

A STELLAR EXAMPLE OF  
**THE PAGE  
PRINCIPLES  
IN ACTION**

CALL FOR NOMINATIONS FOR THE 2007 PAGE PRINCIPLES AWARD

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*Arthur W. Page*

ARTHUR W. PAGE SOCIETY

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*"Our mission at AT&T is to keep people connected in good times and bad. Given the unprecedented scale of the disaster, helping the victims of Hurricane Katrina was especially gratifying and humbling work. We are guided by the Page Principles, so this recognition from the Page Society means a great deal to AT&T."*

*– Selim Bingol*

*Senior Vice President, Corporate Communications  
of AT&T Inc., the winner of the 2006 Page  
Principles Award*



Selim Bingol, Senior Vice President, Corporate Communications, AT&T (right), accepted the 2006 Page Principles Award from Page Society President Roger Bolton.

# A STELLAR EXAMPLE OF THE PAGE PRINCIPLES IN ACTION

## THE ARTHUR W. PAGE SOCIETY 2007 PAGE PRINCIPLES AWARD

Who will win this year's award? It's up to you.

The Page Principles Award honors an outstanding example of how the application of the Page Principles builds understanding between an organization and its constituencies, serving their mutual interests.

A nomination form is provided on the last page. You can also submit your nomination online or download a digital copy of the nomination form from our Web site at:

[www.awpagesociety.com/index.php/site/about/awards](http://www.awpagesociety.com/index.php/site/about/awards)

## AWARD CRITERIA

The program selected for this award must represent one or more of the Page Principles in its development and/or implementation. It must also demonstrate the critical importance of effective communications strategy and execution. The program should address a substantive challenge to the organization, and demonstrate how the effective use of the Page Principles generated constructive action and support from critical constituencies.

Arthur W. Page viewed public relations as the art of understanding, developing and communicating character – both corporate and individual. Page developed and practiced seven principles of public relations management as a means of implementing his philosophy. Submissions should demonstrate effective use of several of these principles.

## THE PAGE PRINCIPLES

**Tell the truth.** Let the public know what's happening and provide an accurate picture of the company's character, ideals and practices.

**Prove it with action.** Public perception of an organization is determined 90 percent by what it does and 10 percent by what it says.

**Listen to the customer.** To serve the company well, understand what the public wants and needs. Keep top decision makers and other employees informed about public reaction to company products, policies and practices.

**Manage for tomorrow.** Anticipate public reaction and eliminate practices that create difficulties. Generate goodwill.

**Conduct public relations as if the whole company depends on it.** Corporate relations is a management function. No corporate strategy should be implemented without considering its impact on the public. The public relations professional is a policymaker capable of handling a wide range of corporate communications activities.

**Realize a company's true character is expressed by its people.** The strongest opinions – good or bad – about a company are shaped by the words and deeds of its employees. As a result, every employee – active or retired – is involved with public relations. It is the responsibility of corporate communications to support each employee's capability and desire to be an honest, knowledgeable ambassador to customers, friends, shareowners and public officials.

**Remain calm, patient and good-humored.** Lay the groundwork for public relations miracles with consistent and reasoned attention to information and contacts. This may be difficult with today's contentious 24-hour news cycles and endless number of watchdog organizations. But when a crisis arises, remember, cool heads communicate best.

## WHO IS ELIGIBLE FOR THE PAGE PRINCIPLES AWARD?

Submissions will be accepted from all Arthur W. Page Society members on their own behalf. If a program is being submitted on behalf of a client, the client organization must be represented within the Arthur W. Page Society.

## JUDGING CRITERIA

The judges will evaluate submissions based on the following criteria:

**Purpose, relevance and importance:** The Page Society seeks to recognize a program (not an individual) that demonstrates the role of communications in issues critical to a company's success. The program's size, reach and involvement will be considered. A program with global application would score higher than one involving only a single plant community, for example.

**Role of communications as a key business strategy:** This indicates the application of communications counsel in overall business strategy. Was the communications integrated with human resources, operations, law, and financial performance? What was the involvement of senior management?

**Application of Page Principles:** The purpose of the award is to highlight the relevance of the Page Principles. A submission may involve the in-depth application of one principle employed in the planning and execution of the program, or a combination of several.

**Demonstration of strategic/creative thinking:** High-level strategic thinking and breakthrough creativity should be evident in the program.

**Implementation:** Programs that involve resourcefulness and new tactics in their execution will be given credit.

**Measurement and evaluation:** Quantifiable results that document the return on the communications investment, of course, will be an important criteria.

## 2006 PAGE PRINCIPLES AWARD WINNER

### AT&T Inc. for its Role in Reuniting Families after Hurricane Katrina

AT&T Inc. was the recipient of the 2006 Page Principles Award for its massive communications response in the wake of Hurricane Katrina in 2005.

#### Anticipating the Needs - Delivering the Services

AT&T's initiative during Hurricane Katrina illustrates the importance that telecommunications and the Internet play in our daily lives, especially during a disaster. As the hurricane ravaged much of the Gulf Coast and left thousands homeless due to storm damage and rising floodwaters, the corporate communications professionals from SBC Communications, which was in the process of acquiring AT&T Corp. to become AT&T Inc., closely tracked the plans of the Federal Emergency Management Agency (FEMA) to evacuate victims to Houston, Dallas, San Antonio and other cities in AT&T's 13-state local service territory.

Anticipating the communications needs, San Antonio-based AT&T quickly organized and provided free-of-charge key technology services to evacuees and relief agencies including additional phone lines, telephones, wireless phones, voice mail services, computers and high-speed Internet service. The company also deployed 50 onsite personnel to assist at the shelters, coordinated daily media activities at the shelters, and developed a donations program that raised \$10 million for relief agencies.

The Corporate Communications team was instrumental in driving and coordinating the company's response to the relief effort on the ground and generating awareness and support from around the globe. The following statistics illustrate the critical role that the company played in the reunification of thousands of lost children and family members at other shelters and how it helped thousands more connect with loved ones in safe areas:

- 25,400 evacuees relied upon AT&T's telecommunications technology to make 364,000 long-distance calls from the AT&T telephone banks at the three main Texas shelters to find family members or alert them as to their shelter locations.

- More than 2,000 evacuees searched online and found their spouses, their children, and other family members as a direct result of AT&T's broadband and Internet technologies.
- 22,560 evacuees logged onto AT&T's high-speed Internet from inside the make-shift computer centers at the main shelters to "register" their locations and/or "search" the Internet for loved ones.

Throughout the communications program, the company demonstrated that its operating principles, which are very much aligned with the Page Principles, are more than just words. The company acted on its values and delivered on its promise to do the right thing for the communities it services.

## THE PAGE PRINCIPLES AWARD WINNERS

- 2006 AT&T, Inc.
- 2005 America's Pharmaceuticals Companies
- 2004 Reuters
- 2003 (No award)
- 2002 Accenture
- 2001 (No award)
- 2000 United Parcel Service
- 1999 FedEx Corporation and The Advantica Restaurant Group
- 1998 Nastar International Transportation Corporation
- 1998 Niagara
- 1998 Mohawk Power Corporation
- 1997 Chrysler Corporation
- 1996 Atlanta Committee for the Olympic Games
- 1995 Sears, Roebuck and Co.
- 1994 Anheuser-Busch
- 1993 (No award)
- 1992 (No award)
- 1991 DuPont Company
- 1990 National Geographic Society

(The Page Principles Award was previously known as the National Award.)

## IT'S EASY TO NOMINATE A PROGRAM!

Simply detach the nomination form on the next page and fax the completed form to 212/922-9198. For your convenience, you may also submit your nomination online or download a digital copy of this form by visiting:

[www.awpagesociety.com/index.php/site/about/awards/](http://www.awpagesociety.com/index.php/site/about/awards/).

The deadline for nominations is **June 15, 2007**. Early nominations will be appreciated. Please note that this nomination is not the actual entry.

Nominated companies will be contacted and requested to submit an entry of no more than two single-spaced pages in length that describes the program in more detail. The deadline for final entries is **August 1, 2007**.

Please take an active role as a Page member and nominate a communications program that you feel deserves one of the highest recognitions in the profession – the Page Principles Award.

## ARTHUR W. PAGE SOCIETY 2007 PAGE PRINCIPLES AWARD

Your Name: \_\_\_\_\_

Your Email: \_\_\_\_\_

Name of Organization Being Nominated: \_\_\_\_\_

Contact Information at Organization Being Nominated: \_\_\_\_\_

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Reasons Why the Nominee is Deserving of This Award: \_\_\_\_\_

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