

3BL Media Webinar Focuses on Brands Behind Driver Safety CSR Programs

NORTHAMPTON, Mass., May 04 /CSRwire/ - Corporate social responsibility campaigns aimed at making U.S. roadways safer are reaching millions of young drivers, and the PR professionals behind these programs are sharing their rules of the road during a 3BL Media webinar on May 21.

AT&T's It Can Wait® anti-texting and driving initiative and Michelin's "Beyond the Driving Test" effort target teenagers and young adults, a formidable challenge even for organizations with deep pockets and ample creative support. Registration for the 11 a.m. ET is free.

Register here.

"Some of the most innovative communications today are happening around social causes," said 3BL Media CMO Dave Armon, who will moderate the 45-minute roundtable discussion. "This webinar will help PR professionals understand how companies like Michelin and AT&T tie their business goals to CSR programs, and the associated communications challenges in reaching non-traditional audiences with cause-related content."

Presenters will include Andrea Brands, AT&T's director of consumer safety and education, and Jennifer Smith, Michelin's director of image and brands.

Webinar attendees will hear why Michelin and AT&T are committed to driver education, with automobile accidents being the top cause of death for American teens. Topics will include corporate-nonprofit partnerships; the use of paid, earned, shared and owned media; enlisting YouTube and Vine stars as part of the content marketing mix; connecting with policymakers; and measuring success.

Brands and Smith will share content that drove results, and share insights about aspects of their programs that exceeded expectations, and some that fell short.

About 3BL Media

Founded in 2009, 3BL Media is a corporate communications platform exclusively for the distribution of corporate social responsibility and sustainability news and content. Founded in 2009, the company works with corporations and non-profits to distribute multi-format media assets through social, traditional and new media channels. 3BL has grown organically and through acquisition, operating a network of focused, authoritative sites including CSRwire, JustMeans and SocialEarth. Content issued by 3BL Media clients also appears on hundreds of thousands of Bloomberg and Reuters terminals.

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