



CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY

A global center for information and knowledge on corporate communication

55 Lexington Avenue, B 8-233, New York, New York 10010 • Tel: 646.312.3749 • Fax: 973.270.0039 • cci@corporatecomm.org • www.corporatecomm.org

NEWS RELEASE

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Contact: Michael B. Goodman, Ph.D., Director
(001) 646-312-3749
cci@corporatecomm.org

Mário Mendes Neto, Eraldo Carneiro and Marcos André Costa, Corporate Communicators at Petrobras, Receive Practitioner Highly Commended Paper Award at the Conference on Corporate Communication 2010



From left to right: Mário Mendes Neto, conference paper presenter, and Wim J.L. Elving, Ph.D., Editor, *Corporate Communications: An International Journal*, Emerald Group Publishing Limited, award sponsor.

Wroxton, England. Mário Mendes Neto, Eraldo Carneiro and Marcos André Costa received the Practitioner Highly Commended Paper Award at the Conference on Corporate Communication 2010, held June 4-7, at Wroxton College, Wroxton, England for their

paper, “Petrobras’ Study of Publics: A Step Toward Achieving the Company’s Strategic Vision for 2020.” Emerald Group Publishing Limited sponsors the award.

“This paper underscores the value of Corporate Communication as a strategic management function,” according to Dr. Michael B. Goodman, CCI Director. A challenging study of publics was conducted by the Corporate Communications Department of Petrobras, a Brazilian integrated energy company, one of the 10 largest in its sector worldwide. Petrobras’ strategic vision for 2020 includes the goal of becoming the preferred company among its publics of interest. To achieve this, Petrobras had to conceptualize the role of each group, considering its relationships – established or potential – with the company. The aim was to discover a unique approach to the concepts of publics and their categories, previously used by the company. It involved the analysis of theories related to stakeholders and publics, and data gathering from company representatives in workshops. During the process, the needs and issues of each public

were identified; and areas of overlap were recognized, thus providing useful detail for future communication planning. This study, requested by the Executive Board, represents an important contribution to Petrobras' Strategic Planning.

Petrobras sees the need for amplifying the internal dissemination of the concept and for deepening the understanding of the circumstances in which relationships arise with the representatives of various publics. Other future projects will seek ways of enabling Petrobras to relate with individuals and groups, considering their multiple roles, by means of identifying the categories of publics of which they are part. Likewise, it is clear that the channels of relationship linked to the various company areas need to be rethought in a convergent and ample manner to produce an effective dialogue between the company and its publics. Considering the complexity of organizational relations, communication has thus become increasingly strategic. The idea of a hermetic organization has given way to a vision in which it is composed of a set of connections and connotations shared by its publics. Therefore, to identify them is a way of understanding the organization itself and of helping its actions to become increasingly conciliatory with the players of the immense network in which it finds itself.

Mario Mendes Neto is a communication professional, part of the Planning and Research team, Eraldo Carneiro is head of Planning & Management, and Marcos André Costa serves as the manager of Planning Research in the Corporate Communication Department at Petrobras.

Corporate Communication International (CCI) at Baruch College/CUNY (USA) sponsors the annual Conference on Corporate Communication in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). At the 2010 conference, scholars and practitioners gathered to exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Of particular interest in 2010 were papers investigating the evolving relationship between corporations and stakeholders in the wake of the global financial crisis of 2008-2009. Papers given at the conference were included in the *Conference on Corporate Communication 2010 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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