

**2009**

**ENTERTAINMENT SECTOR ANALYSIS**

**PACIFIC SUSTAINABILITY INDEX SCORES**

*A benchmarking tool for online sustainability reporting*

J. EMIL MORHARDT

ELGERITTE ADIDJAJA

MAXWELL JAMES CHAMBERS

CAROLYN HENDRICKS COLLINS

KAREN DE WOLSKI

KAREN DIAZ

SERGIO HERNANDEZ

BUKOLA JIMOH

RYAN DEAN CHAS KRISTENSEN

CAITRIN ELISE O'BRIEN

ALISON RYAN

ASHLEY SCOTT

JENNIFER KATELYN WARD



Help Commerce Help Nature



## CONTENTS

Topics	Page
Company Rankings	3
Summary	4
Lead Analyst's Comments	5
The Pacific Sustainability Index in a Nutshell	6
Scoring Criteria	7
Vision and Values Driving Sustainability Reporting	8
Environmental Intent Element of the PSI Scores	9
Environmental Reporting Element of the PSI Scores	10
Social Intent Element of the PSI Scores	11
Social Reporting Element of the PSI Scores	12
Environmental Scores Ranking	13
Social Scores Ranking	14
Summary of Depth of Environmental Topic Discussion	15
Summary of Depth of Social Topic Discussion	16
Visual Cluster Analysis	17
Relationship between Overall PSI Score and Companies' Economic Indicators	18
Analyst's Comments, alphabetically listed by company name	20

Questions should be addressed to:

Dr. J. Emil Morhardt, Director  
[emorhardt@cmc.edu](mailto:emorhardt@cmc.edu)  
 Roberts Environmental Center  
 Claremont McKenna College  
 925 N. Mills Ave. Claremont, CA 91711-5916, USA  
 Direct line: (909) 621-8190

Elgeritte Adidjaja, Research Fellow: (909) 621-8698  
[eadidjaja@cmc.edu](mailto:eadidjaja@cmc.edu)

Departmental secretaries: (909) 621-8298

*The goal of corporate report analysis conducted by the Roberts Environmental Center is to acquaint students with environmental and social issues facing the world's industries, and the ways in which industry approaches and resolves these issues. The data presented in this report were collected by student research assistants and a research fellow at the Roberts Environmental Center. Copyright 2009 © by J. Emil Morhardt. All rights reserved.*

The Roberts Environmental Center publishes analyses of corporate environmental and social reports—together called sustainability reports—on the web and in special reports. We also write books about environmental and sustainability reporting, the first of which is Clean, Green, and Read All Over: Ten Rules for Corporate Environmental and Sustainability Reporting, available from ASQ Press, and publish articles in academic technical journals. All of our sector reports are available for free download at [www.roberts.cmc.edu/PSI/SectorReports.asp](http://www.roberts.cmc.edu/PSI/SectorReports.asp). Printed copies are available for purchase from the same site.

Industrial Sector**	2004	2005	2006	2007	2008	2009
Aerospace and defense			X			
Airlines				X		
Banks, Insurance					X	
Chemicals	X		X			
Computer, Office Equipment, and Services				X		
Consumer Food, Food Production, & Beverages		X		X		X
Electronics and Semiconductors	X		X		X	
Energy and Utilities*		X	X			X
Entertainment				X		X
Food Services				X		
Forest and Paper Products		X		X		X
General Merchandiser				X		
Homebuilders				X		
Industrial and Farm Equipment			X			X
Mail, Freight, & Shipping			X			
Medical Products & Equipment			X			
Metals, Mining, Crude Oil*			X			
Metals					X	
Mining, Crude Oil				X		
Motor Vehicle and Parts	X		X			X
Oil and Gas Equipment				X		
Petroleum and Refining	X			X		
Pharmaceuticals	X		X	X		
Scientific, Photo, & Control Equipment				X		
Utilities, Gas, and Electric						X

\* Multiple-sector category was separated in later years.

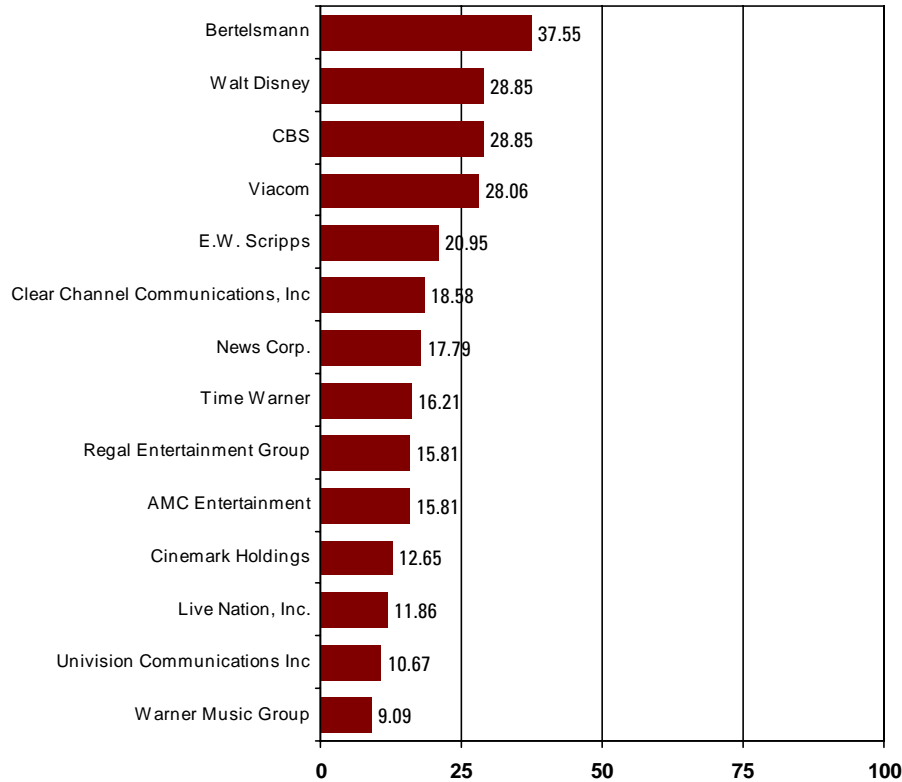
\*\*As of June 2009.



# ENTERTAINMENT SECTOR

## CORPORATE ENVIRONMENTAL AND SUSTAINABILITY REPORTING

### COMPANY RANKINGS



### OVERALL GRADE

- A+ Bertelsmann (Germany)
- B+ CBS (U.S.)
- B+ Walt Disney (U.S.)
- B+ Viacom (U.S.)
- B- E.W. Scripps (U.S.)
- C+ Clear Channel Communications, Inc (U.S.)
- C+ News Corp. (U.S.)
- C Time Warner (U.S.)
- C AMC Entertainment (U.S.)
- C Regal Entertainment Group (U.S.)
- C- Cinemark Holdings (U.S.)
- C- Live Nation, Inc. (U.S.)
- D+ Univision Communications Inc (U.S.)
- D+ Warner Music Group (U.S.)

This report is an analysis of the voluntary environmental and social reporting of companies on the Fortune Global 500 and Fortune 500 Entertainment sector lists. Data were collected from corporate websites during the initial analysis period (dates shown below). A draft sector report was then made available online and letters were sent to all companies inviting them to review the analysis, to identify anything missed by our analysts, and to post additional material on their websites if they wished to improve their scores.

Analysis Period: 2/19/2009 through 3/30/2009  
 Draft sector report available for review: 4/25/2009 through 5/25/2009



# SUMMARY

## HIGHEST OVERALL SCORES

Bertelsmann  
CBS  
Walt Disney

## LOWEST OVERALL SCORES

Warner Music Group  
Univision Communications Inc  
Live Nation, Inc.

## HIGHEST ENVIRONMENTAL REPORTING SCORES

Walt Disney  
Bertelsmann  
News Corp.  
Warner Music Group

## HIGHEST SOCIAL REPORTING SCORES

Bertelsmann  
CBS  
Viacom

MOST FREQUENT ENVIRONMENTAL REPORTING TOPIC                      Accountability

MOST FREQUENT ENVIRONMENTAL PERFORMANCE TOPIC                      Energy

MOST FREQUENT SOCIAL REPORTING TOPIC                      Policy

MOST FREQUENT SOCIAL PERFORMANCE TOPIC                      Human Rights



## LEAD ANALYST'S COMMENT



The entertainment sector lags behind most others in corporate environmental and sustainability reporting. The only company we scored that is based outside the United States, Bertelsmann, was the highest scorer and although we score on the curve, and therefore awarded it a grade of A+, its reporting is mediocre compared to the high scorers in many other sectors. Bertelsmann's corporate responsibility report has not been updated since 2005, yet is one of the most thorough and comprehensive reports in the sector. In addition, the company has an official environmental policy available for download, which discusses sustainability, employee involvement, and transparency. Walt Disney, which scored a B+, also had a detailed corporate responsibility report. The report included greenhouse gas emissions and electricity consumption, as well as a clear environmental policy. Disney also reported several social and environmental initiatives in place. CBS also scored high, although their CSR was significantly less developed. Viacom can be commended for progressive programs in place to mobilize citizens in environmentally responsible behavior, but otherwise has few environmental programs.

Walt Disney led in environmental intent and reporting, while Bertelsmann scored highest in social intent and reporting. No company scored any points in environmental performance and only Disney, Bertelsmann, News Corp., and Time Warner received points for environmental reporting. Overall, the sector suffered from a general lack of both quantitative and qualitative information on sustainability and environmental policy. Only a few companies mentioned climate change and only Bertelsmann reported having an environmental management system in place. In order for the companies in this sector to match the reporting standards of most other sectors analyzed by the REC, they must clarify their environmental and social policies, develop programs and management systems that promote these policies, and begin reporting the necessary quantitative data, along with explicit numerical goals.

**Bukola Jimoh, CMC '11**  
Roberts Environmental Center Research Analyst  
Claremont, California  
April 22, 2009

---



## THE PACIFIC SUSTAINABILITY INDEX (PSI) OVERVIEW

### THE PSI SCORING SYSTEM

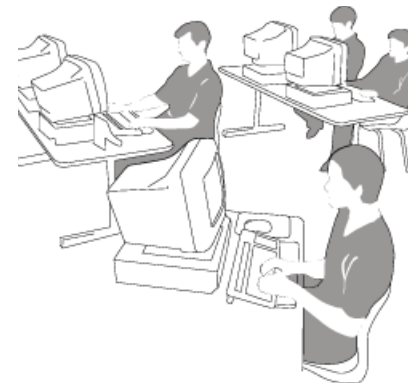
The Pacific Sustainability Index (PSI) uses two systematic questionnaires to analyze the quality of the sustainability reporting—a base questionnaire for reports across sectors and a sector-specific questionnaire for companies within the same sector. The selection of questions is based on, and periodically adjusted to, the most frequently-mentioned topics in over 900 corporate sustainability reports analyzed from 2002 through 2007 at the Roberts Environmental Center.

### THE ROBERTS ENVIRONMENTAL CENTER

The Roberts Environmental Center is an environmental research institute at Claremont McKenna College (CMC). Its mission is to provide students of all the Claremont colleges with a comprehensive and realistic understanding of today's environmental issues and the ways in which they are being and can be resolved, and to identify, publicize, and encourage policies and practices that achieve economic and social goals in the most environmentally benign and protective manner. The Center is partially funded by an endowment from George R. Roberts (Founding Partner of Kohlberg Kravis Roberts Co. and CMC alumnus), other grants, and gifts, and is staffed by faculty and students from the Claremont Colleges.

### METHODOLOGY

Student analysts download relevant English language web pages from the main corporate web site for analysis. Our scoring excludes data independently stored outside the main corporate web site or available only in hard copy. When a corporate subsidiary has its own sustainability reporting, partial credit is given to the parent company when a direct link is provided in the main corporate web site. We archive these web pages as PDF files for future reference. Our analysts use a keyword search function to search reporting of specific topics and, they fill out a PSI scoring sheet (<http://www.roberts.cmc.edu/PSI/scoringsheet.asp>), and track the coverage and depths of different sustainability issues mentioned in all online materials.



### SCORES AND RANKS

When they are finished scoring, the analysts enter their scoring results into the PSI database. The PSI database calculates scores and publishes them on the Center's web site. This sector report provides an in-depth analysis on sustainability reporting of the largest companies of the sector (up to 30), as listed in the latest Fortune Global 500 and 1000 lists. Prior to publishing our sector report, we notify companies analyzed and encourage them to provide feedback and additional new online materials, which often improve their scores.

### WHAT DO THE SCORES MEAN?

We normalize all the scores to the potential maximum score. Scores of subsets of the overall score are also normalized to their potential maxima. The letter grades (A+, A, A-, B+, etc.), however, are normalized to the highest scoring company analyzed in the report. Grades of individual companies in the report might be different from grades posted online on the Roberts Environmental Center's web site, since the normalization of scores of an individual company online is not limited to the companies analyzed in the sector report, but also includes other companies of the same sector irrespective of the year of analysis. Companies with scores in the highest 4% get A+ and any in the bottom 4% get F. We assign these by dividing the maximum PSI score obtained in the sector into 12 equal parts then rounding fractional score up or down. This means that A+ and F are under-represented compared the other grades. The same technique applies to the separate categories of environmental and social scores. Thus, we grade on the curve. We assume that the highest score obtained in the sector and any scores near it represent the state of the art for that sector and deserve an A+.



## SCORING CRITERIA

### INTENT

The intent category measures the coverage and company’s involvement in general environmental or social issues. The criteria for achieving a score in the Intent category are a discussion of the topic and an example of an initiative or action taken by the reporting company on the topic.

### REPORTING

Reporting scores reflect transparency in publicly discussing the company’s dealings with environmental issues independent of success in making improvements. The maximum score for each topic in the Reporting category is five points, relating to both qualitative and quantitative elements.

Three points are available for qualitative topics:

1. Discussion of the topic
2. Initiative or action taken by the company on the topic
3. Demonstration of an external context that shows how performance relates to that of peer companies, to that of industry standards, or demonstrates recognition from third parties, such as awards.

Five points are available for quantitative topics:

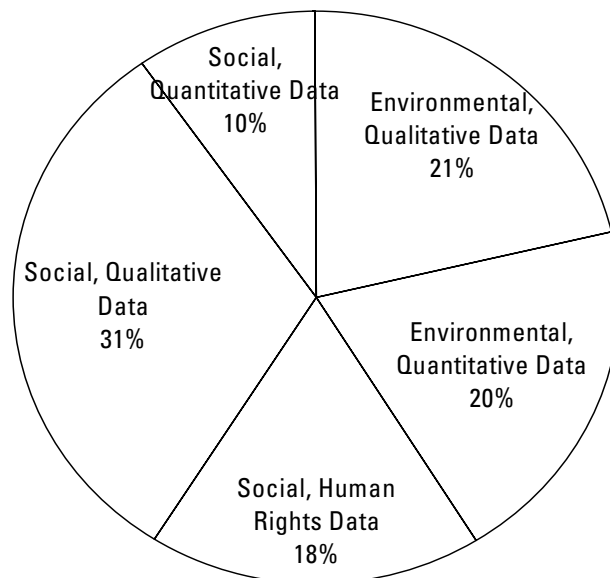
1. A discussion on the topic
2. An external context
3. One or more explicit numerical goals
4. A numerical measure of performance of the topic
5. One or more previous measures of numerical performance.

In addition to these scores, in the social reporting category, there is a series of 11 human rights topics that are given seven points each if they are mentioned.

### PERFORMANCE

For quantitative topics, when the current performance is superior to that previously reported, we give one point. Another point is awarded if the latest numerical value of the quantitative performance is above the mean value of all of the performance values we have for the particular sector. Thus, individual companies cannot be scored fully independent of data from other companies in the sector.

### DISTRIBUTION OF SCORES BY TOPICS





## VISIONS AND VALUES DRIVING SUSTAINABILITY REPORTING

Visions and values quotes are taken from CEO forewords and introductions in corporate sustainability reports or web pages for the sector analyzed here. We believe that these voices drive the sustainability reporting in the sector.

“Corporate responsibility, defined as a company’s sense of accountability internally to its employees and externally towards society overall, is a longstanding tradition at Bertelsmann. I am very pleased that the following report accurately presents and highlights Bertelsmann’s programs and projects. The great value and purpose of this kind of report is to enable us all to learn from and build upon these initiatives and successes in the future. Acting responsibly is more than just a public relations exercise. It is more than just sponsoring sports teams and drama societies or donating money for good causes. Social responsibility must suffuse every aspect of day-to-day business. It is credible only when brought to life in the basic attitudes and behavior of our executives. Working conditions, employee interaction, professional development, and corporate strategy – all of these must reflect social responsibility. Our customers will recognize and honor this comportment. Anyone whose actions are guided by a true and proper understanding of accountability will never squander financial resources, pollute the environment, rig the balance sheet or bully their employees.”

Bertelsmann  
Erich Ruppik, Employee Representative on the  
Bertelsmann AG Supervisory Board  
Corporate Responsibility Report 2005

“At Disney, each of us is responsible for upholding our excellence and our integrity. This means acting responsibly in all our professional relationships, in a manner consistent with the high standards we set for our business conduct.”

Walt Disney  
Bob Iger, President and Chief Executive Officer  
[http://corporate.disney.go.com/corporate/corporate\\_responsibility.html](http://corporate.disney.go.com/corporate/corporate_responsibility.html)

“The effort and commitment that our company places in areas like community outreach, public service announcements, responsible programming and diversity are initiatives that we take very seriously at CBS Corporation – they are the core of what it means to be a public trust. Whether it is large scale events, PSA’s reaching millions of people or day to day assistance that we provide in the communities that we serve, the good work that we do reminds us of the responsibility that comes in being a global mass media company.”

CBS  
[http://www.cbscorporation.com/our\\_company/corporate/responsibility/index.php](http://www.cbscorporation.com/our_company/corporate/responsibility/index.php)

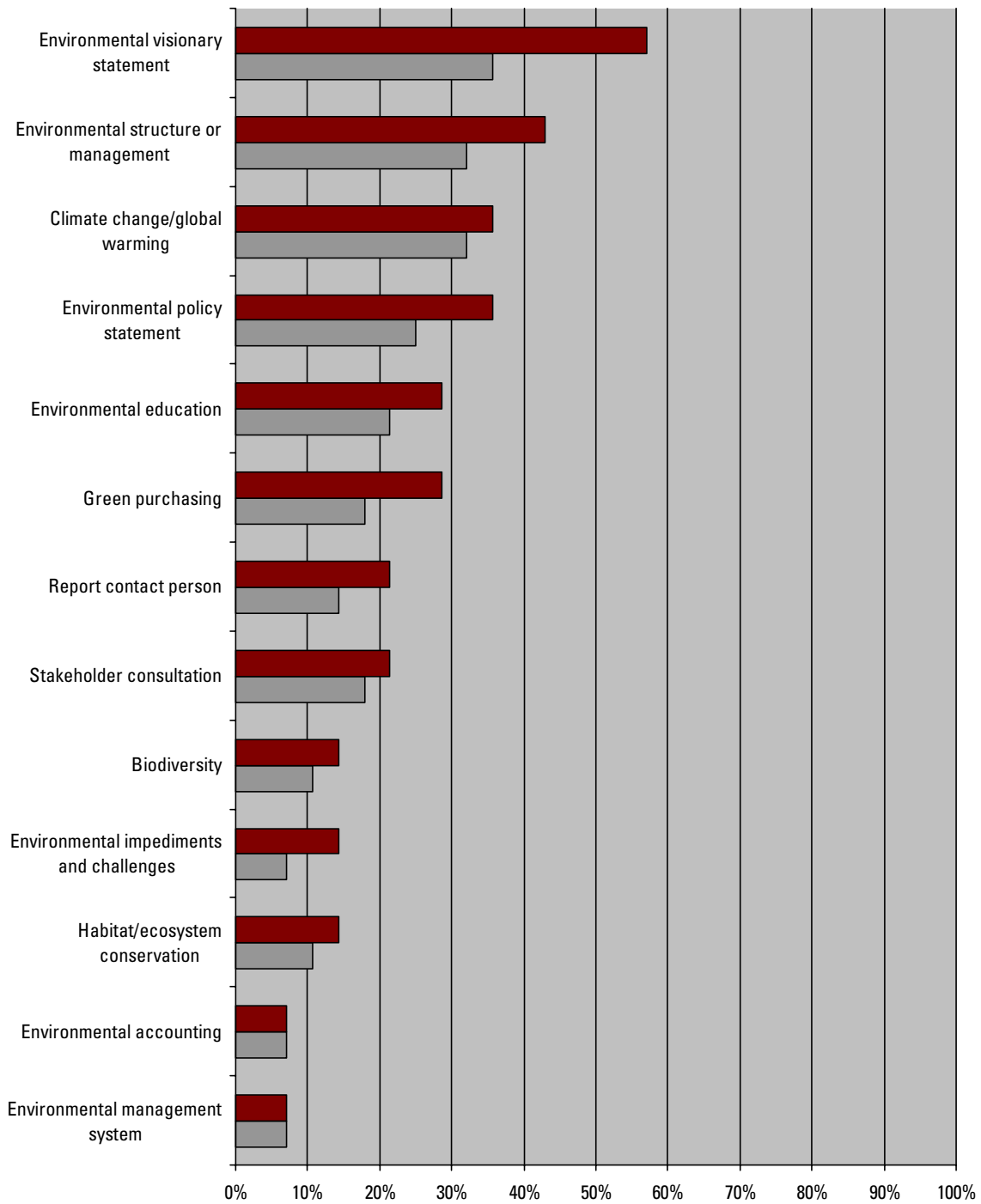
“The Viacom Corporate Responsibility Council seeks to provide company-wide guidance and support to pro-social programs governed by our brands. While nurturing each business unit’s distinctive identity, the Council collaborates on Company-wide pro-social efforts, as well as, projects at the business unit level. The Council educates employees and audiences about key pro-social issues to inspire, enlighten and ignite action in both the public arena and within our own employee family.”

Viacom  
<http://www.viacom.com/corresponsibility/Pages/default.aspx>



## ENTERTAINMENT

### ENVIRONMENTAL INTENT ELEMENT OF THE PSI SCORES

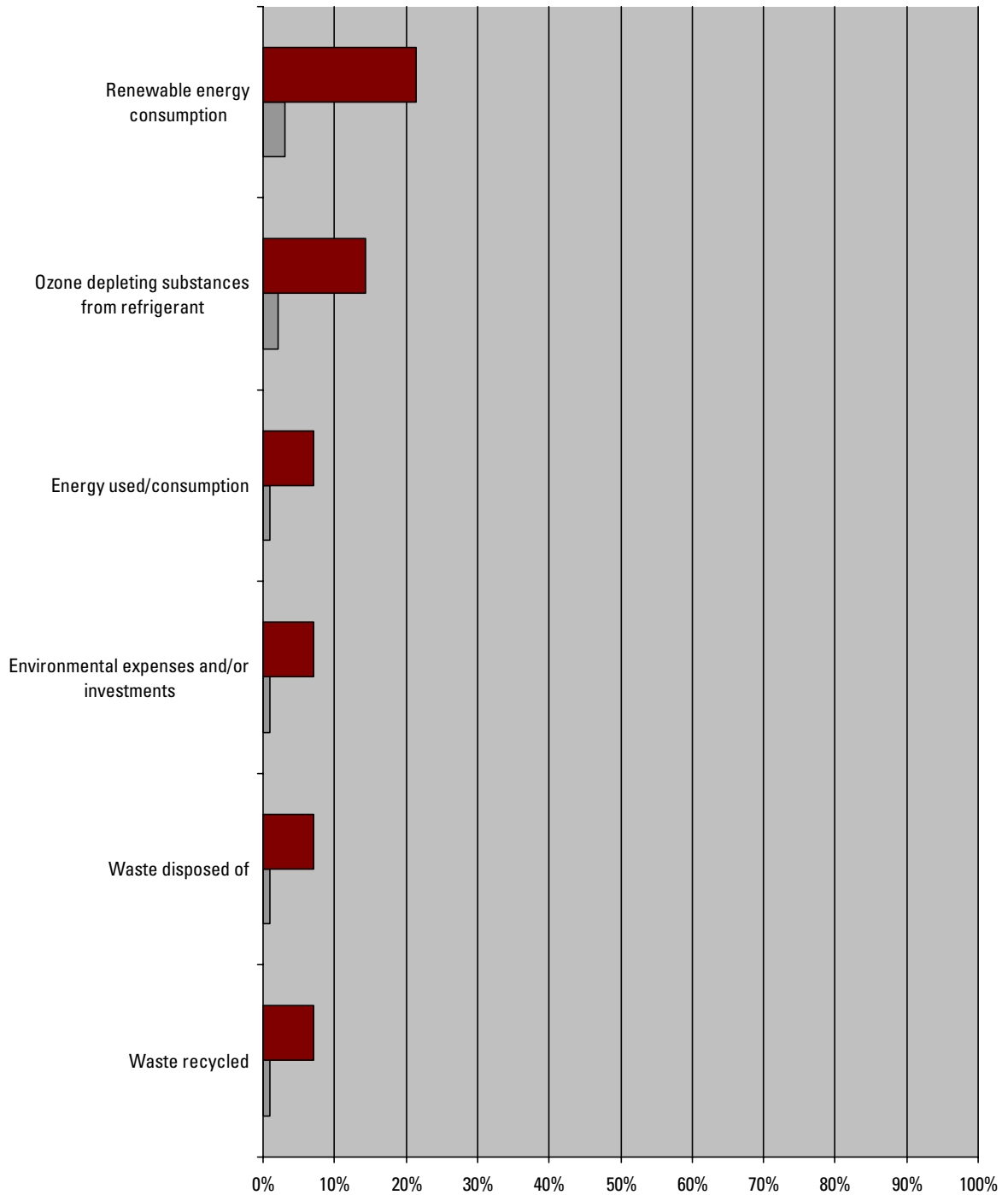




= Percentage of companies addressing the topics.  
 = Percentage of the total possible number of points awarded to all companies combined for each topic.



## ENTERTAINMENT

### ENVIRONMENTAL REPORTING ELEMENT OF THE PSI SCORES

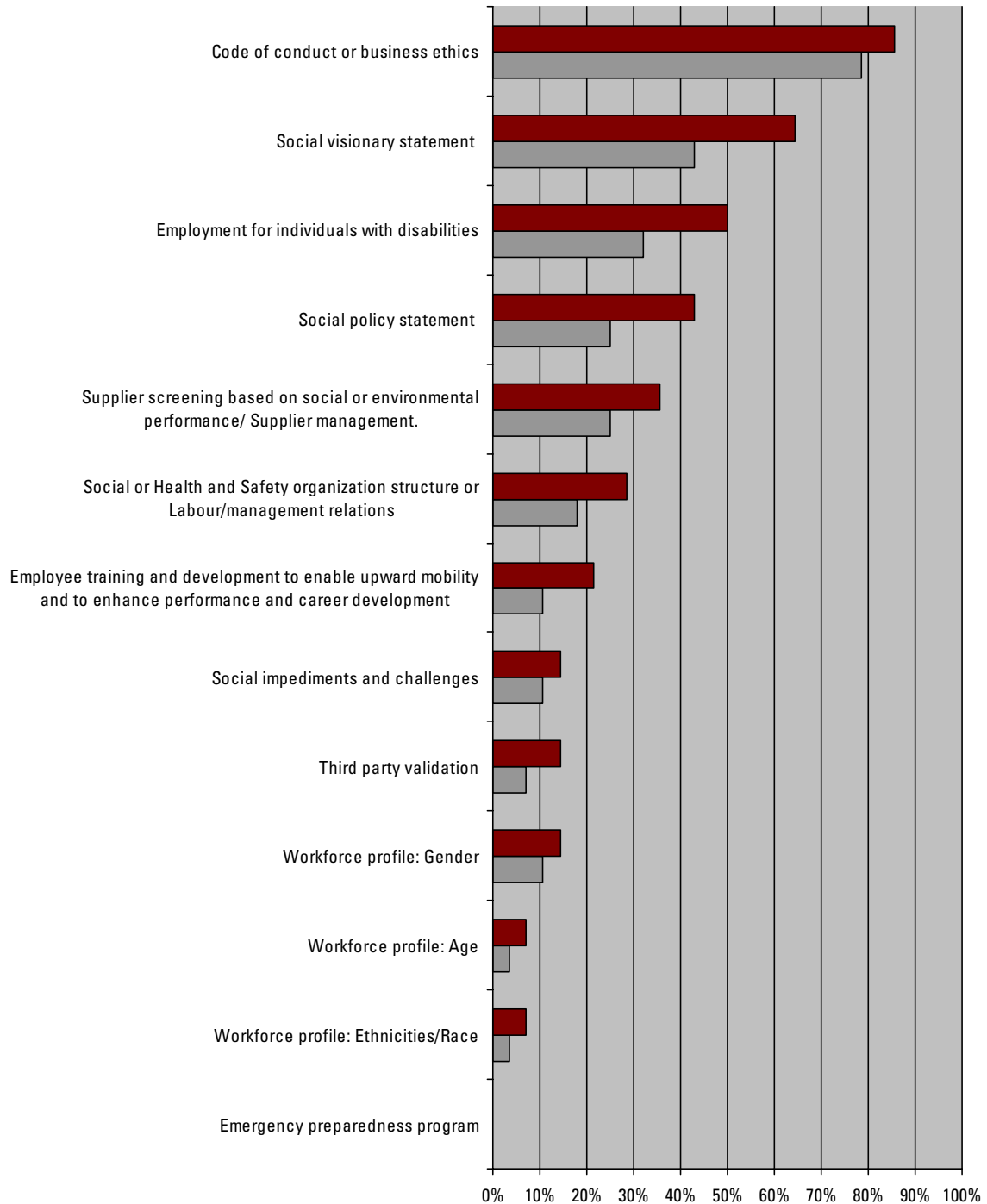


 = Percentage of companies addressing the topics.  
 = Percentage of the total possible number of points awarded to all companies combined for each topic.



## ENTERTAINMENT

### SOCIAL INTENT ELEMENT OF THE PSI SCORES

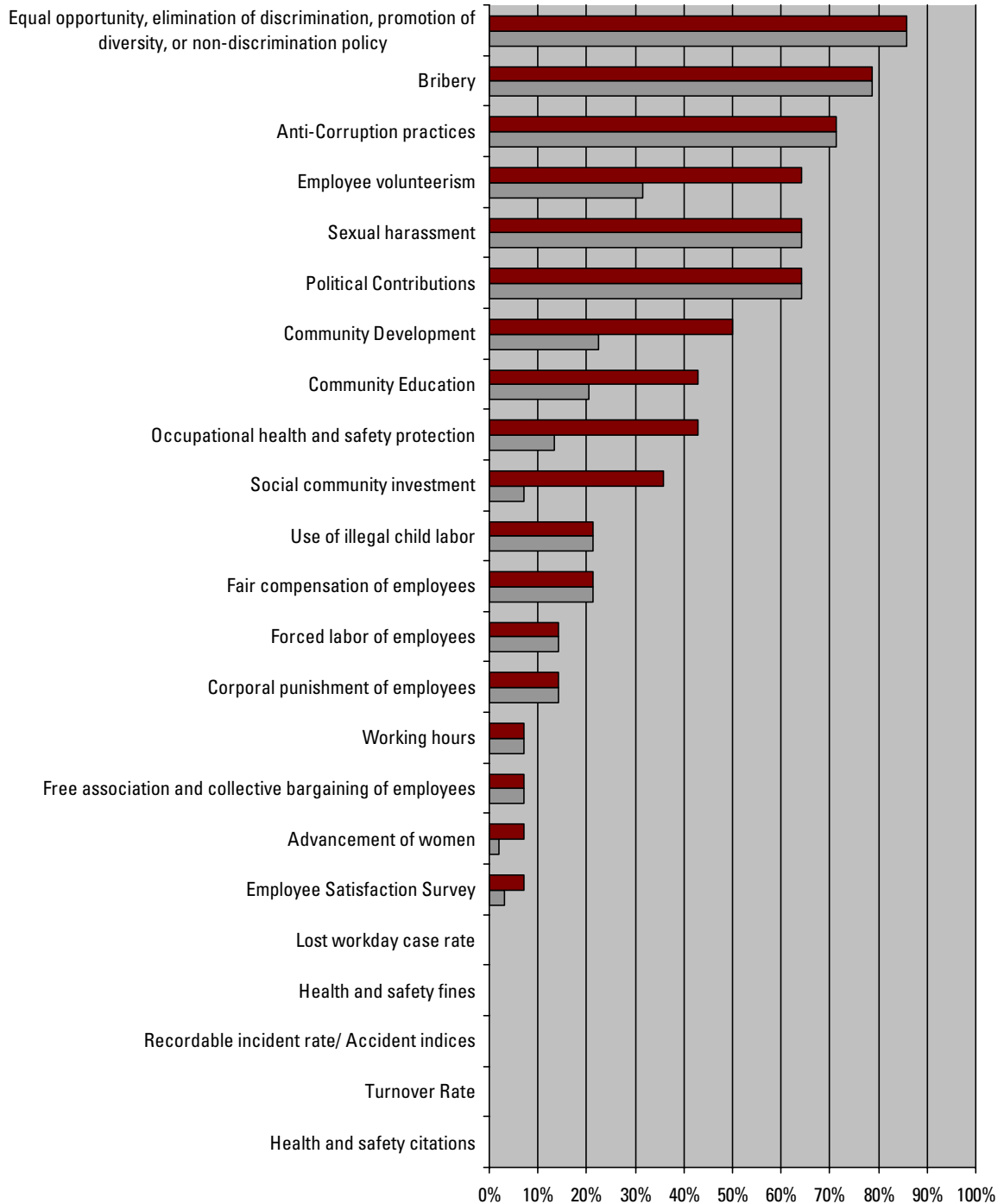


= Percentage of companies addressing the topics.  
 = Percentage of the total possible number of points awarded to all companies combined for each topic.



## ENTERTAINMENT

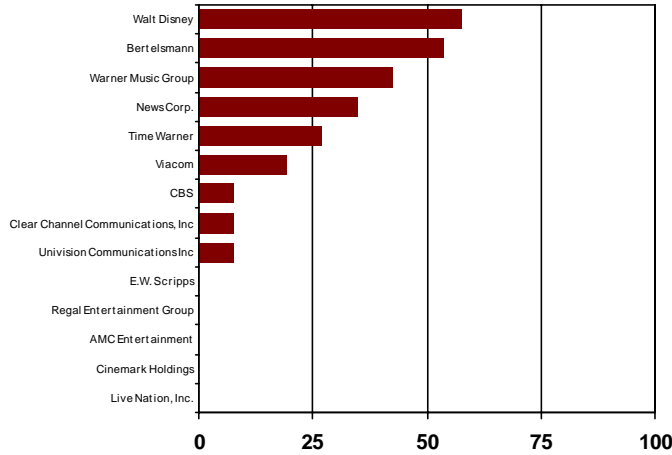
### SOCIAL REPORTING ELEMENT OF THE PSI SCORES



= Percentage of companies addressing the topics.  
 = Percentage of the total possible number of points awarded to all companies combined for each topic.



### ENVIRONMENTAL INTENT SCORES



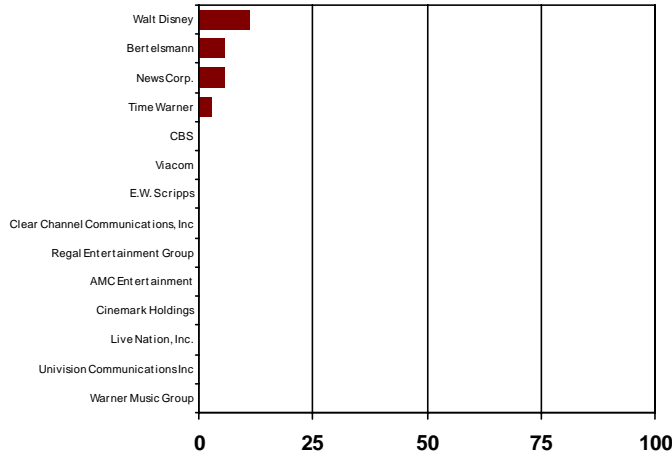
### TEN HIGHEST RANKED SCORES

#### ENVIRONMENTAL INTENT

- A+ Walt Disney
- A Bertelsmann
- B+ Warner Music Group
- B- News Corp.
- C+ Time Warner
- C- Viacom
- D Univision Communications Inc
- D CBS
- D Clear Channel Communications, Inc
- F AMC Entertainment

Environmental intent scores include topics about the firm’s products, environmental organization, vision and commitment, stakeholders, environmental policy and certifications, environmental aspects and impacts, choice of environmental performance indicators and those used by the industry, environmental initiatives and mitigations, and environmental goals and targets.

### ENVIRONMENTAL REPORTING SCORES

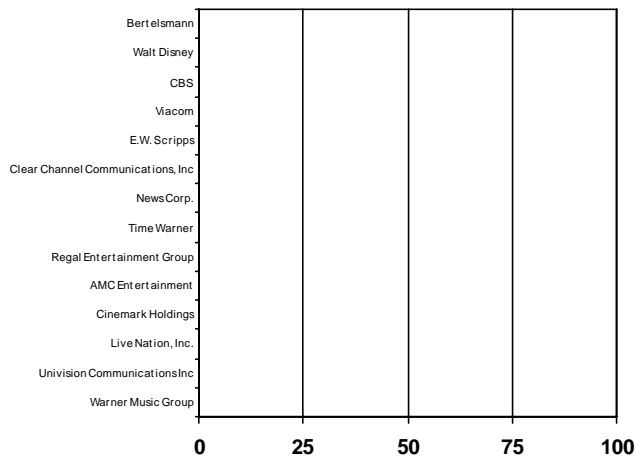


#### ENVIRONMENTAL REPORTING

- A+ Walt Disney
- C+ News Corp.
- C+ Bertelsmann
- D+ Time Warner
- F AMC Entertainment
- F Warner Music Group
- F Univision Communications Inc
- F Cinemark Holdings
- F CBS
- F Live Nation, Inc.

Environmental reporting scores are based on the degree to which the company discusses its emissions, energy sources and consumption, environmental incidents and violations, materials use, mitigations and remediation, waste produced, and water used. They also include use of life cycle analysis, environmental performance and stewardship of products, and environmental performance of suppliers and contractors.

### ENVIRONMENTAL PERFORMANCE SCORES



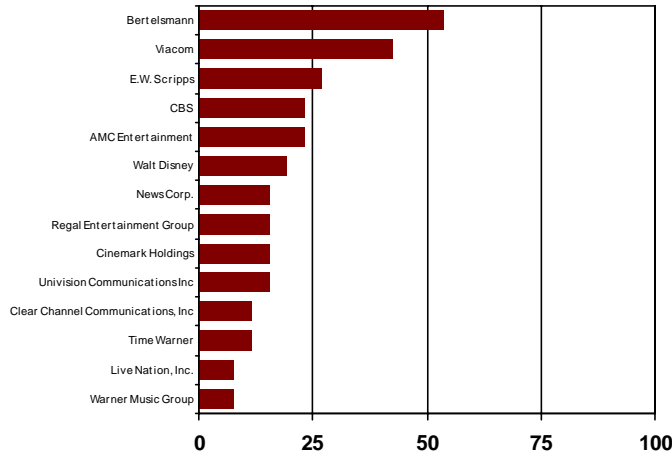
#### ENVIRONMENTAL PERFORMANCE

None reported

Environmental performance scores are based on whether or not the firm has improved its performance on each of the topics discussed under the heading of environmental reporting, and on whether the quality of the performance is better than that of the firm’s peers. Scoring for each topic is one point if performance is better than in previous reports, two points if better than industry peers, three points if both.



### SOCIAL INTENT SCORES



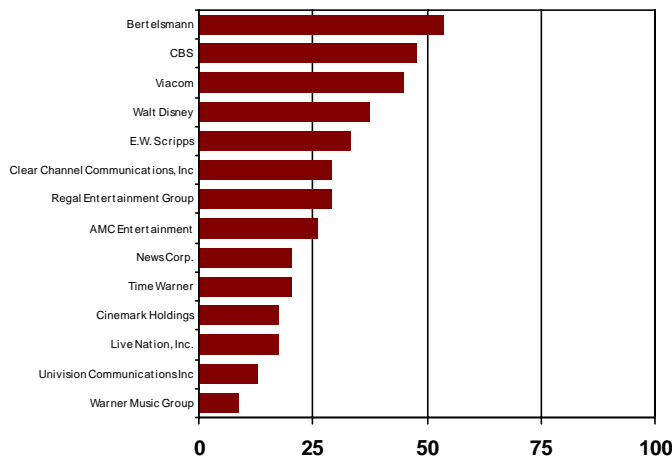
### TEN HIGHEST RANKED SCORES

#### SOCIAL INTENT

- A+ Bertelsmann
- B+ Viacom
- C+ E.W. Scripps
- C AMC Entertainment
- C CBS
- C- Walt Disney
- D+ Univision Communications Inc
- D+ Cinemark Holdings
- D+ Regal Entertainment Group
- D+ News Corp.

Social intent scores include topics about the firm’s financials, employees, safety reporting, social management organization, social vision and commitment, stakeholders, social policy and certifications, social aspects and impacts, choice of social performance indicators and those used by the industry, social initiatives and mitigations, and social goals and targets.

### SOCIAL REPORTING SCORES

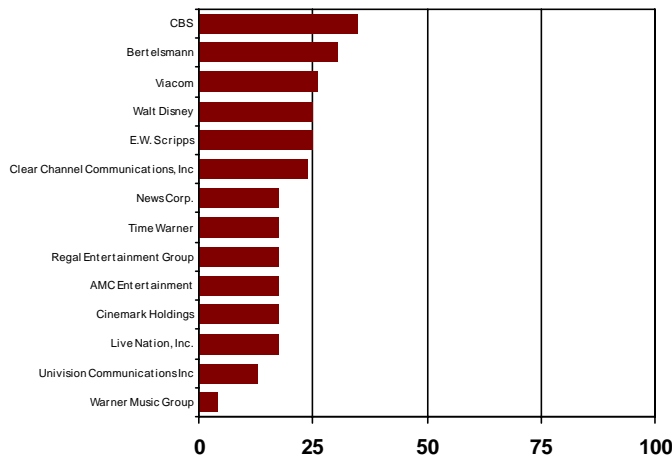


#### SOCIAL REPORTING

- A+ Bertelsmann
- A CBS
- A- Viacom
- B Walt Disney
- B- E.W. Scripps
- C+ Clear Channel Communications, Inc
- C+ Regal Entertainment Group
- C+ AMC Entertainment
- C Time Warner
- C News Corp.

Social reporting scores are based on the degree to which the company discusses various aspects of its dealings with its employees and contractors. They also include social costs and investments.

### SOCIAL PERFORMANCE SCORES



#### SOCIAL PERFORMANCE

- A+ CBS
- A Bertelsmann
- B+ Viacom
- B+ E.W. Scripps
- B+ Walt Disney
- B Clear Channel Communications, Inc
- C+ AMC Entertainment
- C+ Cinemark Holdings
- C+ Live Nation, Inc.
- C+ Regal Entertainment Group

Social performance scores are based on improvement, performance better than the sector average, or statements of compliance with established social standards.

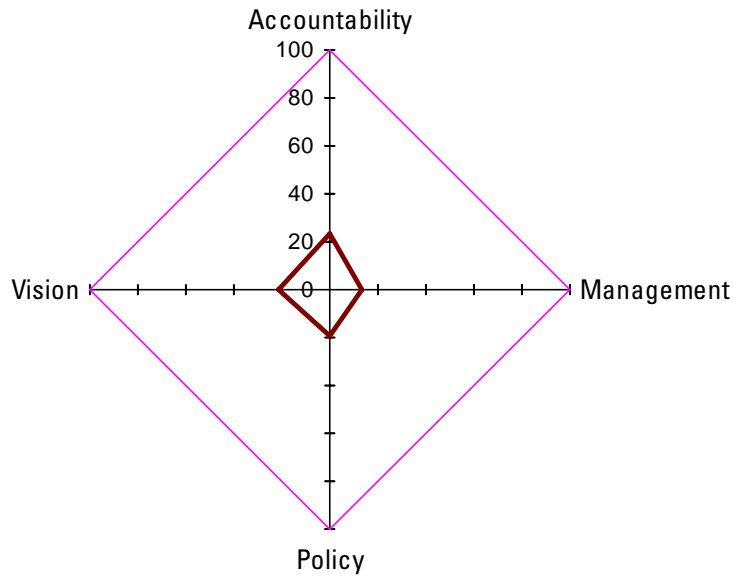


# ENTERTAINMENT

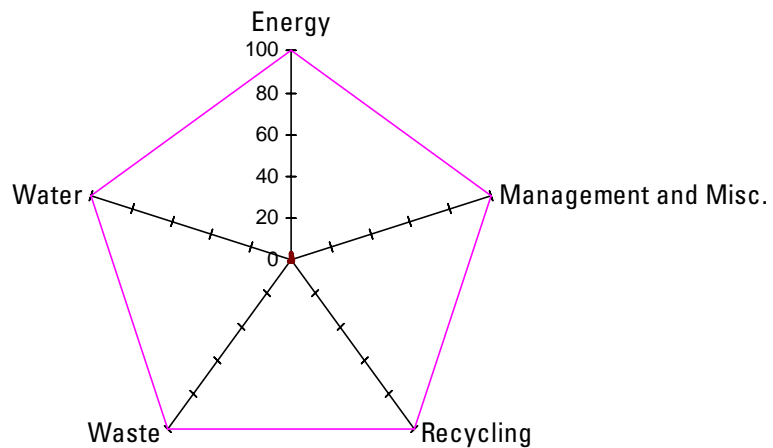
## SUMMARY OF THE DEPTH OF ENVIRONMENTAL TOPIC DISCUSSIONS

The thicker lines are the percentages of total average scores for all companies combined. The thinner lines are the total possible scores (100%).

### ENVIRONMENTAL INTENT



### ENVIRONMENTAL REPORTING AND PERFORMANCE



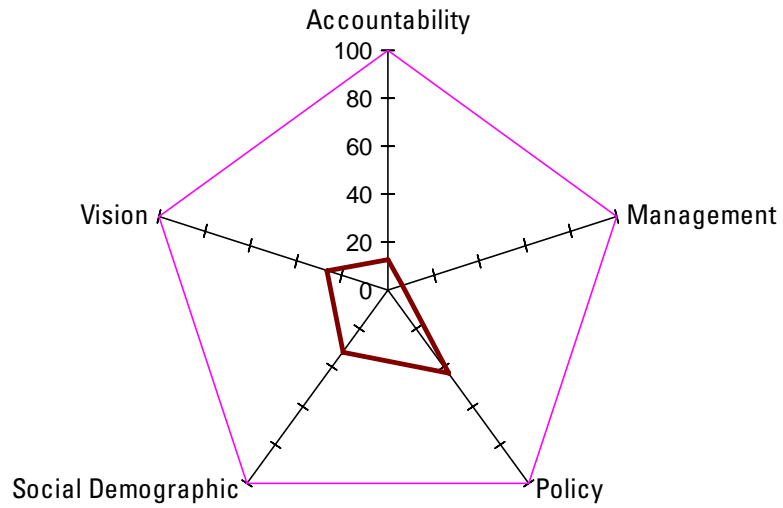


# ENTERTAINMENT

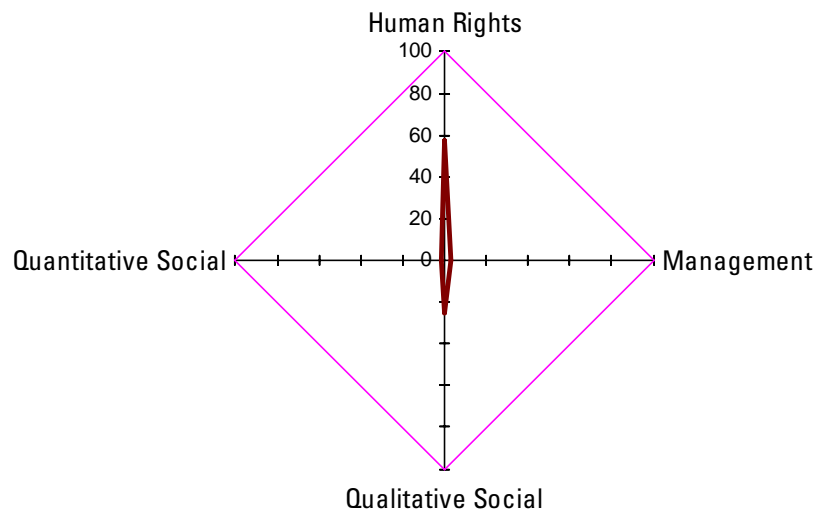
## SUMMARY OF THE DEPTH OF SOCIAL TOPIC DISCUSSIONS

The thicker lines are the percentages of total average scores for all companies combined. The thinner lines are the total possible scores (100%).

### SOCIAL INTENT



### SOCIAL REPORTING AND PERFORMANCE

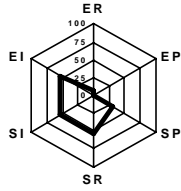




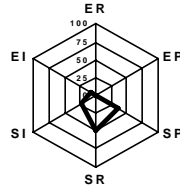
### VISUAL CLUSTER ANALYSIS

Visual cluster analysis multivariate data of the sort produced by the PSI are difficult to summarize. Here we have created radar diagrams of the performance of each company analysed in the sector by its environmental and social intent, reporting, and performance sorted by company ranking. Maximum scores will match the outer sides of the hexagon which total up to 100 percent.

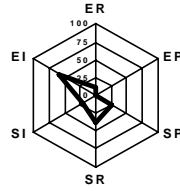
EI = Environmental Intent, ER = Environmental Reporting, EP = Environmental Performance  
 SI = Social Intent, SR = Social Reporting, SP = Social Performance



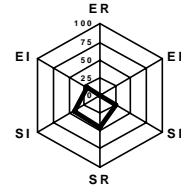
**Bertelsmann**



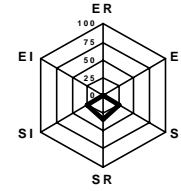
**CBS**



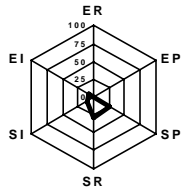
**Walt Disney**



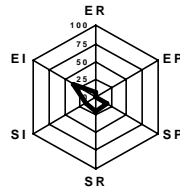
**Viacom**



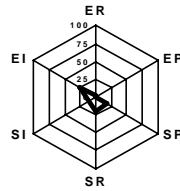
**E.W. Scripps**



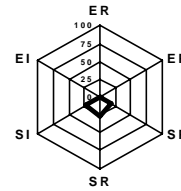
**Clear Channel Communications, Inc**



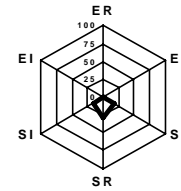
**News Corp.**



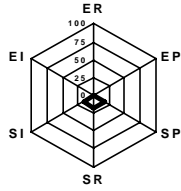
**Time Warner**



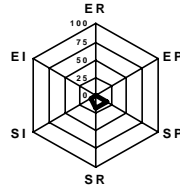
**AMC Entertainment**



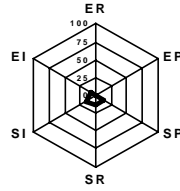
**Regal Entertainment Group**



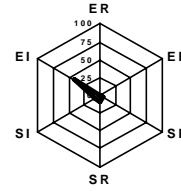
**Cinemark Holdings**



**Live Nation, Inc.**

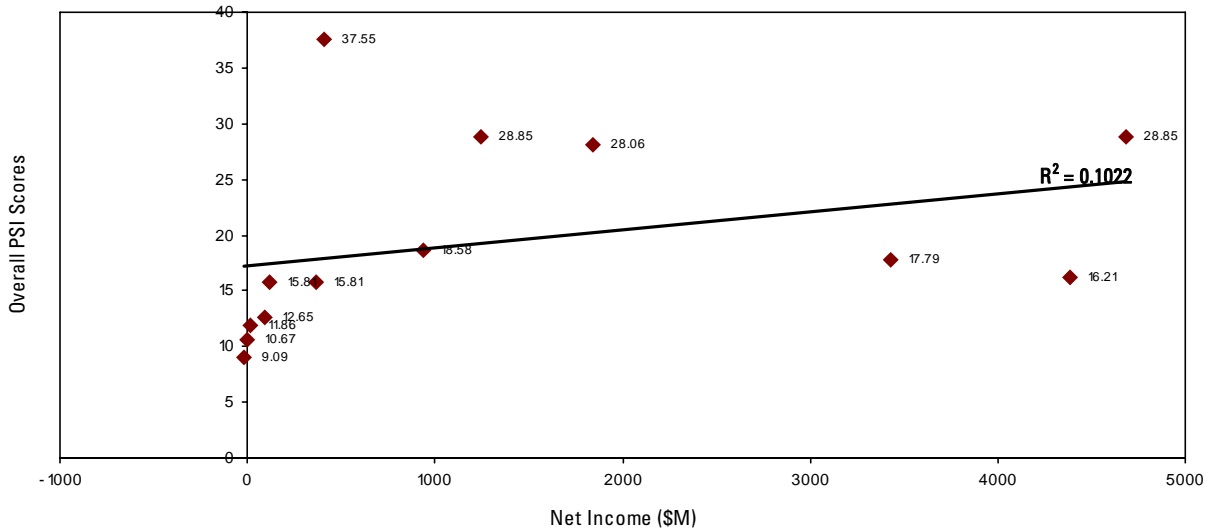
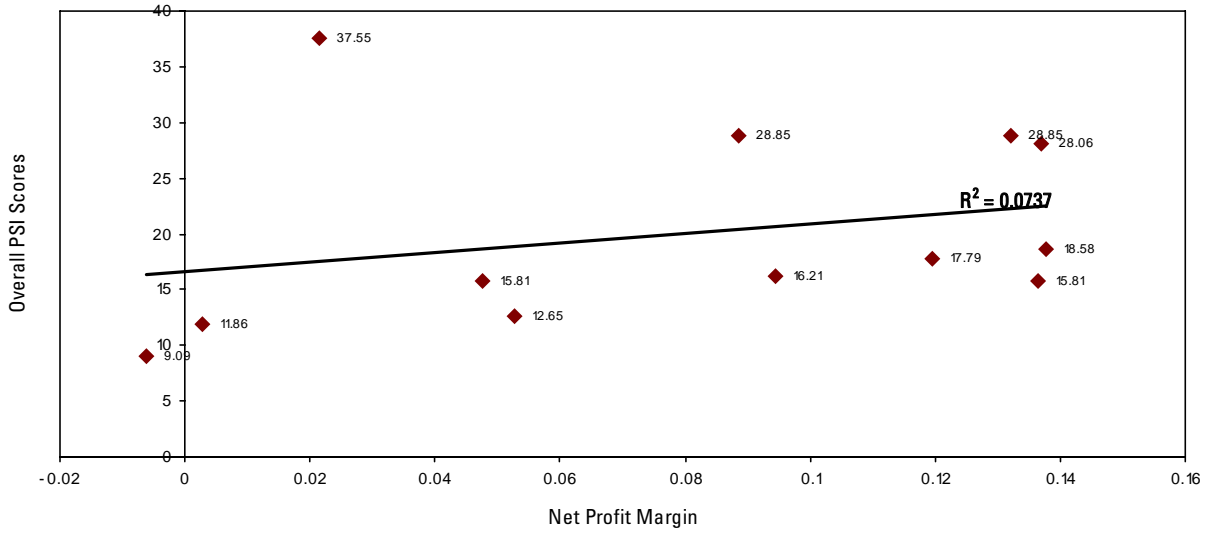
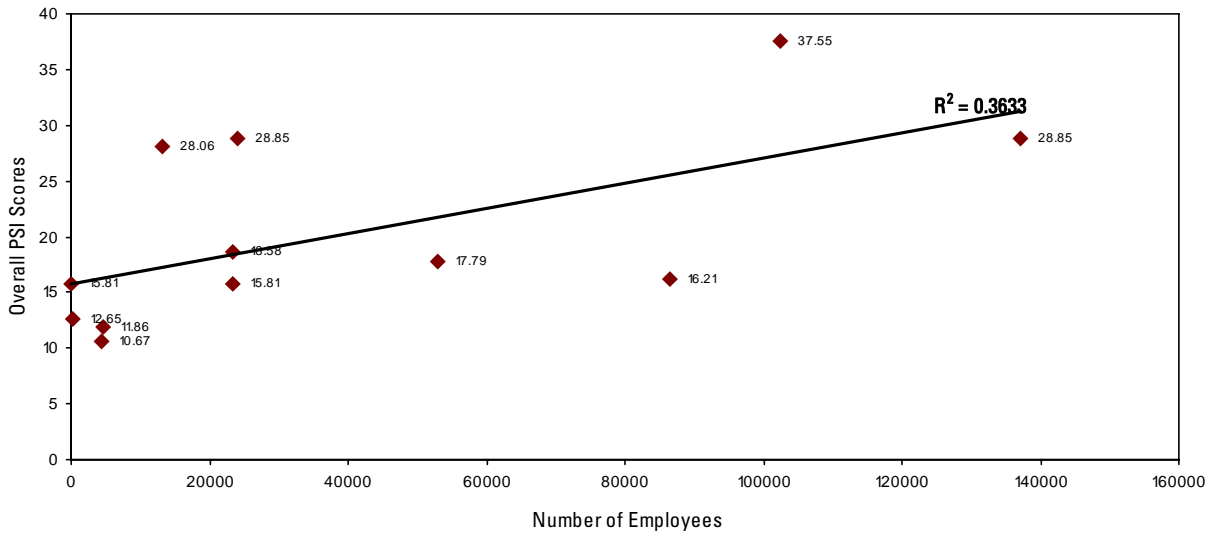


**Univision Communications Inc**



**Warner Music Group**







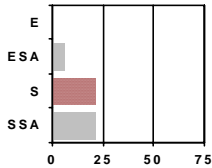
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**AMC ENTERTAINMENT**

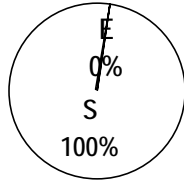


**AMC ENTERTAINMENT 2009**

Comparison with sector averages



Source of points



AMC Entertainment Inc. has not prepared a sustainability report, nor does the company mention the environment or sustainability anywhere on its website. There is some information regarding a commitment to employee diversity, community involvement, and other social policies, and the Code of Ethics is fairly detailed. Overall, however, AMC offers little information about corporate responsibility, and no information about any environmental initiatives.

~ O'Brien

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	0	Needs substantial improvement
Vision	0	Needs substantial improvement

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	50	Good
Social Demographic	100	Excellent
Vision	25	Needs improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	36	Needs improvement
Management	0	Needs substantial improvement
Qualitative Social	14	Needs substantial improvement
Quantitative Social	2	Needs substantial improvement

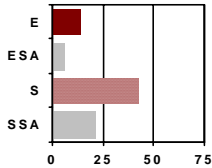


E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

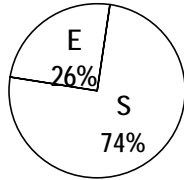
**BERTELSMANN**

**A+**

Comparison with sector averages



Source of points



**BERTELSMANN 2005 CORPORATE SUSTAINABILITY REPORT AND 2009 WEB PAGES**

In its 2005 corporate sustainability report, the most recent at the time of this review, Bertelsmann clearly delineates its commitment to the environment and society along with a focus on responsible paper usage. Throughout the report, attention is also drawn to the charitable commitments and activities that the company participates in outside of its facilities, including donations, environmental improvement, and help to society after natural catastrophes. There is also a minimal discussion of equal rights, diversity, and ethnicity. There are, however, very few quantitative environmental and social data. Bertelsmann should report its total energy consumption, water consumption, amount of recycled products used, and the total waste it recycles, disposes of, and releases into the environment, for starters. As for social reporting, there are no numerical data for the lost workday case rate, recordable incident rate, and turnover rate. Furthermore, the report lacks data for the number of health and safety violations and fines as well as environmental violations and fines. On the positive side, Bertelsmann provides external links to more recent web pages about its commitment to the environment, enough so that it does the best reporting in the sector.

~ Hernandez

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	75	Excellent
Management	75	Excellent
Policy	40	Needs improvement
Vision	25	Needs improvement

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	14	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	5	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	50	Good
Management	20	Needs substantial improvement
Policy	67	Good
Social Demographic	100	Excellent
Vision	100	Excellent

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	64	Good
Management	0	Needs substantial improvement
Qualitative Social	43	Needs improvement
Quantitative Social	2	Needs substantial improvement



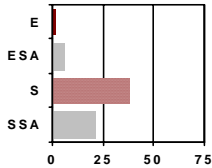
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**CBS**

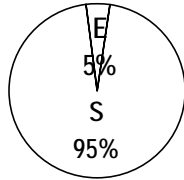
**B+**

**CBS CORPORATION 2007 SUSTAINABILITY REPORT AND 2009 WEB PAGES**

Comparison with sector averages



Source of points



CBS' Social Responsibility Report is a fragmented collection of achievements without any mention of an overall social or environmental policy or management system. Although several excellent initiatives have been put in place, the lack of cohesiveness of the report undermines CBS' attempts to highlight them. CBS as a corporation ignores its duty to clearly articulate its policy, vision, and goals, with quantitative data. As a result, the report fails to show a substantial amount of commitment to corporate responsibility. Still, because of its code of conduct and many achievements, CBS Corporation stands out as a leader in reporting in the Entertainment sector.

~ Jimoh

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	25	Needs improvement
Management	0	Needs substantial improvement
Policy	10	Needs substantial improvement
Vision	0	Needs substantial improvement

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	10	Needs substantial improvement
Policy	50	Good
Social Demographic	50	Good
Vision	25	Needs improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	73	Good
Management	0	Needs substantial improvement
Qualitative Social	26	Needs improvement
Quantitative Social	0	Needs substantial improvement



E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**CINEMARK HOLDINGS**

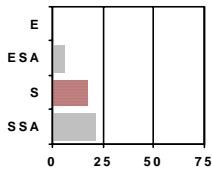


**CINEMARK HOLDINGS 2009 WEB PAGES AND CODE OF CONDUCT**

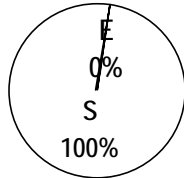
Cinemark is a relatively small company that went public relatively recently. Perhaps this is why it has no environmental or sustainability information on its website. The only topic that achieved any points for this analysis was a Code of Conduct that had some human rights information. Cinemark needs to put a serious effort into developing its environmental and social reporting if it wants to show a commitment to sustainability.

~ de Wolski

Comparison with sector averages



Source of points



**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	0	Needs substantial improvement
Vision	0	Needs substantial improvement

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	50	Good
Social Demographic	0	Needs substantial improvement
Vision	25	Needs improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	36	Needs improvement
Management	0	Needs substantial improvement
Qualitative Social	0	Needs substantial improvement
Quantitative Social	0	Needs substantial improvement



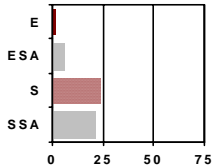
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**CLEAR CHANNEL COMMUNICATIONS, INC**

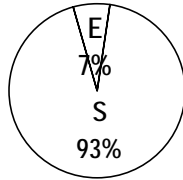


**CLEAR CHANNEL COMMUNICATIONS, INC. WEB PAGES 2009**

Comparison with sector averages



Source of points



Clear Channel Communications, Inc. has a shockingly shallow pool of social and environmental information in its reporting. Mentioning the environment in any form hardly goes beyond a single sentence only suggesting a connection between corporate commitments and environmental sustainability. Clear Channel’s minimal initiatives, like educating the Tri-state area on green initiatives of healthcare, exist as its only signs of environmental concern. There is virtually no other environmental reporting, and the social reporting is equally barren, apart from a list of community involvement events. These events fall under Clear Channel’s “Local Spirit” initiative of getting involved in communities, which they do via sponsoring, funding, providing disaster relief and other methods. These efforts for social commitment do little to relieve the complete lack of transparency in both the environmental and social reporting.

~ Collins

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	13	Needs substantial improvement
Policy	0	Needs substantial improvement
Vision	25	Needs improvement

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	33	Needs improvement
Social Demographic	50	Good
Vision	0	Needs substantial improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	36	Needs improvement
Management	0	Needs substantial improvement
Qualitative Social	40	Needs improvement
Quantitative Social	0	Needs substantial improvement



E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

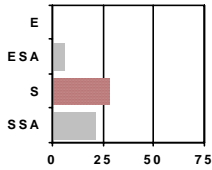
**E.W. SCRIPPS**



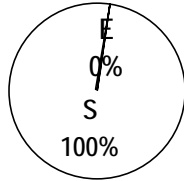
**E.W. SCRIPPS 2009 WEB PAGES**

Although E.W. Scripps reports a small amount of social sustainability data, it does not report any information related to its environmental practices.

Comparison with sector averages



Source of points



~ Ryan

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	0	Needs substantial improvement
Vision	0	Needs substantial improvement

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	67	Good
Social Demographic	50	Good
Vision	50	Good

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	45	Needs improvement
Management	0	Needs substantial improvement
Qualitative Social	31	Needs improvement
Quantitative Social	0	Needs substantial improvement



E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

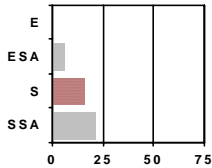
**LIVE NATION, INC.**



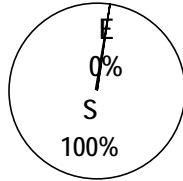
**LIVE NATION, INC. 2009 WEB PAGES**

Live Nation Inc.'s website makes essentially no mention of environmental or social issues and its responses to them.

Comparison with sector averages



Source of points



~ Collins

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	0	Needs substantial improvement
Vision	0	Needs substantial improvement

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	33	Needs improvement
Social Demographic	0	Needs substantial improvement
Vision	0	Needs substantial improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	36	Needs improvement
Management	0	Needs substantial improvement
Qualitative Social	0	Needs substantial improvement
Quantitative Social	0	Needs substantial improvement



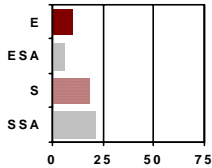
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**NEWS CORP.**

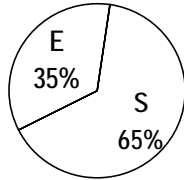


**NEWS CORP. 2009 GLOBAL ENERGY INITIATIVE AND 2009 WEBSITE**

Comparison with sector averages



Source of points



News Corporation lacks any form of a comprehensive sustainability report. The only environmental information provided is in its Global Energy Initiative which covers mainly News Corp's carbon footprint and the goal to be carbon neutral by 2010. This involves reducing energy consumption on the whole, and using more renewable energy as well as buying qualified carbon offsets. One of the main problems with the report is that it lacks numerical data. The abundance of pop-culture imagery takes some focus away from the actual goals of the report. It mainly focuses on plans, but doesn't show many results. The Standards of Business Conduct document is fairly comprehensive, however.

~ Chambers

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	50	Good
Management	0	Needs substantial improvement
Policy	50	Good
Vision	50	Good

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	7	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	7	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	25	Needs improvement
Management	0	Needs substantial improvement
Policy	33	Needs improvement
Social Demographic	50	Good
Vision	0	Needs substantial improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	36	Needs improvement
Management	0	Needs substantial improvement
Qualitative Social	6	Needs substantial improvement
Quantitative Social	0	Needs substantial improvement

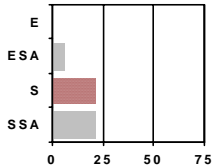


E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

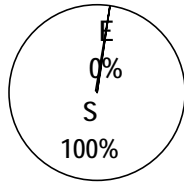
**REGAL ENTERTAINMENT GROUP**



Comparison with sector averages



Source of points



**REGAL ENTERTAINMENT GROUP 2009 WEB PAGES**

Regal Entertainment Group (REG) describes itself as the “largest and most geographically diverse theatre circuit in the United States.” One might expect a corporation with such a vast empire influencing so many communities across the country, to mention its opinion on sustainability. Although its website displays extensive information on investor relations and financial data, there is no nothing summarizing REG’s environmental or social practices, nor are there any descriptions of current activity with respect to these areas. The production of a Code Business Conduct and Ethics, which expresses REG’s value on moral business practices is noteworthy, however the descriptions within the Code are generalized and vague. While the Code touches on REG’s policies against discrimination in the workplace, corporal punishment of employees, sexual harassment, and the use of bribery, it neglects to state many fundamentally important social reporting facts such as workforce demographics, the advancement of women, working hours, wages, or any efforts to accommodate employees with disabilities. The company’s desire to create a safe and healthy workplace is briefly mentioned, but unfortunately there is no clear evidence of what is actually being done to accomplish this goal, and there are no statistics such as recordable incident rates or health and safety violations reflecting the current situation for Regal employees.

~ Ward

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	0	Needs substantial improvement
Vision	0	Needs substantial improvement

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	50	Good
Management	10	Needs substantial improvement
Policy	17	Needs substantial improvement
Social Demographic	0	Needs substantial improvement
Vision	0	Needs substantial improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	36	Needs improvement
Management	0	Needs substantial improvement
Qualitative Social	20	Needs substantial improvement
Quantitative Social	2	Needs substantial improvement



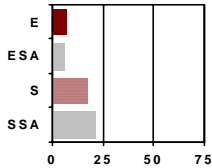
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**TIME WARNER**

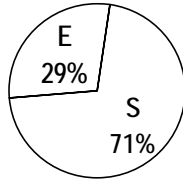


**TIME WARNER 2009 WEB PAGES 2008 SUSTAINABILITY REPORT**

Comparison with sector averages



Source of points



Although Time Warner does include an environmental visionary statement and policy statement, and mentions impediments and challenges, climate change, and biodiversity as issues, it provides no quantitative data on obvious variables such as overall energy consumption, renewable energy use, water use, waste recycled, waste disposed of, hazardous waste produced and released, etc., nor was there much information on social topics other than a code of ethics and a social policy statement. There was no information on emergency preparedness, employee training, employees with disabilities, anti-corruption practices, and community involvement, to name a few of the topics usually addressed.

~ Diaz

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	25	Needs improvement
Management	0	Needs substantial improvement
Policy	40	Needs improvement
Vision	50	Good

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	7	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	33	Needs improvement
Social Demographic	0	Needs substantial improvement
Vision	25	Needs improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	36	Needs improvement
Management	0	Needs substantial improvement
Qualitative Social	6	Needs substantial improvement
Quantitative Social	0	Needs substantial improvement



E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

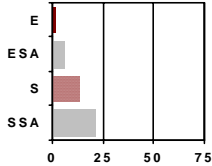
**UNIVISION COMMUNICATIONS INC.**

**D+**

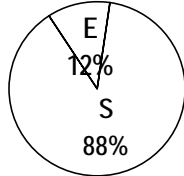
**UNIVISION COMMUNICATIONS 2009 WEB PAGES AND CODE OF CONDUCT**

Beyond saying that the company follows environmental laws, Univision has no environmental reporting. There is minimal social reporting, with the Code of Conduct and corporate governance information giving the sole human rights points.

Comparison with sector averages



Source of points



~ de Wolski

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	25	Needs improvement
Management	0	Needs substantial improvement
Policy	0	Needs substantial improvement
Vision	25	Needs improvement

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	25	Needs improvement
Management	0	Needs substantial improvement
Policy	33	Needs improvement
Social Demographic	0	Needs substantial improvement
Vision	25	Needs improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	27	Needs improvement
Management	0	Needs substantial improvement
Qualitative Social	0	Needs substantial improvement
Quantitative Social	0	Needs substantial improvement



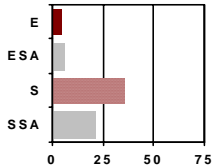
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**VIACOM**

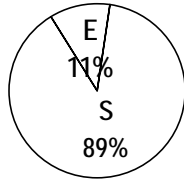
**B+**

**VIACOM BUSINESS CONDUCT STATEMENT 2008 AND ENVIRONMENTAL 2009 WEB PAGES**

Comparison with sector averages



Source of points



Viacom explicitly discusses its environmental intent, indicating its internal environmental structure, providing a visionary statement, and its stance on global warming and environmental education. On the other hand, it fails to mention or provide numerical data for overall energy consumption, renewable energy used, water used, waste recycled, waste disposed of, or hazardous waste produced or disposed of. Nor does it discuss any environmental expenses or notices of violation or fines. But even so, it runs a series of independent aggressive web-based campaigns against climate change and promoting social reform including MTV Switch, Grita, and a variety of others which probably have a much stronger effect on society than any sustainability report ever could. In addition, Viacom has an extensive business conduct statement including many policies and rights including gender rights, employee training, disability issues, fair compensation, equal opportunity, bribery, and anti-corruption practices.

~ Kristensen

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	25	Needs improvement
Management	13	Needs substantial improvement
Policy	20	Needs substantial improvement
Vision	25	Needs improvement

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	25	Needs improvement
Management	40	Needs improvement
Policy	50	Good
Social Demographic	50	Good
Vision	50	Good

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	55	Good
Management	29	Needs improvement
Qualitative Social	31	Needs improvement
Quantitative Social	0	Needs substantial improvement



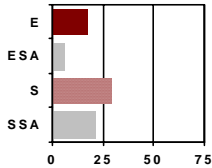
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**WALT DISNEY**

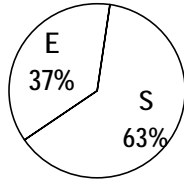
**B+**

**WALT DISNEY 2008 CORPORATE RESPONSIBILITY REPORT AND 2009 WEB PAGES**

Comparison with sector averages



Source of points



Walt Disney makes a significant effort towards sustainability and implementing policies that promote its corporate responsibility, particularly entertaining in the Disney presentation style. Disney covers most topics of great concern such as having a strong environmental management policies for its employees, promoting its environmental vision and policies, contributing towards habitat conservation with the Disney Worldwide Conservation Fund, and making efforts towards the preservation of biodiversity with various programs geared towards endangered species in Disney’s Animal Kingdom Park. The company doesn’t, however, provide quantitative data on some very important issues including renewable waste recycled, water used, and hazardous waste produced and disposed of, just to name a few important topics. Disney made sure to address its labor management, social impediments, equal opportunity policies, employee volunteerism and community development and education, and its extensive code of conduct and business ethics provides thorough and relevant data about its dedication to its personnel.

~ Diaz

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	50	Good
Management	50	Good
Policy	70	Good
Vision	50	Good

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	14	Needs substantial improvement
Energy	14	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	5	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	50	Good
Social Demographic	0	Needs substantial improvement
Vision	50	Good

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	45	Needs improvement
Management	0	Needs substantial improvement
Qualitative Social	31	Needs improvement
Quantitative Social	7	Needs substantial improvement



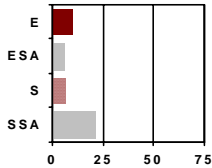
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**WARNER MUSIC GROUP**

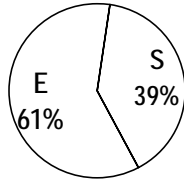
**D+**

**WARNER MUSIC GROUP 2008 ANNUAL REPORT AND 2009 WEB PAGES**

Comparison with sector averages



Source of points



Warner's report is very vague but briefly mentions a few environmental efforts. For example, Warner hosts carbon-neutral Grammy after-parties and produces a CD/DVD package with proceeds benefiting the Alliance for Climate Protection. More substantial efforts are Warner's use of 30% post-consumer paper packaging in all CD's and DVD's (which, along with other recycling and waste reduction programs, has saved about 4 tons of waste) and collaboration with Native Energy, Native American owned, community-based renewable energy projects. There is no mention of employee satisfaction surveys, and social responsibility efforts, and business ethics were unmentioned.

~ Scott

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	50	Good
Management	38	Needs improvement
Policy	40	Needs improvement
Vision	50	Good

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	33	Needs improvement
Social Demographic	0	Needs substantial improvement
Vision	0	Needs substantial improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	9	Needs substantial improvement
Management	0	Needs substantial improvement
Qualitative Social	6	Needs substantial improvement
Quantitative Social	2	Needs substantial improvement



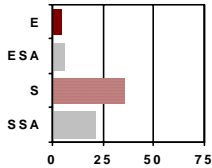
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**VIACOM**

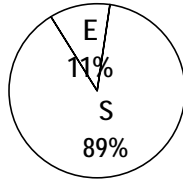
**B+**

**VIACOM BUSINESS CONDUCT STATEMENT 2008 AND ENVIRONMENTAL 2009 WEB PAGES**

Comparison with sector averages



Source of points



Viacom’s dedication towards green practices is not cohesive in that it provides data for some important sectors of its report and not for others. For example, the company provides relevant data for its environmental intent explicitly stating an environmental structure, visionary statement, its stance on global warming, and environmental education.

At the same time, the company has evident inconsistencies in its environmental reporting. The company fails to mention or provide numerical data for the following sectors: renewable energy consumption, energy used, water used, waste recycled, waste disposed of, and hazardous waste produced/disposed. Viacom also failed discuss any initiatives or action towards environmental notice of violation, environmental expenses, and other environmental fines. However, in regards to climate change/global warming, the MTV’s Switch, Grita, and Break the Addiction reflect some of Viacom and Viacom brand initiatives to environmental education.

Viacom does have a dedicated commitment towards the well-being of its employees. The company upholds its social visionary statement through reliable and tentative human resources representatives. The company’s extensive business conduct statement states many policies and rights pertaining to personnel. Gender, employee training, disabilities, fair compensation, equal opportunity, bribery, and anti-corruption practices are but a few items covered by Viacom.

Viacom’s attempt at providing a clear message about its environmental practices is satisfactory. Throughout the report the company managed to address some environmental issues, however there were some areas the company failed even provide relative data. Perhaps Viacom will take charge of these issues and become even more vocal and involved in its next report.

~ Kristensen

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	25	Needs improvement
Management	13	Needs substantial improvement
Policy	20	Needs substantial improvement
Vision	25	Needs improvement

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement



E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

### **SOCIAL INTENT**

<i>Question Category</i>	<i>Score</i>	<i>General Comment</i>
Accountability	25	Needs improvement
Management	40	Needs improvement
Policy	50	Good
Social Demographic	50	Good
Vision	50	Good

### **SOCIAL REPORTING**

<i>Question Category</i>	<i>Score</i>	<i>General Comment</i>
Human Rights	55	Good
Management	29	Needs improvement
Qualitative Social	31	Needs improvement
Quantitative Social	0	Needs substantial improvement



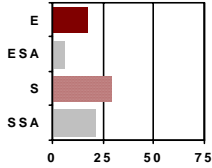
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**WALT DISNEY**

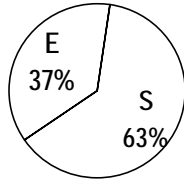
**B+**

**WALT DISNEY 2008 CORPORATE RESPONSIBILITY REPORT AND 2009 WEB PAGES**

Comparison with sector averages



Source of points



Walt Disney shows a satisfactory effort towards sustainability and implementing policies that promote its corporate responsibility, particularly entertaining in presentation. Disney covers most topics of great concern such as having a strong environmental management for its employees, promoting its environmental vision and policies, contributing towards habitat conservation with the Disney Worldwide Conservation Fund, and making efforts towards the preservation of biodiversity with various programs geared towards endangered species in Disney’s Animal Kingdom Park.

The company does, however, fail to provide relevant quantitative data on some very important issues. Disney did not report numerical for renewable waste recycled, water used, and hazardous waste produced and disposed, just to name a few. This company places its employees as one of its top priorities. Disney made sure that it spoke about its labor management, social impediments, equal opportunity policies, employee volunteerism and community development and education. The company’s extensive code of conduct and business of ethics managed to provide thorough and relevant data about its dedication to its personnel.

~ Diaz

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	50	Good
Management	50	Good
Policy	70	Good
Vision	50	Good

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	14	Needs substantial improvement
Energy	14	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	5	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	50	Good
Social Demographic	0	Needs substantial improvement
Vision	50	Good

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	45	Needs improvement
Management	0	Needs substantial improvement
Qualitative Social	31	Needs improvement
Quantitative Social	7	Needs substantial improvement



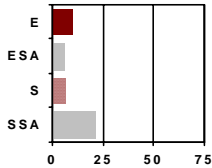
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**WARNER MUSIC GROUP**

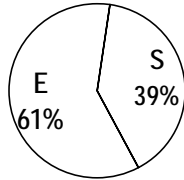
**D+**

**WARNER MUSIC GROUP 2008 ANNUAL REPORT AND 2009 WEB PAGES**

Comparison with sector averages



Source of points



The report is very vague but briefly mentions a few environmental efforts. For example, Warner hosts carbon-neutral Grammy after-parties and produces a CD/DVD package with proceeds benefitting the Alliance for Climate Protection. More substantial efforts are Warner's use of 30% post-consumer paper packaging in all CD's and DVD's (which, along with other recycling and waste reduction programs, has saved about 4 tons of waste) and collaboration with Native Energy, Native American owned, community-based renewable energy projects. While there was no mention of efforts to respect union membership of employees, the report stated that no employees are "subject to collective bargaining agreements". There is no mention of employee satisfaction surveys, and social responsibility efforts and business ethics were unmentioned.

~ Scott

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	50	Good
Management	38	Needs improvement
Policy	40	Needs improvement
Vision	50	Good

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	33	Needs improvement
Social Demographic	0	Needs substantial improvement
Vision	0	Needs substantial improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	9	Needs substantial improvement
Management	0	Needs substantial improvement
Qualitative Social	6	Needs substantial improvement
Quantitative Social	2	Needs substantial improvement



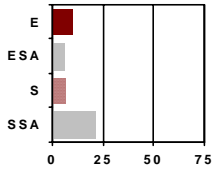
E = Total Environmental Score, ESA = Environmental Sector Average Score, S = Total Social Score, SSA = Social Sector Average Score

**WARNER MUSIC GROUP**

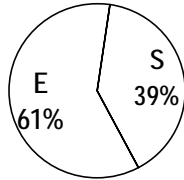
**D+**

**WARNER MUSIC GROUP 2008 ANNUAL REPORT AND 2009 WEB PAGES**

Comparison with sector averages



Source of points



The report is very vague but briefly mentions a few environmental efforts. For example, Warner hosts carbon-neutral Grammy after-parties and produces a cd/dvd package with proceeds benefitting the Alliance for Climate Protection. More substantial efforts are Warner's use of 30% post-consumer paper packaging in all CD's and DVD's (which, along with other recycling and waste reduction programs, has saved about 4 tons of waste) and collaboration with Native Energy, Native American owned, community-based renewable energy projects.

While there was no mention of efforts to respect union membership of employees, the report stated that no employees are "subject to collective bargaining agreements". There is no mention of employee satisfaction surveys, and social responsibility efforts and business ethics were unmentioned.

~ Scott

**ENVIRONMENTAL INTENT**

Question Category	Score	General Comment
Accountability	50	Good
Management	38	Needs improvement
Policy	40	Needs improvement
Vision	50	Good

**ENVIRONMENTAL REPORTING**

Question Category	Score	General Comment
Emissions to air	0	Needs substantial improvement
Energy	0	Needs substantial improvement
Management and Misc.	0	Needs substantial improvement
Recycling	0	Needs substantial improvement
Waste	0	Needs substantial improvement
Water	0	Needs substantial improvement

**SOCIAL INTENT**

Question Category	Score	General Comment
Accountability	0	Needs substantial improvement
Management	0	Needs substantial improvement
Policy	33	Needs improvement
Social Demographic	0	Needs substantial improvement
Vision	0	Needs substantial improvement

**SOCIAL REPORTING**

Question Category	Score	General Comment
Human Rights	9	Needs substantial improvement
Management	0	Needs substantial improvement
Qualitative Social	6	Needs substantial improvement
Quantitative Social	2	Needs substantial improvement

### **CLAREMONT MCKENNA COLLEGE**

Claremont McKenna College, a member of the Claremont Colleges, is a highly selective, independent, coeducational, residential, undergraduate liberal arts college with a curricular emphasis on economics, government, and public affairs.

### **THE CLAREMONT COLLEGES**

The Claremont Colleges form a consortium of five undergraduate liberal arts colleges and two graduate institutions based on the Oxford/Cambridge model. The consortium offers students diverse opportunities and resources typically found only at much larger universities. The consortium members include Claremont McKenna College, Harvey Mudd College, Pitzer College, Pomona College, Scripps College, Keck Graduate Institute of Applied Life Sciences, and the Claremont Graduate University—which includes the Peter F. Drucker and Masatoshi Ito Graduate School of Management.

### **CONTACT INFORMATION**

Dr. J. Emil Morhardt, Director, Roberts Environmental Center, Claremont McKenna College, 925 N. Mills Avenue, Claremont, CA 91711-5916, USA, Phone: 909-621-8190, Fax: 909-607-1185, email: [emorhardt@cmc.edu](mailto:emorhardt@cmc.edu)