

Reesor, P., Zeppa K., **Symmons**, J., & Everhardus, R. (2000). *The impact of environmental policy statements on the reputations management function of public relations practitioners*. Ryerson University, Toronto, Ontario.

#### Abstract

A case study of 2 Ontario natural gas companies examined how the reputation management function in a corporation is impacted when it adopts an environmental policy statement.

Personal interviews were conducted with 1 public relations practitioner and 1 environmental specialist from each company. Findings indicated that the responsibility for environmental

reporting rests with environmental specials. In order for corporations to capitalize on

opportunities to build and enhance reputation through environmental communications,

horizontal working relationships between public relations and other departments that deliver

on environmental objectives must be developed. These relationships may be achieved through

formal or informal processes. This study should be valuable to companies that have, or are in

the process of implementing, an environmental policy statement and want to integrate their

environmental values into their business plan.