

No CSR communication without risks Media coverage analysis shows: issues, branches and company size have a major influence on the CSR reputation of separate firms.

Berlin, 09.10.2008 - Sustainable and responsible engagement of companies is, for diverse stake holders, an important factor. For all companies, we can see that CSR relevant topics are, however, not completely without risk. CSR must be a living practice - the measures taken must fit to the general image of a company, otherwise authenticity will suffer. In the first half of 2008 over two thirds of criticism within the press coverage comprise of bribe scandals, redundancies or excessive manager's wages.

The chances of positive resonance concerning CSR topics are, however, predominant. With 37.8 percent points friendly estimates within the coverage dominate over critical mentions. Even single and effectively applied projects hold promise of great potential.

Almost an eighth of the reports concern larger corporations from the financial sector. Corporations of course enjoy a generally higher level of attention from the press, however, they are often looked upon with more scepticism. In contrast, the opportunities for small and medium enterprises are much better. Currently, these companies are already being discussed in almost every fifth mention of CSR press coverage. There are many reasons for the different coverage on corporations and SMBs. For example: Due to local anchoring and personally approved management structures, the CSR messages can often be transmitted more authentically.

These are the core results of a media resonance analysis, which AUSSCHNITT Medienbeobachtung has carried out. Over half a year, 23 opinion leading printed press were researched, looking at presence, tonality, named companies as well as CSR measurements. At the "3rd International Conference on Corporate Social Responsibility" in Berlin AUSSCHNITT will, for the first time, present the full results on Thursday (9th October 2008) during the break-out session 5.7 (5:30-7:00 pm).

**Link to download the attached graphics: www.ausschnitt.de/Presse
You can find information about the entire study here:**

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About us:

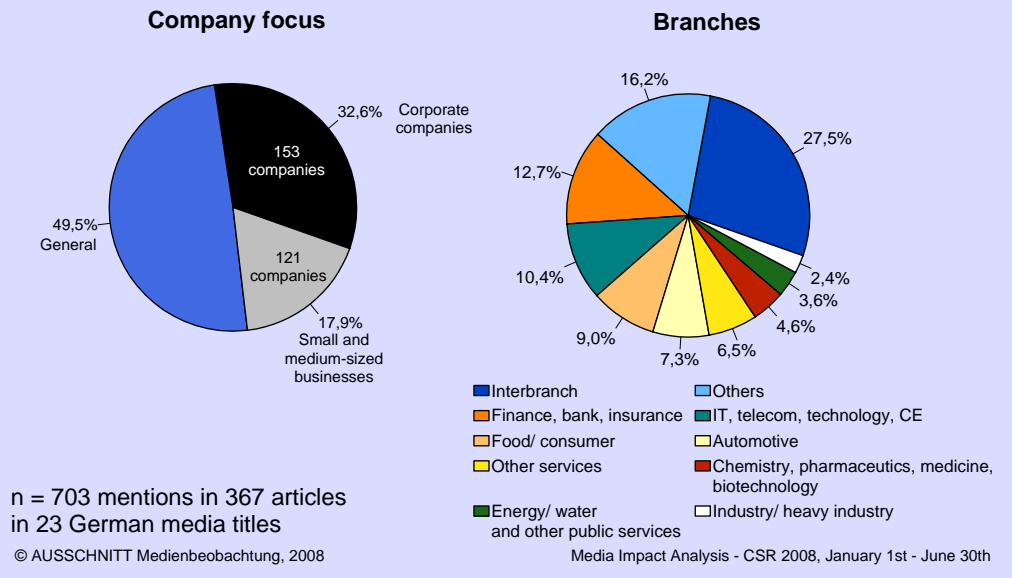
AUSSCHNITT Medienbeobachtung offers its 4,000 clients monitoring and analysis of both classical media (print and online media, news agencies, television, teletext, and radio) as well as the monitoring and analysis of opinions and trends in new media (weblogs, news groups and internet forums) and parliament monitoring. The company produces quantitative and qualitative media impact analyses in combination with audience analyses for national and international clients. AUSSCHNITT offers a consultation at the outset of an evaluation and advises on how to appropriately respond to the final results. In addition to monitoring the largest German print media set (more than 5,000 titles), AUSSCHNITT Medienbeobachtung also comprehensively tracks weblogs and categorises them according to importance. AUSSCHNITT's range of services includes Express Services, with news clippings available after 5:30 a.m., seven days a week; press summaries and translations; and the AUSSCHNITT Web Portal.

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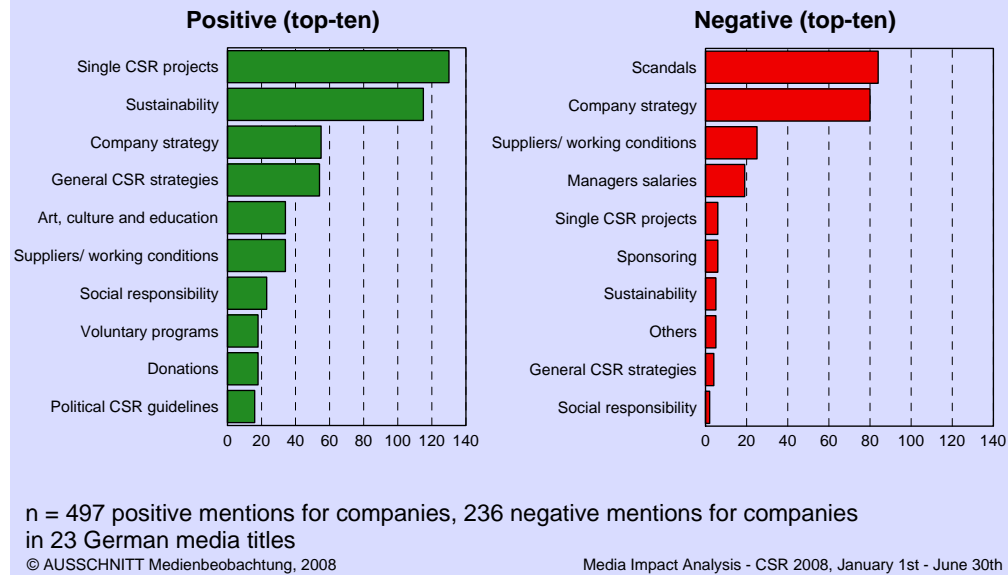
“The usual suspects”: finance sector corporations

Media coverage: branch focus of CSR Issues



Dos and Dont's: CSR-related issues in the media

CSR-related Issues: Media coverage and image



Fundamentals of Media Impact Analysis

Fundamental sources for this type of analysis are the following media sources: Börsen-Zeitung, Financial Times Deutschland, Focus, Focus Money, Frankfurter Allgemeine Zeitung, Frankfurter Allgemeine Sonntagszeitung, Frankfurter Rundschau, Hamburger Abendblatt, Handelsblatt, Leipziger Volkszeitung, Mitteldeutsche Zeitung, Rheinische Post, Der Spiegel, Stuttgarter Zeitung, Stern, Süddeutsche Zeitung, Der Tagesspiegel, die Tageszeitung (taz), Thüringer Allgemeine, Die Welt, Welt am Sonntag, Wirtschaftswoche, Die Zeit.

Suggested criteria

In the analysis, all articles from fundamental sources, which are pertinent to one or more of the following suggested criteria, are entered. Pertinence is determined if any of the following are mentioned in the article:

- CSR/ Corporate Social Responsibility
- Unternehmen und Heuschrecke [*Companies and short-term investors/ speculators*]
- Manager und Gehälter / Manager-, Vorstandsvergütungen, -bezüge [*Managers and salaries/ compensation or benefits of managers or members of the board*]
- Arbeitsbedingungen (z.B. Kinderarbeit) [*Working conditions (e.g. child labour)*]
- Soziale(s) Projekte / Engagement [*Social projects/ engagement*]
- Bürgerschaftliches Engagement [*Civic volunteerism*]
- Gesellschaftliche(s) / soziale(s) Verantwortung / Bewusstsein (von Unternehmen) [*Social responsibility/ consciousness*]
- "Ehrbarer Kaufmann" [*"reputable and responsible businesspeople"*]
- Wirtschaftsethik/Wirtschaftsmoral [*Ethics and morality in business*]
- Spenden [*Donations*]
- Sponsoring
- Nachhaltigkeit [*Sustainability*]
- Corporate Volunteering
- Corporate Citizenship