

Public Relations Coalition Recommendations Findings, 2003

March 6, 2009

PR

Coalition

Creating A Scorecard For Restoring Trust

- A checklist for Corporate leaders

Adopting Ethical Principles

- Has the Board of Directors accepted responsibility for monitoring a corporation's performance in serving all of its key stakeholders?
- Have the CEO and senior management made their corporate values explicit to all employees?
- Has the company de-emphasized short-term earnings objectives to better understand the drivers of long-term value creation?
- Has the company encouraged and promoted ethical behavior in its operating environment, making it a shared responsibility for all?

Pursuing Transparency

- Have we created a process for transparency and disclosure that is appropriate in both current and future operations?
- Have we set our own social and environmental performance targets, and defined what transparency means?
- Have we proactively engaged our stakeholders in dialog about transparency and disclosure?
- Have we monitored our external environment so that we can understand, prioritize, and respond to expectations?
- Have we published our corporate governance policies on our Web site?
- Have we formed an internal committee to ensure that the Board is getting a complete picture of the company's performance?

Pursuing Transparency, continued

- Have we established a disclosure committee to evaluate internal controls, review disclosure policies and practices, determine the materiality of information and review all public communications and SEC filings?
- Do we require employees to take ethics training and sign letters upholding our business principles?
- When addressing issues of public concern, do we localize the message for affected communities?
- Are we willing to disclose our business, social and political activities, as long as doing so does not raise legal issues or competitive issues?
- Do we address the tough questions (e.g., CEO compensation) directly and completely and talk candidly with our employees?
- Have we conducted a “culture audit” to ensure that employees believe they are being rewarded for positive behavior?

Measuring Trust

- Do we have a program to measure trust that is tailored to the constituencies, objectives and cultures of the company?