



NEWS RELEASE

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Bruce Harrison Receives Best Paper Award at the Conference on Corporate Communication 2008

Picture Caption: Wim J. L. Elving, Ph.D., (right) Editor of *Corporate Communications: An International Journal*, presents the Conference on Corporate Communication 2008 Practitioner Best Paper Award to Bruce Harrison.



Wroxton, England. E. Bruce Harrison received the Practitioner Best Paper Award at the Conference on Corporate Communication 2008, held June 6-9, at Wroxton College, Wroxton, England, for his paper “Corporate Greening 2.0: Five Factors

at Play as Executives Zero in on Climate Change,” soon to be published as a book. His work recommends that corporate executives consider five factors to meet the contemporary environmental challenges: 1) the war on carbon, 2) a revival of environmental political activism, 3) pressure from activist investors, 4) green collar executives, 5) corporate communication’s move toward sustainability. “As the title of his paper implies,” said Dr. Michael B. Goodman, Conference General Chair and Director of Corporate Communication International at Baruch College/CUNY, “Harrison’s “Corporate Greening 2.0” advances the environmental issue as a central strategic action for successful and sustainable corporations.”

Bruce Harrison is Chairman of EnviroComm International, a consultancy operating in the U.S. and Europe, specializing in environmental health and safety communication and founder of E. Bruce Harrison Company. His corporate experience was as Vice President and Chief Public

Relations Officer of Freeport Minerals Company. As a member of the Environment Commission of the International Chamber of Commerce, the planning forum to the 1992 United Nations Conference on Environment and Development held in Rio de Janeiro (Earth Summit), Harrison was the primary communications counselor to the U.S. business delegation. Following a speech at the Summit, his ‘transparency and accountability’ guidelines for environmental communications were adopted. In 2000, PR Week named him as one of the “100 Most Influential Public Relations Professionals of the 20th Century” and the Washington, DC, PR Chapter elected him to its PR Hall of Fame. He has written two books on environmental communications, including *Going Green: How to Communicate Your Company’s Environmental Commitment* (1993, Business One Irwin; and McGraw Hill) and *Corporate Greening 2.0: Create and Communicate Your Company’s Climate Change and Sustainability Strategies* to be published by Publishing Works in July 2008. He has been a columnist for *Reputation Management* magazine, *Public Relations Journal* and *PR News*. Harrison has served as director on a number of corporate and nonprofit boards among them the Arthur W. Page Society, Public Relations News, and the Society of Professional Journalists. He is a life member of the National Press Club, the Chemists Club of New York, and the PRSA Counselors Academy, and is an accredited member and a Fellow of the Public Relations Society of America. During his professional career he has received many awards and commendations.

The annual Conference on Corporate Communication is sponsored by Corporate Communication International (CCI) at Baruch College/CUNY (USA) in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). The 2008 conference attracted scholars and practitioners from twenty countries. They 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. Papers given at the conference were included in the *Conference on Corporate Communication 2008 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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