis.

preached. Their efforts did not go unnoticed: There were top-tier media impressions aplenty, and the company jumped to No. 6 on Business Ethic's 2006

"100 Best Corporate Citizens List" (from No. 74 in 2005) and landed in Fortune's top five list of most admired apparel companies.

■ STAKEHOLDER ENGAGEMENT

Winner: Avnet, Inc.
Campaign: Avnet Tech Games

When computer and electronics distributor **Avnet** wanted to reach out to community colleges, an under-served market, it worked with **Maricopa Community College District** in Arizona to create the Avnet Tech Games. This compe-

tion gave MCCD students a chance to showcase their talents, gain experience and earn scholarship money.

The games included building **Lego** robots that would navigate a maze and perform a set task; building a digital

device to meet specific criteria; creating e-commerce Web sites for an Avnet value-added reseller; configuring a small, networked environment that would withstand attempts to gain unauthorized access and develop a "security policy" document to go with it; inventing a technical product prototype; and building the fastest computer and the most innovative computer possible. A career fair rounded out the

package, giving the participants a chance to network with company representatives.

The campaign garnered \$16,000 worth of scholarships, \$55,000 in donations for the event and \$22,000 in donations for parts and equipment from the corporate community. A total of 300 students and faculty members participated, and each of the 19 winning students received a \$1,000 scholarship. Their work was



STAKEHOLDER ENGAGEMENT

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evaluated by 24 corporate judges, and 30 executives from sponsoring companies and 15 administrators from MCCC attended the career fair and awards lunch.

Avnet also scored a victory, achieving a 25% boost in brand awareness in the Phoenix community – where, by the way, the company does not run any local advertising.

HONORABLE MENTIONS – STAKEHOLDER ENGAGEMENT

With a particular focus on childhood obesity and the diversity of its members, **Blue Cross Blue Shield of Delaware's** "Working Well Together" improved the quality and accessibility of its services and support for other organizations focused on health-related issues. It used paycheck stuffers and fact sheets, as well as educational materials in Spanish, to inform members and businesses of

opportunities for health benefits at lower prices. The expansion of care management programs and promotion of preventive care in conjunction with a program to reward physicians for improving their services demonstrates a continued commitment to the health needs of the region.

Rallying retirees, employees and family members, **Honeywell** volunteers shared their time and

skills on more than 27 projects through "Rebuilding Together," the nation's largest non-profit effort committed to rejuvenating communities through rebuilding. The program has been a natural avenue for thousands of Honeywell volunteers to help revitalize their communities since 2003; the involvement of local politicians and community members and news of the company's efforts have encouraged others to help.

COMMUNITY AFFAIRS

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Walk With Me campaign. The campaign helped launch and build 13 new CVS All Kids Can Boundless Playgrounds across the country and funded Disability Awareness Nights at minor and major league baseball games. It developed in-school curricula with Easter Seals focusing on inclusion, awareness and understanding of disabilities and sponsored **Autism Society of America's** national conference. In addition, it promoted a strong corporate culture and employee pride through the CVS/pharmacy Operations and Marketing Conference, where the company's CEO Tom Ryan introduced 1,500 executives and associates to the program.

COMMUNITY AFFAIRS

HONORABLE MENTIONS *continued*

Hurricanes Katrina and Rita spared nothing, including **Shell**; the oil company sustained approximately \$300 million in damage. But even with this financial hit, PR execs saw opportunity and implemented the "Coming Home Campaign" with **Dittus Communicaions** and **Beuerman Miller Fitzgerald** to support employees and foster regional recovery. A multi-faceted approach of partnerships, events and media outreach homed in on the "do the right thing for the right reason" message, and the results proved it was a job well done: Shell employee grants helped get local workers back on their feet – and back to work – within weeks of the storms.

Tyson Foods takes the problem of hunger very seriously, having donated approximately \$3 million to Share Our Strength and 25 million pounds of food to local food banks. But business and reputational challenges required a major PR overhaul, and, with the help of **Mitchell Communications Group**, the team launched "Tyson Foods Powers the Fight Against Hunger." Powered by research on hunger statistics, they targeted key audiences and markets to generate more than 17 million media impressions; hold more than 40 major food donation events in needy communities; and achieved the reputation of an excellent corporate citizen.

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

Impact on Relationships with Influential Stakeholders (i.e., Nonprofits, activists, regulators)	45%
We do not have measures	40%
Impact on Brand Awareness and Favorability	38%
Impact on Retention/Recruitment	25%
Impact on sales	21%
No response	1%

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

About the same	46%
Don't know	20%
Somewhat more	19%
Significantly more	11%
Somewhat less	2%
Significantly less	1%
No response	1%

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