

'Minnesota CSR & Sustainability Stories' Forum set for Dec. 14

NORTHAMPTON, Mass., Nov. 01 /CSRwire/ - Companies are talking about sustainability and corporate social responsibility (CSR) in record numbers.

To hear how Twin Cities news outlets are covering business stories involving environmental and social issues, 3BL Media has organized a Dec. 14 breakfast and networking forum for corporate, nonprofit and agency communications professionals. Attendance is free.

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"Meet the Media: Minnesota CSR & Sustainability Stories," will be held from 8:30 to 10 a.m. in the events and games studio at the Radisson Red, 609 South Third St., Minneapolis. Breakfast will be provided by Peace Coffee and Patisserie 46.

The forum will feature Thom Kupper, the Star Tribune's assistant managing editor for business; Elizabeth Dunbar, climate change reporter for Minnesota Public Radio; and Catherine Gunsbury, director of sustainability and transparency for General Mills.

"As brands step up their communications around CSR and sustainability, news organizations are also focusing on how businesses are run and the many challenges facing our planet, both globally and in our own back yards," said Dave Armon, chief marketing officer for 3BL Media, which is sponsoring the event. "Our forum is designed to foster a dialog between purpose-driven companies and members of the media seeking compelling stories to share with their on-air, online and print audiences."

Kupper, who oversees the Star Tribune's coverage of the Minnesota's economy, industry and business community, joined the daily newspaper in 2010 as senior business editor. He will talk about his team's beat structure and how CSR and sustainability stories are assigned.

Dunbar has been covering environmental issues for Minnesota Public Radio since 2009, most recently focusing on climate change. She will describe her role at MPR and how stories occasionally gain a national audience through NPR.

Gunsbury, who joined General Mills in 1998, will share insights into how the 150-year-old company operates in a sustainable manner, and how it communicates about its goals and achievements.

The forum is a continuation of 3BL Media's "Best Practices" series of events aimed at providing CSR and sustainability communicators access to peers and thought leaders. 3BL Media operates a corporate communications platform used by 1,000 brands to publish blog posts, videos, infographics, articles, press releases and other digital content with a global audience that is passionate about CSR and sustainability.

A March 2016 study by the Governance & Accountability Institute found that 81 percent of S&P 500 companies published a sustainability or corporate responsibility report in 2015, up from just under 20 percent in 2011.

About 3BL Media

Founded in 2009, 3BL Media is the leading news distribution and content marketing company focused on niche topics including sustainability, health, energy, education, philanthropy, community and other social and environmental topics. The company works with organizations including multinational corporations, SMEs, and non-profits to distribute multi-format media assets through social, traditional and new media channels. 3BL Media leverages its expertise in communications, technology and social media to enable organizations to more effectively communicate about their initiatives to the press, investors, consumers and other critical stakeholder groups. Visit us at EthicalPerformance.com, CSRwire.com, Justmeans.com, SocialEarth.org and 3blmedia.com.

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