



Corporate Citizenship

2012



weber
shandwick
engaging. always.

Weber Shandwick is committed to being a responsible global corporate citizen.

We strive to make a positive impact not only for our clients but also for our people and nonprofit partners. We recognize that creating shared value, matching our skills with social needs, can make a real difference. We adhere to high ethical standards, operate under a strong code of conduct, give back to the communities in which we live and work, and provide a green and sustainable work environment.

This approach is engrained in our culture and reflected in our new brand identity and positioning – “engaging, always.” Our Social Impact and Cleantech practices, for example, live and breathe this way of thinking and create opportunities for our clients to drive engagement and advance social good. Those experts, combined with our other 2,000+ employees around the world, understand our responsibility as a business to the communities in which we operate.

In partnership with KRC Research, we surveyed more than 200 executives with responsibility for philanthropy, social responsibility and community relations. Our goal was to understand the primary reasons why corporations invest in CSR today, as well as key success factors and lessons learned from recent efforts. What we found is that having an impact on critical issues is the primary reason that corporations invest in pro-social or CSR programs, more so than to build loyalty among customers or to differentiate from competitors.

That thinking is what we pride ourselves in as well. As a valued partner to our clients, we take our position as storytellers, content creators and advocates, seriously. We also use that dedication to make a difference outside our office walls.

This report outlines some of our most recent initiatives, and is a starting point for sharing some of our most recent corporate citizenship efforts. To learn more about our work and offer feedback or questions as you review this resource, please contact Paul Massey, who leads Weber Shandwick’s global Social Impact team, by sending an email to pmassey@webershandwick.com.



Jack Leslie
Chairman, Weber Shandwick



Andy Polansky
Chief Executive Officer, Weber Shandwick

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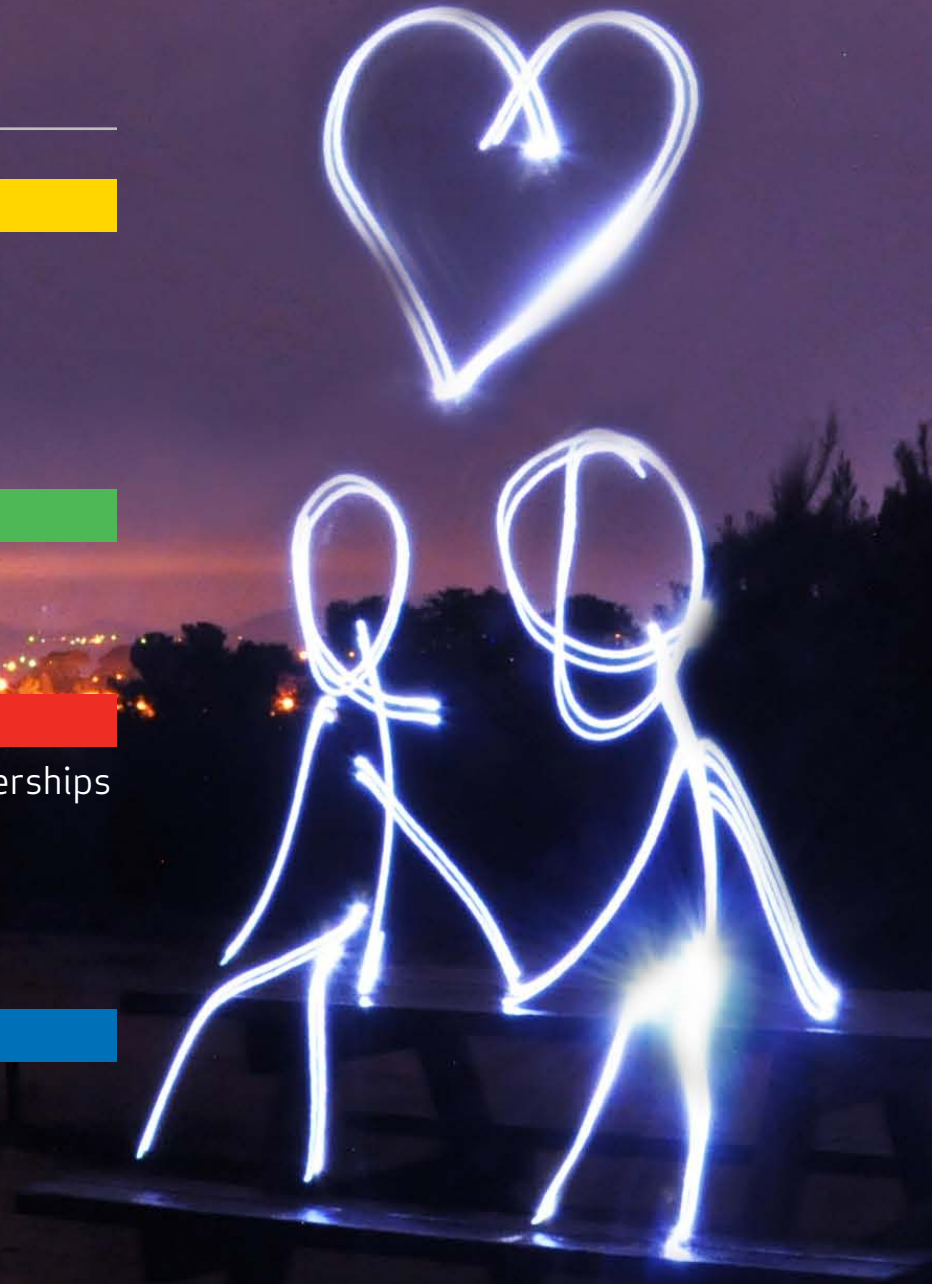
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About Weber Shandwick

“ Weber Shandwick has always been in the business of helping to manage conversations. It’s always been about engaging consumers and stakeholders. So it’s natural that our clients look to us in this new era of helping them engage their customers. ”

Jack Leslie

Chairman, Weber Shandwick

Who We Are

Weber Shandwick is a leading global public relations firm. Headquartered in New York City, we have a core of 73 offices in 31 countries and affiliates and partners that expand the network to 126 offices in 81 countries. Weber Shandwick operates in virtually every major media, government and business center on six continents and has won numerous awards for innovative approaches and creative campaigns.

Major practice areas include consumer marketing, healthcare, technology, CSR, public affairs, financial services, corporate and crisis management. The firm has deep, award-winning expertise in social media and digital marketing that helps drive engagement.

Weber Shandwick is part of the Interpublic Group (NYSE: IPG). For more information, visit webershandwick.com.

Mission. Vision. Values.

Our Mission, Vision and Values focus on the people of Weber Shandwick and what makes Weber Shandwick stand out in the industry.

Mission

Is to be the world's leading public relations firm in a new world of engagement.

Leading clients.
Leading people.
Leading results.

Vision

Is to harness the power of Advocacy on behalf of our clients.

The power of people to impact businesses, brands and ideas.

Values

We are committed to delivering results that make a difference.

We earn our clients' trust.
We work collaboratively.

We behave ethically. We respect diversity—in people, in opinions, in cultures.

Manifesto

We are engaging – always.

We are provocative, original, surprising – always.

We are conversation starters, headline grabbers, sales-drivers, attention getters, reputation guarders, brand builders – always.

We believe in advocacy – always.

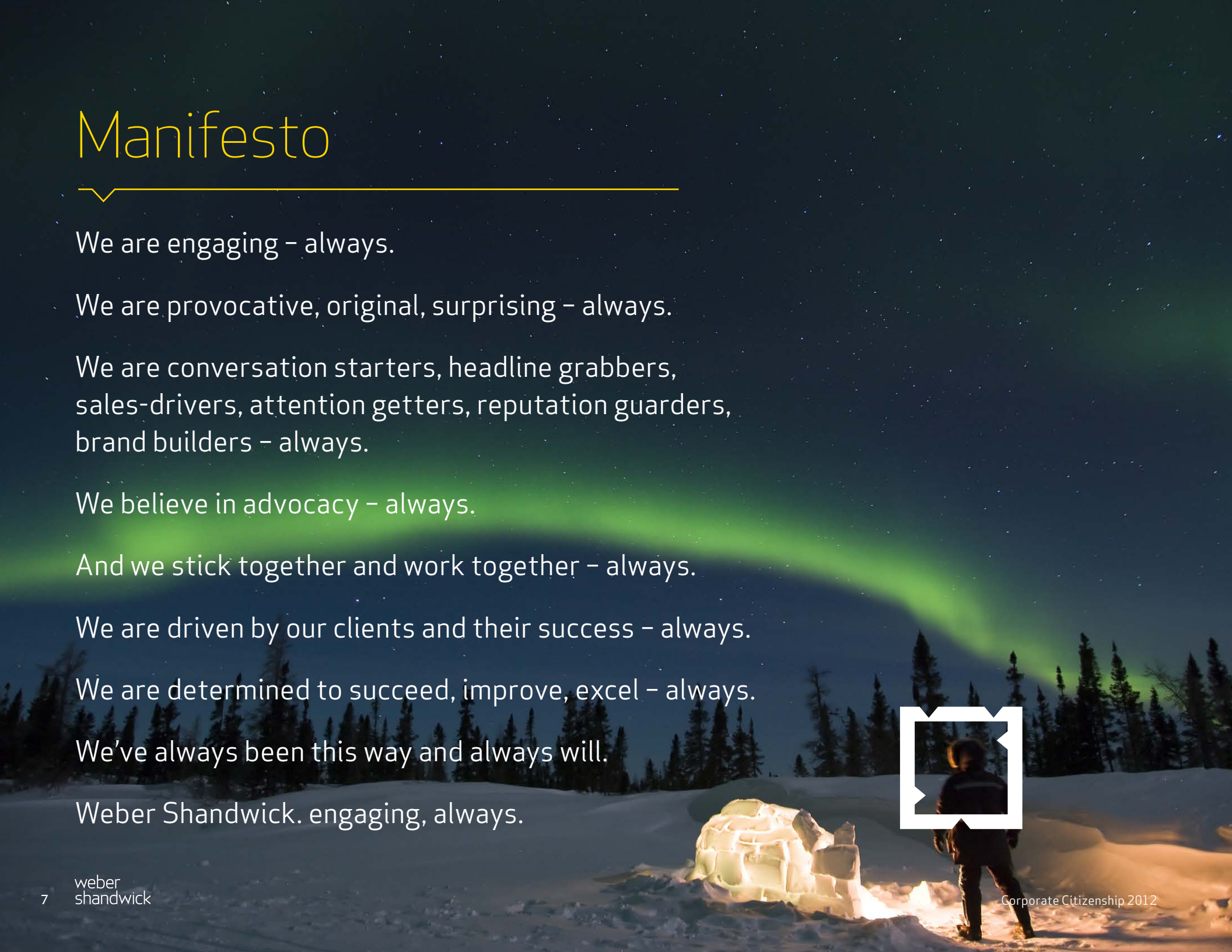
And we stick together and work together – always.

We are driven by our clients and their success – always.

We are determined to succeed, improve, excel – always.

We've always been this way and always will.

Weber Shandwick. engaging, always.



Among our many practices and specialties, two of our core groups have greatly contributed to our success as corporate citizens:

Social Impact

Weber Shandwick's Social Impact practice builds insight-driven communications and engagement programs to advance pressing social issues. We partner with corporations, government, nonprofits and foundations to develop strategic platforms and campaigns that reach key audiences with resonant and actionable messages on corporate social responsibility (CSR), sustainability and social issues spanning global development, education, human rights and more. Our team leverages experience working across corporations, government, foundations and nonprofit organizations to understand the unique challenges facing decision-makers and key stakeholders, whether amplifying the innovative ways companies are delivering on the triple bottom line, or helping nonprofits raise their profiles in the crowded media landscape.

<http://impact.webershandwick.com>
[@wssocialimpact](#)
www.facebook.com/WSSocialImpact

Cleantech

We define Cleantech as innovative products or services specifically designed to optimize the use of natural resources to achieve reduced environmental impact (and better financial results). Weber Shandwick's Cleantech practice offers two things: a team of dedicated, passionate marketing communications professionals who know Cleantech and an integrated approach to communication that fits the solution to the need. Our growing team is made up of marketing and PR veterans, ex-entrepreneurs, former journalists, technologists and Cleantech evangelists, with members in key markets around the world, and helps companies be successful in a quickly changing industry.

www.mrcleantech.com
[@mrcleantech](#)
[@cleantechpr](#)

“ Not only are we committed to the sustainability of our internal operations, we also support the work of the sustainable technology sector through our Cleantech practice. Whether it’s a leading solar power developer or a nonprofit supporting innovation in the water industry, our Cleantech practice is extending our support of sustainability through our day-to-day client work. ”

William Brent

Executive Vice President,
Global Cleantech Practice Lead,
Weber Shandwick

“ CSR has emerged as top strategic imperative for business leaders. Our Social Impact team’s global scale and expertise enables us to build break-through engagement strategies that demonstrate value and impact for stakeholders. ”

Paul Massey

Executive Vice President,
Social Impact Lead,
Weber Shandwick



Environmental Stewardship

“ Weber Shandwick is on the frontlines of sustainable, responsible business practices. Weber Shandwick offices around the U.S. are proactive in achieving high performance in key areas of human and environmental health. ”

Andy Polansky

CEO, Weber Shandwick

Going Green

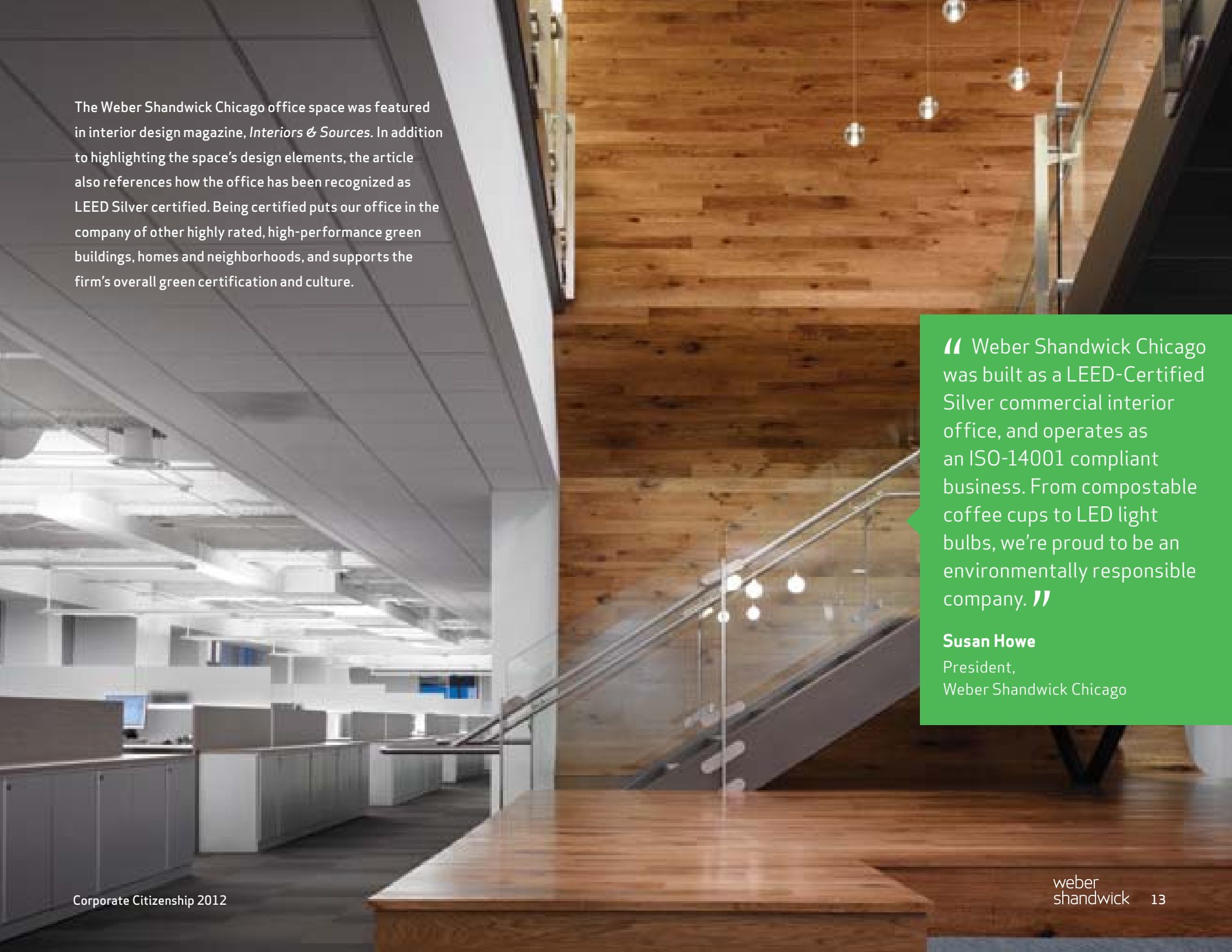
Weber Shandwick has implemented a strong policy towards our own operational efficiency. By pursuing a long-term strategy to reduce the environmental footprint of our internal business units, we've also created a culture of sustainability with our employees.

Our environmental efforts can be categorized into four key areas: supplier relations, paper use, energy use, waste and recycling. These areas also follow guidelines for ISO-14001 certification – an internationally recognized framework for environmental management, measurement, evaluation and auditing.

In 2007, our London office led the way and became ISO-14001 certified. And in 2008, Weber Shandwick's U.S. offices became certified, becoming one of the first multi-office PR agencies in the U.S. to achieve this milestone.

To maintain momentum after certification, we implemented "green teams" in offices around the world. These teams help keep-up the rigorous ISO-14001 certification requirements and set future environmental objectives and targets. They are also charged with customizing environmental programs in their offices – from providing new hires with reusable water bottles and bags to educating employees via Earth Day activities and sharing tips through email.

We've also voluntarily pursued LEED certification from the U.S. Green Building Council for many of our offices (and will continue to as offices change locations), including Chicago (LEED Silver), Boston (LEED Certified), and Washington, D.C. (LEED Gold). We've found an exciting synergy between LEED and ISO by focusing on sustainability in both **how** and **where** we do business. LEED certification represents best practices in sustainable design and construction, while ISO certification represents best practices in business operations and employee behavior. Through this two-pronged approach, we've magnified our sustainability advances.



The Weber Shandwick Chicago office space was featured in interior design magazine, *Interiors & Sources*. In addition to highlighting the space's design elements, the article also references how the office has been recognized as LEED Silver certified. Being certified puts our office in the company of other highly rated, high-performance green buildings, homes and neighborhoods, and supports the firm's overall green certification and culture.

“ Weber Shandwick Chicago was built as a LEED-Certified Silver commercial interior office, and operates as an ISO-14001 compliant business. From compostable coffee cups to LED light bulbs, we're proud to be an environmentally responsible company. ”

Susan Howe

President,
Weber Shandwick Chicago



Weber Shandwick's CSR committee created an environmental management policy containing standard operating procedures including:

Requiring all new North American leases to provide electricity sub-metering, to incentivize tenant-driven energy efficiency.

Only entering into new lease spaces with landlords that provide recycling.

Conducting employee sustainability training for new hires in some of our most active "green" offices, and presenting facility initiatives at staff meetings.

Encouraging LEED and sustainable products for construction build-outs, when cost-effective.

“It’s been really inspiring to lead the New York office’s green team efforts. We’ve made an impressive amount of progress, reducing everything from paper cups to electricity. But what’s been really exciting is seeing people taking green steps outside of our mandated office initiatives: people selecting our green car service voluntarily and telling me stories of how our efforts at the office have motivated them to adopt greener practices at home.”

Alicia Francis

Director of Special Projects,
New York Green Team Lead

Environmental Policy

Operations

We aim to minimize the environmental impact of our operations and prevent pollution.

Since operations are largely office-based these include minimizing consumption (water, energy, etc.); maximizing the efficiency of our resource use; and minimizing and responsibly dealing with waste.

We are committed to managing our procurement function and supply chain pro-actively, in such a way as to deliver environmental benefits alongside financial ones.

Engagement and Awareness

We will raise awareness of environmental issues amongst our staff and the ways in which their actions can impact the environment.

We will use our Corporate Social Responsibility Committee for setting, reviewing and delivering on our environmental objectives and targets, and this committee will meet quarterly to drive progress.

Compliance and Beyond

We are committed to complying with all applicable legal environmental requirements and industry standards.

We strive to go beyond compliance through our ISO-14001 and LEED certifications and ongoing advancement in our operations.

Policy Commitment

As a global communications firm with a significant employee base committed to corporate responsibility, Weber Shandwick seeks to minimize its impact on the environment.

The company continually seeks to improve environmental performance.

We will respond to the environmental concerns raised by our clients and employees, insofar as is practicable.

We shall keep this policy updated, publicly available and communicated to our staff.



Diversity and Inclusion

“ We’re bringing in different kinds of people with different kinds of ideas – the bold ideas that brands are looking for. ”

Gail Heimann

President, Weber Shandwick

Fostering a Diverse and Inclusive Environment

We're focused on attracting the best talent and driving diversity initiatives. In the past year, Weber Shandwick and our staff were involved with the following:

Education/Leadership Development Partnerships



Weber Shandwick partnered with the **Ron Brown Scholar Program**, which provides academic scholarships, service opportunities and leadership experiences for young African Americans of outstanding promise by underwriting events, providing speakers, mentoring and hiring scholars. Weber Shandwick Chairman Jack Leslie joined the Program's board of trustees.



Weber Shandwick strengthened its **partnership with the LAGRANT Foundation**, an organization that provides scholarships, educational support and career advisement for minorities. Gail Heimann, vice chair, serves on the board of directors and Andy Polansky, CEO, is on the host committee. In 2011, Weber Shandwick participated in a day-long career development workshop for the Foundation's scholarship winners.



2012 LAGRANT Scholarship winners



Big Brothers Big Sisters

The Weber Shandwick Detroit diversity and inclusion (D&I) team developed a new strategy and plan, tailored to metro Detroit, to **contribute to the understanding and celebration of diversity and inclusion in a relevant way**. This plan had two distinct parts: a partnership with Big Brothers Big Sisters Detroit (BBBS) and the creation, distribution and presentation of a diversity survey. Collaborating with the BBBS, the team established The Social Circle, a mentoring program for Southfield High School students. Working with Weber Shandwick professionals, the students took on the BBBS as their client and completed projects on the organization's behalf. As a result, relationships were built between the students and Weber Shandwick staffers, and the BBBS upped its recruitment numbers.

The Weber Shandwick team also prepared a D&I survey to better understand the diversity climate in their local PR community. Weber Shandwick Detroit and PRSA-Detroit co-sponsored a panel discussion presenting the findings where approximately 50 PR/communications professionals attended. The discussion was robust and the feedback was overwhelmingly positive.



Weber Shandwick participates in the **Employer Partnership of the Armed Forces** to provide U.S. Army Reserve and Army National Guard soldiers a continuum in their civilian careers.



The Weber Shandwick Minneapolis D&I Council partnered with the **National Black MBA Society Twin Cities Chapter** on the Minneapolis Leaders of Tomorrow (LOT) program — a national program that tutors and mentors minority high school students to prepare them for college. The D&I Council aided a three-student team as they prepared for the 10th annual LOT Business Case Competition at the University of Connecticut in Storrs. The Council walked the team through media training to prepare them for answering key questions, bridging to key messages and leaving a strong impression. Weber Shandwick also supported the partnership with a grant to help the team travel to the event. In addition, Weber Shandwick partnered with Minnesota PRSA to sponsor and create a diversity and inclusion panel discussion in which two Weber Shandwick employees participated.

Research/Committees/Communications

A 50-person Diversity and Inclusion community, consisting of D&I councils in offices throughout the U.S., shares best practices through regularly scheduled conference calls and additional communication. Local councils create and promote diversity initiatives, encourage mentoring and celebrate cultures in their offices and communities. For example, our Chicago office's Common Threads group doubled its membership since its inception in fall 2009 and continues to expand the breadth of its activities.

National D&I training has been a core component of Weber Shandwick's drive to maintain a diverse and inclusive workplace.

Our offices have localized training and newsletters focused on diversity, education, advocacy and community building. In addition, many of our people are involved with IPG's MERGE affinity groups – some in leadership roles including Ranny Cooper, President and COO, Weber Shandwick Public Affairs, with the Women's Leadership Network.



Part of Weber Shandwick's Diversity and Inclusion Council

Speaking Engagements/Events

Our staff continues to engage and **speak at many esteemed conferences and events** focused on diversity and inclusion, multicultural marketing, and women in communications including: 2012 PRWeek Virtual Talent Summit diversity panel; National Black Public Relations Society Conference and Career Fair; 2011 and 2012 Hispanicize; New York Women in Communications; Council of Public Relations Firms Career Day at Howard University; Harvard College Aspiring Minority Business Leaders and Entrepreneurs (AMBLE) Spring Career Conference; Morehouse College.

At IPG's inaugural MERGE Awards, Ranny Cooper, President Public Affairs, won the Spirit of Inclusion award for her work as a founding member and co-chair of IPG's Women's Leadership Group



Awards

Weber Shandwick was awarded two Diversity Distinction in PR honors from the Council of Public Relations Firms and *PRWeek*. The Diversity Distinction in PR awards recognize best practices and leadership in promoting ethnic diversity within the PR sector.

Our winning programs included:


Best Diversity Initiative – Recruiting & Retaining Diverse Talent: We earned top marks in this category that honors programs to improve ethnic diversity so it permeates the entire agency. Our firm was cited for delivering live, customized diversity and inclusion training in multiple U.S. offices.

Best Community Initiative for PR Agencies: This honor was for the high school mentoring program, The Social Circle. We teamed with Big Brothers Big Sisters Detroit to teach social media skills to students and to present PR as a potential career path.

Judith Harrison, senior vice president, Staffing and Diversity & Inclusion, was awarded the 2011 STAR Award from New York Women's Agenda for her leadership in diversity efforts at Weber Shandwick. She was also named as one of *Savoy's* 2012 Top Influential Women of Corporate America.



The Social Circle - Big Brothers Big Sisters Detroit

A photograph of three people in an office environment. A man in a dark vest over a light shirt is leaning over a woman with blonde hair and another man in a blue and white striped shirt who is looking at a laptop. The scene is brightly lit, suggesting a modern office space.

“ Our pro-bono work is as diverse as our people, yet displays a shared compassion for others and a commitment to improving society. ”

Andy Polansky

CEO, Weber Shandwick

Our Work and Partnerships



Making A Difference

Weber Shandwick is committed to supporting the communities in which it operates through pro-bono community outreach programs.

These efforts are an important part of our company culture and bring to life our commitment to serve as advocates for causes we believe in. We recognize the significant contributions of our colleagues' pro-bono efforts, which are as varied and diverse as our offices, through "Making A Difference," our annual, internal awards program.

As we enter our second decade as Weber Shandwick, we're also taking "Making A Difference" a step further. Building on our already established pro-bono program, we're now going to focus on three issues that are vital to a more sustainable future, unifying across regions and core to the work we do around our agency: Environment, Education and Technology. We understand that our employees have a unique skill-set, and that knowledge can be applied to social need. So, we're enlisting colleagues worldwide to partner with local nonprofits, to get people talking - and taking action - on the creative ideas and solutions that offer the promise of a more sustainable future. Specifically, we're tackling the questions that are at the heart of the matter: How will we meet the challenge of resource scarcity? How will we broaden access to quality education and skill building opportunities? How will we leverage technology to advance social progress? We aim to make a real impact on this new initiative.

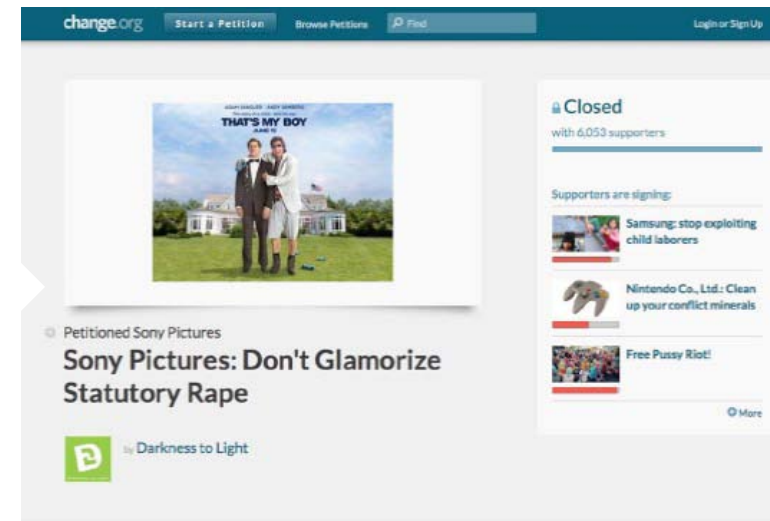
We're proud of the work we've done to date. Organizations benefiting from our efforts include local community centers, The Canadian Foundation for AIDS Research, War Child, Habitat for Humanity, WWF's Earth Hour, National Women's History Museum, Compassion for Migrant Children and Big Brothers Big Sisters. Our Minneapolis and Boston offices host "Philanthropy Days," bringing together nonprofits for workshops with Weber Shandwick and journalists on a variety of communications topics. Our Tokyo office launched the Real Voices, Real Japan initiative, focusing positive attention on Japan's earthquake recovery effort in 2011. And our "In China FOR China" campaign engages and motivates staff and forges relationships with civil society. Offices also rally around specific causes and participate in events such as the JDRF Walk to Cure Diabetes and donation programs including Verizon Wireless' HopeLine® cell phone drive. Our alliances cover the key pillars of environmental sustainability and social responsibility, with commitments that are designed to be long-term rather than singular, one-time events.

Recent pro-bono work includes:

Darkness to Light: Shedding Light on Child Sexual Abuse (Washington, D.C.)

Weber Shandwick provided pro-bono services to Darkness to Light (D2L), a child sexual abuse nonprofit, during an important moment in its 12-year history. The high-profile scandals at Penn State and Syracuse Universities had turned the nation's attention to the realities of child sexual abuse. It was time for the organization to assert its authority, raise its profile, and attract new partners and supporters. In the lead-up to Jerry Sandusky's trial, we monitored media coverage and conversation on social channels. We ensured that every reporter covering the case knew that D2L's CEO, Jolie Logan, could be tapped as an expert. In the course of our outreach, **we greatly expanded D2L's use of social channels, particularly Twitter.** We also worked with D2L to capitalize on moments during the trial to establish D2L as a

thought leader. One such moment was the release of a Sony Pictures film, "That's My Boy," which glamorized child sexual abuse. **We partnered with Change.org to create a petition** asking for public acknowledgement and education. The petition received more than 6,000 signatures – double our goal – and was featured in *The Washington Post's* On Parenting blog. Another moment was the decision in the Sandusky trial. We worked with D2L to push out bite-sized content on Facebook that increased its reach by 2,000 percent. The next morning, D2L received a flood of inquiries from top-tier media, resulting in a *New York Times* Motherlode blog post and a *USA Today* cover story. **Our outreach before and during the proceedings made D2L's Logan the go-to resource on child sexual abuse.**



We greatly expanded D2L's use of social channels, particularly Twitter.

PRSA Detroit, Southfield High School, Big Brothers Big Sisters Detroit: Connecting with Detroit's Communications Community (Present and Future) by Addressing Diversity Issues (Detroit)

Weber Shandwick Detroit recognizes the benefits of an ethnically diverse workplace. But creating a culture of diversity and inclusion in Detroit is different than it is in other areas of the country. Detroit's issues are systemic – resulting from an urban center that is in pieces and a public school system where it's reported that only one in four students will graduate from high school. The challenge: How do you attract talent that's diverse when the pipeline that is responsible to create much of that talent is broken? Weber Shandwick **partnered with the PRSA Detroit chapter to distribute a Diversity and Inclusion Survey**, which helped the team better understand the diversity climate in the local community. After the results were tabulated, a panel discussion co-sponsored by PRSA-Detroit entitled, Closing the Ethnic Diversity Gap in Detroit's PR

Community, was held to present the key findings. At the same time, the Detroit office **created the Social Circle, a high school mentoring program for students**. The program was set up like an agency, run by the students with direction from the Weber Shandwick professionals, with Big Brothers Big Sisters Detroit as their client. The students were given the opportunity to shoot, edit and star in a video that was posted on the Big Brothers Big Sisters Detroit website and Facebook page. They also learned the fundamentals of how to develop social media content, write scripts, launch their own blog, and create a cool personality for themselves on the web. Both the research results and the Social Circle program are ongoing initiatives and continue to help embed the Detroit office in the community.

Weber Shandwick partnered with the PRSA Detroit chapter to distribute a Diversity and Inclusion Survey.



Ronald McDonald House Belem: The First Ronald McDonald House in the Amazon (Alphaville)

Weber Shandwick's Brazil operation, S2Publicom, has been involved in the cause against pediatric cancer – a McDonald's global commitment – since 1988. In 2012, Instituto Ronald McDonald took on an important project – the opening of the first Ronald McDonald House in the Amazon. However, because the region is faced with social and economic problems, there was a high risk that the opening of a Ronald McDonald House would go unnoticed by the media and opinion-makers. Worse, the program could be treated as unnecessary and/or criticized for being out of step with the local needs. As a result, the campaign's messaging had to be carefully crafted. In the three months leading up to the opening, the team put together a plan spelling out the role, relevance

and life-changing services of Ronald McDonald House Charities and Instituto Ronald McDonald. Messaging also emphasized that the House would run on its own resources, without government funds or participation of political groups. Spokesperson training tools and a carefully crafted script were also prepared. The strategic messaging was a success with positive coverage in most regional media outlets. Then, in September 2012 – in recognition of its work in the country, with mentions of landmark achievements as the first Ronald McDonald House in the Amazon – **Instituto Ronald McDonald was awarded with the Tiradentes Medal, one of the highest honors granted by the House of Representatives of Rio de Janeiro.**

The team put together a plan spelling out the role, relevance and life-changing services.



Richard House Children's Hospice: Harry's Million (London)

Weber Shandwick in London has been working with Richard House Children's Hospice, London's first children's hospice, on a pro-bono basis since October 2010, helping to launch its campaign Harry's Million. The aim of the campaign was to **generate awareness around the organization and raise £1million over three years so Richard House can continue giving life-limited children the freedom they deserve.** Using the program's mascot, Harry the Puppet, the team

initiated a social media campaign creating pages on YouTube, Facebook and Twitter. Through these platforms, the agency interacted with followers in the voice of Harry. The team also coordinated interviews between celebrities and Harry the Puppet. Weber Shandwick helped secure coverage in local, national and third sector trade titles and helped raise over £250,000 so far.



“ Working with Richard House has been really inspirational and a great way to supplement my everyday client work. I've met some amazing people, both at the hospice and through working with colleagues across the London office. Richard House is a really amazing place! I have been there many times and it's far from being sad and depressing... it is a hopeful, inspiring and happy home. It's an honor to be able to offer them some support. ”

Julia Harris

Senior Account Executive,
Corporate, Financial and
Public Affairs Practice, London

College Possible: Open a World of Opportunity (Minneapolis)

For College Possible (formerly Admission Possible), Weber Shandwick supported the nonprofit's transformation from an organization operating on a local scale in two locations to one with national

ambitions. The agency did that by providing strategic expertise and creating an in-depth social media guidebook to help them manage their rapidly growing social media presence.

Helped manage its
social media presence.



Weber Shandwick Chicago: Miracle, B*tches

It was late April 2012 when the Weber Shandwick Chicago office received some devastating news. **Janna, a vice president in the Chicago office, was rushed to the hospital for what later turned out to be a brain aneurism.** She underwent emergency brain surgery, taking her out of the office for six weeks. Inspired by Janna's courage and positive outlook – the Weber Shandwick Chicago office wanted to celebrate her strength and perseverance. Enter: Miracle, B*tches. Formed in light of one of Janna's frequent nomenclatures, "Namaste, B*tches," **a group of Chicago employees united with one foundation – to support Janna's recovery.**

Through internal sales of "Janna Bandz" (trendy fashion ties in Janna's favorite colors), a fundraising event and raffle prizes – the office came together to raise \$2,500 to support Janna's recovery. But what really mattered was the love and support that Janna irrevocably felt from the office's support. Upwards of 90 percent of the Chicago office participated in some way or another – buying the Janna Bandz, attending the fundraiser event, buying raffle tickets or sharing their love on Facebook. It truly showed Janna how much her co-workers and friends cared about her well-being – beyond the hours and confines of the work environment.

Weber Shandwick Chicago banded together to support a colleague in need.



World Wide Fund for Nature Singapore: WWF's Earth Hour 2012 (Singapore)

Weber Shandwick has supported WWF's Earth Hour (EH) effort on a pro-bono basis since its inception in Singapore in 2009. However, with many familiar with the global movement by 2012, it was time to take the movement "beyond the hour." Weber Shandwick worked with WWF to launch the "I Will if You Will" campaign, encouraging people to make a commitment toward sustainable actions for the environment. The campaign also made EH the first global grassroots

initiative based in Singapore. By driving attendance and participation in EH, and encouraging individuals and organizations to sign up as EH Ambassadors and pledge their support through sustainable actions, this year's campaign gained the biggest following the country had ever seen. Over 1,500 individuals and corporate staff signed up as ambassadors and over 400 corporations pledged their support and undertook environmental sustainable actions.



“ I’ve been privileged to work for the WWF (the World Wide Fund for Nature) Singapore on its global Earth Hour campaign since its official launch in Singapore in 2009. It is my deep honor to be part of this marvelous team making a difference and advocating for the environment. I’m personally encouraged and delighted to see that the Earth Hour grassroots movement has grown year after year. Through our communications efforts, we have also firmly established WWF Singapore as one of the key opinion leaders on issues about environment, sustainability, global climate change and the whole business of going green. ”

Danny Cham
Account Supervisor,
WWF Account Lead, Singapore

Telling Your Story Workshop (Minneapolis and Boston)

Our Minneapolis and Boston offices host annual Telling Your Story workshops. The workshops are open to executives and communications directors from local nonprofit organizations, and are facilitated by Weber Shandwick employees and journalists. The **interactive workshops provide insights and advice to help nonprofit organizations better address their public relations and social media needs.** Each session offers valuable resources and hands-on PR training

to give the organizations the tools to tell the story of their organization and cause.

February 2012 marked the 20th anniversary of the Telling Your Story workshop in Minneapolis, and included 41 Weber Shandwick volunteers counseling more than 50 nonprofit leaders on their communications needs.

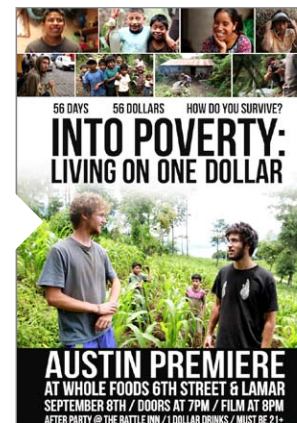
The Telling Your Story Workshop has served nearly 500 local nonprofits in the Minneapolis area over the years.



Living On One (North America)

A group of college sophomores had a bold idea to better understand the reality of extreme poverty, firsthand, and spent two months living on one dollar a day in rural Guatemala. During that time, they filmed their experience and shared their learnings with friends on YouTube and other social media channels. And, after garnering over 570,000 views on YouTube, they decided to make a documentary.

Weber Shandwick helped promote a cross country road tour where the Living On One team hosted screening events with colleges and community organizations to further build momentum and awareness around the documentary and Living On One. The tour started in Austin, Texas continued throughout 2012.



Offices around the country supported the organization with local events and media relations.

Weber Shandwick Sydney: Autism Awareness

In Australia, one in 110 children is on the autism spectrum. It is because of this startling statistic, and the fact that everyone in the agency is likely to be touched by autism at some point, that Weber Shandwick Sydney decided to get involved with the nonprofit Autism Awareness Australia. In embarking on the long-term partnership, the Weber Shandwick team **hosted a number of strategic planning sessions with Autism Awareness** to first examine the organization, its challenges and objectives before establishing a strategic direction for the future. The team committed to an all-encompassing relationship that gave everyone in the office the chance to tell the autism story. In April, the team supported the launch of World Autism

Awareness Day 2012 and took the pressure and responsibility of the event off the Autism Awareness team – allowing them to celebrate and enjoy the evening. A quarterly “Autism morning tea” has the team baking goods for the office building while also generating awareness. During August, the team put on their running shoes and trained for the annual City2Surf event. And as part of the Autism Awareness team, they collectively raised nearly \$21,000 to go towards providing free educational training programs to families across Australia. The future for the office’s partnership is strong, with a number of campaign initiatives on the horizon and 35 creative minds bursting with more ideas.

“It’s amazing to see not only the great work that’s being done globally for nonprofits by Weber Shandwick colleagues, but to see the range of really innovative approaches and the focus on long-term impact for these organizations. In the Minneapolis office, we talk regularly about what we’re doing in our community, but it’s very cool to see that Weber Shandwick spirit of service magnified globally, and to get a look at how our colleagues in Singapore, Sydney and London are making a difference.”

Julie Hurbanis

Senior Vice President, Minneapolis
weber
shandwick



Making A Difference Over the Years

Here's a timeline of some of the inspirational projects led by our teams.

International Osteoporosis Foundation (Global)

Supported global awareness and encouraged policymakers to promote greater access to prevention screening

War Child (London)

Released an album "Help: A Day in the Life" to raise awareness of issues affecting children trapped in war zones around the world

President Lincoln's Cottage (Washington, D.C.)

Helped create brand identity and messaging for the cottage where Abraham Lincoln and family spent time while he was in office

The Moyer Foundation (Seattle)

Executed a nationwide launch for Camp Erin's bereavement camps for children and teens that have lost a loved one

St. Phillips School & Community Center (Dallas)

Devised a plan to build a solid, stable and technology-rich learning environment

CANFAR (Toronto)

Helped the organization reach a younger generation and create conversations around AIDS awareness

World Wild Fund for Nature Singapore (Singapore)

Launched the "I Will if You Will" campaign encouraging people to make a commitment toward sustainable actions for the environment

2006

2007

2008

2009

2010

2011

2012

Namaste Charter School (Chicago)

Created an identity, produced marketing materials and garnered top media coverage

Hong Kong Cancer Fund (Hong Kong)

Helped open a new support center for cancer patients and their families

Robbie Miller Scholarship (Belfast)

Designed, managed and marketed a scholarship program for young chefs in Ireland and Great Britain

Habitat For Humanity Australia (Sydney)

Showcased HFHA's mission and attracted media attention for the organization

The Spanish Committee of the UN Agency for the Refugees (Madrid)

Charged with spreading the word about the "virtual van" - a website to collect donations for key refugee camps

Richard House Children's Hospice (London)

Launched the House's campaign "Harry's Million" to raise £1million over three years

Big Brothers Big Sisters Detroit (Detroit)

Established "The Social Circle," an ongoing mentoring program for local high school students

Operation Smile (Philippines)

Helped the organization celebrate its 30th anniversary with a series of medical missions dubbed "The Journey Home"

Darkness to Light (Washington, D.C.)

Asserted its authority on child sexual abuse, raise its profile, and attract new school supporters

Client Work

From building brands online to implementing local neighborhood campaigns, our CSR work spans in scope, industry and region. Some of the work we're most proud of includes:

BSR (Business for Social Responsibility): Using Storify

Weber Shandwick is the global agency partner for BSR, a leading nonprofit consultancy that assists *Fortune* 500 companies in building best-in-class CSR and sustainability strategies. Our work includes **strategic counsel to BSR's CEO and key executives on building a global reputation, and incorporating new content creation plans to the organization's annual conference**, which gathers more than 1,000 CSR practitioners from nearly 40 countries.

Weber Shandwick also partnered with BSR to elevate and extend conference experience across social channels to increase engagement with the BSR and Sustainable Business Community attending in-person or participating in the conference virtually. Leveraging Storify, a media curation platform, Weber Shandwick

created an editorialized recap for each day of the BSR Conference. Storify allowed the social media team to identify influential social media posts (Tweets, blogs, Instagram photos, etc.) from conference attendees and thread them into an ongoing story about a certain topic. By including conference attendee's social media posts, BSR established an added sense of participation and authorship of the overall conference experience. This is the second year BSR has **leveraged Storify as a strategic element of its overall communications execution**. Quantitatively, traffic to Storify increased from 2,099 views in 2011 to an impressive 5,301 views (as of November 5, 2012), driving awareness and engagement on key corporate social responsibility and sustainability topics.



By including conference attendee's social media posts, BSR established an added sense of participation and authorship of the overall conference experience.

Nike: Access To Sport

Weber Shandwick partnered with Nike, Inc. and the Access To Sport team for the launch of **Designed To Move**, a new report that details the growing epidemic of physical inactivity. Nike, the American College of Sports Medicine, and the International Council of Sports Science co-authored the report with contributions from 70 companies and organizations to elevate the conversation around the importance of physical activity at an early age. The report delivers a unified vision of future generations running, jumping, and kicking to reach their greatest potential. The Weber Shandwick team led launch activities for the report, including the development and implementation of a comprehensive media strategy and infographics production to support the research. Phase One of the **launches** took place in September 2012, with two high-profile panels at the Clinton Global Initiative and Mashable Social Good Summit to spark engagement among policymakers and influencers. The panel included Nike President Charlie Denson, U.S. Olympian Allyson Felix and University of Texas Professor Bill Kohl.

The report delivers a unified vision of future generations running, jumping, and kicking to reach their greatest potential.



Social Good Summit 2012 Day 3:
“Designed to Move: A Physical Activity Action Agenda” panel

Bank of America: Global Ambassadors Program



Weber Shandwick is Bank of America's global agency of record for CSR and **works across the company's global footprint to communicate how CSR is a strategic part of the company's business.**

We raise visibility for their efforts to foster strong economies through lending, investing and giving; help finance the shift to a low carbon economy; engage employees in volunteerism; and invest in mentoring women leaders across the world.

Weber Shandwick helped Bank of America launch a new global leadership initiative called the **Global Ambassadors Program** – an innovative partnership between Vital Voices, the leading women's mentoring nonprofit, and Bank of America. The program is designed to mobilize accomplished female professionals from the private and public sectors as mentors for emerging women leaders. Weber Shandwick developed a robust communications and engagement plan for the February 2012 launch of the program in Haiti with Bank of America CEO Brian Moynihan, and has also work with the Bank to support mentoring forums in South Africa and India. In each of these markets, Weber Shandwick succeeded in securing global media coverage – including profiles of top Bank executives – and ongoing interest from top-tier global and local outlets such as CNN, CNBC, *Fast Company* and more. Lastly, Weber Shandwick managed strategy for outreach and visibility around the bank's global CSR reports.

The program is designed to mobilize accomplished female professionals from the private and public sectors as mentors for emerging women leaders.



Samsung: Hope for Children

Weber Shandwick provided Samsung with strategic counsel to maximize the visibility, engagement and impact of the company's signature CSR program, Hope for Children. Through Hope for Children, Samsung has established a long-standing commitment to raising awareness and funds for deserving foundations, hospitals and schools that make a noticeable difference in the lives of children. As part of this work, Weber Shandwick crafted a toolkit and communications plan to unify regional Hope for Children programs around the globe and empower employee leadership. With the toolkit and communications plan, Samsung is working to distinguish Hope for Children as a firm example of the power of technology to address issues in education, health and the environment for children in communities around the world.

Helping Samsung distinguish Hope for Children as a firm example of the power of technology.



QVC: Women's Wellness

Weber Shandwick is working with QVC to drive visibility and engagement in their community involvement programs. With a focus on women's wellness and entrepreneurship, QVC's goal is to build a community of healthy, successful women. **Weber Shandwick has partnered with QVC to build a community involvement messaging strategy as well as assist in the development of key programs to position QVC as a leader in this work.** Weber Shandwick is currently managing the development of a women's entrepreneurship program designed to give emerging women business owners the skills to scale their businesses. Weber Shandwick also provides QVC advice and counsel more broadly, positioning their CSR efforts for greater recognition among key stakeholders.

Through programs in wellness and success, QVC is working to establish a leadership position as a builder of supportive communities that empower women to thrive.



The Case Foundation: Be Fearless

Weber Shandwick worked with the Case Foundation to design and develop the website and platform design for the organization's Be Fearless initiative. Spearheaded by CEO Jean Case and in recognition of the foundation's 15-year anniversary, the Foundation announced its intent to Be Fearless in all that they do. **At the heart of this initiative is a Five Principle manifesto that seeks to define what it means to Be Fearless for the nonprofit and social innovation sector and encourages partners to join the foundation by being bold, taking risks, and failing forward.**

In our efforts to address social challenges, we unite the principles of entrepreneurship, innovation and technology to identify, test, prove and scale ideas and models designed to create exponential impact.

Defining what it means to
Be Fearless.



The Bill and Melinda Gates Foundation: Global Development and Health Programs

Weber Shandwick **supports the Bill & Melinda Gates Foundation communications efforts around its Global Development and Global Health Programs.** As one of the foundation's primary external communications agencies, Weber Shandwick's global team provides strategic guidance and execution across several communications disciplines including strategic planning, message development, print and social media relations, and event management. In addition, Weber Shandwick supports the overall elevation of the foundation's profile and reputation through issue management with stakeholders, partners and media.

Teams around the world supporting
and advocating for global health.

MasterCard Foundation: Financial Inclusion and Prosperity in Developing Countries

Weber Shandwick works with The MasterCard Foundation to raise awareness of its mission to advance microfinance and youth learning to promote financial inclusion and prosperity in developing countries. We have been a partner to the \$5 billion Foundation since it was established in 2006 through the generosity of MasterCard Worldwide at the time of its initial public offering. The Foundation operates independently of MasterCard Worldwide; programming decisions are determined by its Board of Directors with the President and CEO.

We recently supported the launch of the Foundation's \$500 million Scholars Program, which will educate and employ 15,000 talented yet financially disadvantaged youth who will lead change in Africa.

In the early years of our engagement, we helped inform the development of the organization's positioning, including its mission and vision. **Our team is currently working with the Foundation to develop and implement long-term media and reputation strategies.** Our media strategy has helped generate coverage of Foundation programs on BBC World Update and in *Fast Company* and *Forbes*, among other regional, national and international outlets. We recently supported the launch of the Foundation's \$500 million Scholars Program, which will educate and employ 15,000 talented yet financially disadvantaged youth who will lead change in Africa. We built the program microsite, mastercardfdnscholars.org, and created dynamic content ranging from video interviews with scholars and university leaders to an infographic about the education opportunity on the continent.



The MasterCard
Foundation

State Farm: Celebrate My Drive

Weber Shandwick partnered with State Farm to build a program, Celebrate My Drive (CMD), which rallied the entire company to celebrate new teen drivers and support them as they began driving. This approach ultimately culminated with a nationwide celebration that included more than 400 grassroots events, strong media attention and deep social engagement with one goal in mind – empowering teens to safely and responsibly take pride in and celebrate their first year on the road. More than 145 schools participated in CMD events with the microsite receiving 235,671 votes for individual schools to win a grant, or for families to win a car. 17,000 people physically participated in events. The program generated 522 branded stories and 200+ million media impressions.

This approach ultimately culminated with a nationwide celebration that included more than 400 grassroots events, strong media attention and deep social engagement.





Yum! Brands, Inc.: From Hunger to Hope

To further the core philanthropic mission of Yum! Brands Inc., Weber Shandwick was enlisted to support its campaign, "From Hunger to Hope" which benefits the United Nation's World Food Programme. Yum! Brands sought an effective vehicle for delivering the message – eliminate global hunger – to internal and external audiences throughout the world including Yum! employees, suppliers and franchisees, customers and media. The team leveraged both a website and Internet Press Kit which ensured that all target audiences had access to information and ways to take action online.

As additional support, the team **activated a robust social media and online activities, celebrity endorsements (most recently with Christina Aguilera), grassroots initiatives, PSAs and other events to raise awareness, volunteerism and funds.**

Weber Shandwick was enlisted to support its campaign, "From Hunger to Hope" which benefits the United Nation's World Food Programme.



W.K. Kellogg Foundation: Healing Histories

Weber Shandwick was tasked with providing internal communications support for the W.K. Kellogg Foundation's racial equity initiative. One high-profile project included raising visibility for the Kellogg Foundation's place-based work in New Orleans. To achieve the goal, **we produced a unique interactive documentary, www.healinghistories.org, about a community in New Orleans that faced and overcame a history of racism.** The website uses non-linear storytelling to showcase authentic stories about communities across the country working to heal racial divides. It's a rich, user-driven, interactive experience utilizing a mix of content and media types. As an interactive documentary experience, it allows visitors to choose their own path while uncovering the stories of Central City and its residents. Rather than passively presenting facts, it offers an opportunity to explore personal stories that shed light on racism. The website has already won several design awards and has been the most visited site the W.K. Kellogg Foundation has created.

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TEDxWomen: Elevate the Voices of Women

TEDxWomen 2012, curated and produced by The Paley Center for Media, took place in Washington, D.C. at the United States Institute for Peace. Weber Shandwick partnered with The Paley Center for Media to drive media coverage and amplify conversations across social media for the TEDxWomen 2012 conference. TEDxWomen 2012 was a unique platform to elevate both the amazing stories of women from around the globe and the Paley's Center critical role in convening and curating these important stories.

Weber Shandwick conducted extensive media outreach to position the issues and speakers at TEDxWomen 2012 and secure thought leadership media opportunities for the Paley Center CEO and President, Pat Mitchell. By collaborating with partners like the U.S. Department of State and TED, we were able to elevate the profile and extend the reach of the TEDxWomen conference. Additionally, Weber Shandwick provided a comprehensive social media and digital strategy that included content creation, live tweeting during the conference, and curating content using Storify.

As a result of these efforts, there was a 150 percent increase in traffic to the TEDxWomen.org website driven by social media channels over 2011 and 15,000 more mentions of TEDxWomen on Twitter than in 2011. During Weber Shandwick's engagement with TEDxWomen, the Twitter handle gained over 1,490 new followers, 56 percent of those over the conference weekend. On Facebook, Weber Shandwick's content strategy grew the TEDxWomen community by almost 6,000 new likes. Weber Shandwick's media outreach resulted in almost 300 media hits and several top tier outlets are exploring coverage for 2013 due to Weber Shandwick outreach and the TEDxWomen platform.

Weber Shandwick is proud to have partnered with the TED community and the Paley Center to elevate the voices of women from around the world and drive visibility to this unique platform for outstanding women to share their stories and inspire others.

Weber Shandwick partnered with The Paley Center for Media to drive media coverage and amplify conversations across social media for the TEDxWomen 2012 conference.



SUSTAINABLE
ENERGY FOR ALL

UN Foundation: Sustainable Energy for All (SEFA) Initiative

Weber Shandwick worked with the United Nations Foundation and the United Nations to launch the global Sustainable Energy for All initiative. UN Secretary-General Ban Ki-moon identified this initiative as one of the most important priorities for his second term and is calling on governments, the private sector and civil society to make commitments toward three objectives – universal access to modern energy services, doubling the global rate of improvements in energy efficiency, and doubling the share of renewable energy in the global energy mix by 2030. Weber Shandwick managed the launch of the initiative and provided strategic communications

counsel and implementation at key regional rollout events in Abu Dhabi, Brussels, New Delhi, Barbados and Nairobi and during the Rio+20 Conference in June 2012. We secured over 100 articles across global outlets such as BBC, *The New York Times*, *The Guardian* and Reuters. We also launched a social presence for the initiative sustainableenergyforall.org with a redesigned site to feature commitments and content that show how this initiative will improve lives, build economies and protect the environment and strong social content with videos and infographics.

We secured over 100 articles across global outlets.

PepsiCo: Pepsi Refresh Project

For the first time in 23 years, PepsiCo decided to forgo advertising in the Super Bowl, and instead invest \$20 million in 2010 to fund good ideas, big and small, that move communities forward through the Pepsi Refresh Project (PRP). Weber Shandwick, as part of a multi-agency effort, worked to raise awareness and interest in PRP, drive Americans to RefreshEverything.com to submit ideas or vote for ideas that they care about, and position PepsiCo as an optimistic catalyst for idea creation.

Leading up to the launch of the project, Weber Shandwick conducted outreach to online influencers to drive idea submissions, which filled up in just 72 hours, and enlisted celebrity spokespersons Demi Moore and Kevin Bacon for a Celebrity Idea Challenge. On a regular basis, the team conducted targeted media outreach around PRP grantees to tell their stories in local markets, securing coverage from major local outlets and network affiliates in top markets. To generate online discussion, Weber Shandwick implemented a series of Facebook chats with the six Refresh Ambassadors, real-world individuals who had authentic experience in their PRP categories to guide applicants and grantees through the process.

The Pepsi Refresh Project was an immediate success when voting commenced, tallying over 2.5 million visitors. A study from *Forbes* and the Reputation Institute found that PepsiCo jumped to the No. 5 spot from No. 16 among the country's most reputable brands.

The Pepsi Refresh Project was named one of the best social media campaigns ever by *Forbes* and has won multiple PR industry awards.





I had the pleasure of working with Weber Shandwick on the Pepsi Refresh Project. Pepsi Refresh was a first of its kind, fast-moving, multi-channel campaign. National, social and local media all worked in unison to result in more than three billion earned media impressions. The Weber Shandwick team provided strategic counsel and creative thinking specifically on how to best engage consumers across social channels and in local communities – two of the key cornerstones for Pepsi Refresh Project’s success.

One of their many valuable contributions to Pepsi Refresh was the Social Good Conversation. As a first of its kind program, establishing credibility with influencers in the social good space, Social Good Conversation was key to the overall success of the program. Weber Shandwick helped to convene social good influencers to meet with the Pepsi Refresh team to discuss challenges and opportunities for the project. This unique working session helped build relationships with these influential stakeholders that we tapped into later in the year and it also resulted in key learnings for the cross-functional, internal Pepsi Refresh Team.

Melisa Tezanos

Senior Director, Communications, PepsiCo Inc.



Weber Shandwick is the “A” team! Their collaboration and tireless work not only have received global acclaim in our industry, but more importantly, our collaboration on our global World Hunger Relief campaign has been a key ingredient to literally helping save millions of people from starving. There is no nobler deed than that. It is a privilege to work with Weber Shandwick and our Yum! teams in our shared mission to combat global hunger.

Amy Sherwood

Vice President of Public Affairs, Yum! Brands, Inc.



Weber Shandwick is our global agency partner in building awareness and engagement for our corporate social responsibility (CSR) work. The agency's understanding of the CSR space has been critical to our efforts to demonstrate the ways Bank of America is operating responsibly, listening and responding to our stakeholders, and connecting with customers and clients – helping to make their lives and the world better.

They bring smart, creative thinking to our work – collaborating across a number of core teams at the bank, including market leaders in key regions and communities – and take a holistic view of media, social, digital and thought leadership opportunities. They've helped us achieve significant media coverage of efforts such as our Global Ambassadors Program and Museums on Us, and provided valuable counsel on the rollout of our Corporate Social Responsibility Reports.

T.J. Crawford

Communications Executive, Bank of America



Weber Shandwick's professionalism, great relationship with the media and positive energy as a pro-bono partner of WWF Singapore's Earth Hour are stunning traits of a high performing PR agency. It's been a privilege to have worked with Weber Shandwick since 2009 as they clearly understand and appreciate the cause of conservation and protection of the environment.

We have been impressed by their enthusiasm and commitment which has certainly raised public awareness of Earth Hour and enabled WWF Singapore to gain wide support from all segments of the local community. The team's good sense of humor, even during moments of crisis, has made working with them a special and enjoyable experience. We look forward to deepening our partnership for more years to come.

Elaine Tan

CEO, WWF Singapore



Weber Shandwick's Social Impact team is helping BSR (Business for Social Responsibility) establish a global leadership position in building a more just and sustainable world. As part of our 20th Anniversary throughout 2012, Weber Shandwick has been an integral part of our communications team. With deep experience in corporate communications, business media, consumer engagement, and nonprofit advocacy, Weber Shandwick has helped enhance the visibility and impact of the BSR Annual Conference, attended by over 1,000 business and sustainability professionals from 32 countries around the world. Using the Storify platform to curate a real-time narrative for the Conference using social media, Weber Shandwick has helped us more than double the visibility of our Conference stories and online social engagement.

Melanie Janin

Communications Director, BSR

CSR Thought Leadership



Weber Shandwick & Mashable's Social Good

Weber Shandwick partnered with Mashable, 92nd Street Y and the UN Foundation to build awareness of the Social Good Summit, which brought together leaders from the digital industry, policy and media worlds to explore how technology and social networks can play a role in achieving the Millennium Development Goals.

The Social Good Summit featured speakers including Weber Shandwick Chairman Jack Leslie, who drew on his role as a senior counselor to our clients and his role as board member to leading organizations including the African Development Foundation, USAID, and the Duke Global Health Institute.

(Pictured: Jack Leslie, Chairman, Weber Shandwick and B. Bonin Bough, Vice President of Global Media and Consumer Engagement, Mondelēz International)



Social Impact on Social Media

The Social Impact blog is written by leaders of our Social Impact practice, designed to help professionals navigate social media as well as stay current on the latest innovations in nonprofit and foundation communications. The team also maintains an active and engaged presence on Twitter (@wssocialimpact), where it shares its perspective on CSR and social good topics.

Through our work at the 2012 BSR Conference, Weber Shandwick leveraged its Social Impact blog to embed and share a Storify stream of key CSR content generated at the conference – including photos, video, tweets and Facebook posts – which drove engagement with CSR influencers.

Crowdsourcing and Social Media in CSR

Social media and crowdsourcing play vital roles in helping companies raise awareness and drive engagement for their CSR programs, according to executives in research conducted by Weber Shandwick's Social Impact practice and KRC Research. The survey of more than 200 corporate executives in large-sized companies with responsibility for philanthropic, social responsibility or community relations was conducted in October 2012. The research found that a sizable 44 percent of companies have used crowdsourcing – asking customers to provide ideas and help in decision-making on how to tackle issues and achieve goals. In addition, an overwhelming majority (95 percent) of executives who have used crowdsourcing found it valuable to the organization's pro-social or CSR efforts.

CIVILITY

IN AMERICA 2012



Civility in America

A rancorous political environment is primarily responsible for driving a “national civility disorder” and most Americans say politics is increasingly uncivil, complicating resolution of major issues and deterring qualified people from entering public service. Weber Shandwick and Powell Tate partnered with KRC Research to conduct the third annual poll on *Civility in America: A Nationwide Survey*. Reinforcing these perceptions, the research found that nearly seven in 10 Americans (67 percent) expected the Presidential election process to be uncivil and two-thirds (63 percent) of the American people believe incivility remains a “major problem.” The survey also found that nearly three-quarters (71 percent) believe civility has declined in recent years and 55 percent expect the decline to continue with politicians, political campaigns and government being most responsible for the problem.

Social Media in the Nonprofit Sector

Weber Shandwick's Social Impact team released a survey with KRC Research – Social Media in the Nonprofit Sector. The research, among 200 top foundation and nonprofit directors and communications executives, explores how leading organizations are using social media today and how they expect to use social media in the year(s) ahead.

Awards

Weber Shandwick is known as a blue-chip agency and we are proud to have been recognized as such by multiple awards programs around the world. The firm has won numerous awards for innovative approaches and creative campaigns including being named both *The Holmes Report's* 2012 “Global Agency of the Year” and the “Most Creative PR Firm in the World,” based on the agency’s first-place finish in its “Creative Index,” as well as *PR News's* 2012 “Digital PR Firm of the Year.” In addition, the firm was named to the *PR News's* “CSR A-List” and as the “Top Corporate Responsibility Advisory Firm in Communications & Advertising” by *CR Magazine*.

Other honors include:

PRSA Silver Anvil Awards (2012)

Silver Anvil Winner – Community Relations – Associations/Nonprofit Organizations: Minnesota Pork Board, Minnesota Pork Producers Association and Weber Shandwick for “Oink Outings: A Passion for Pork From Farm to Fork”

Silver Anvil Winner – Events and Observances – Seven or Fewer Days – Associations/Nonprofit Organizations: Minnesota Pork Board, Minnesota Pork Producers Association and Weber Shandwick for “Oink Outings: A Passion for Pork From Farm to Fork”

Silver Anvil Award of Excellence – Reputation/Brand Management – Associations: Minnesota Pork Board, Minnesota Pork Producers Association and Weber Shandwick for “Oink Outings: A Passion for Pork From Farm to Fork”

Bulldog Stars of PR (2012)

Public Affairs – Professional of the Year: Paul Massey (gold level)

Council of Public Relations Firms and PRWeek (2012)

Diversity Distinction in PR - Best Diversity Initiative - Recruiting & Retaining Diverse Talent

Diversity Distinction in PR - Best Community Initiative for PR Agencies

PR News People Awards (2012)

Winner – Corporate Social Responsibility Leader: Paul Massey

PR News Nonprofit Awards (2012)

Winner – Member Communications: Meals On Wheels Association of America

PR News CSR Awards (2012)

Winner – Annual Report: Bank of America

Honorable Mention – Meals On Wheels Association of America

PRSA Silver/Bronze Anvil Awards (2011)

Silver Anvil Winner – Community Relations, Business – Products: Pepsi Refresh Project

Silver Anvil Winner – PR Professional of the Year: Pepsi Refresh Team (PepsiCo corporate, Edelman and Weber Shandwick)

Bronze Anvil Winner – Press Kits/Media Kits, Digital: Yum! Brands, “World Hunger Relief”

Bronze Anvil Award of Commendation – Media Relations – Consumer Products, Food & Beverage: Pepsi Refresh Project

Bronze Anvil Award of Commendation – Publications, Single Issue Newsletters/Booklets/ Calendars IWIF

Workers’ Compensation Insurance (¿Habla usted safety? Overcoming language barriers and reducing worksite injury risks for Hispanic Marylanders – IWIF English/ Spanish Safety Guides)

PR News Platinum Awards (2011)

Hall of Fame – Yum! Brands and Weber Shandwick, “World Hunger Relief”

PR News People Awards (2011)

Honorable Mention – Corporate Social Responsibility Leader: Paul Massey

PRWeek Awards (2011)

Honorable Mention – Product Brand Development Campaign of the Year: Pepsi Refresh Project

The Holmes Report SABRE Awards (2011)

Platinum – PR Campaign of the Year: Pepsi Refresh Project

Gold – Social Media/Social Networking: Pepsi Refresh Project

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