

## The Boston College Center for Corporate Citizenship is proud to announce our second annual Film Festival!

It's time to enter your corporate citizenship video in the 2010 Film Festival sponsored by the Boston College Center for Corporate Citizenship.

The success of the first annual International Corporate Citizenship Film Festival launched earlier this year was remarkable, with 24 companies submitting videos and more than 30,000 people from around the world casting votes.

The videos entered in the 2009 competition clearly demonstrated the power of video to communicate the positive impact of each company's work in its community and around the globe. The 30,000 who viewed the videos and voted for their favorite sent a resounding message: There is an audience interested in seeing the corporate citizenship story on video and companies welcome new opportunities to engage employees and partners.

FedEx took first place in the 2009 competition with a powerful presentation of how it uses its shipping and logistics expertise to help communities devastated by natural disasters. [See this video and the other 2009 entries here.](#)

Communicating your company's good work in corporate citizenship has been increasingly linked to improving the company's reputation, positive branding and ultimately the bottom line. For this reason many companies are mobilizing their efforts to communicate success with volunteer programs, philanthropy, supply chain management, sustainability and other corporate citizenship efforts.

For the second annual International Corporate Citizenship Film Festival, we will review all videos submitted and select 10 finalists to post on our web site where peers and professionals can view them and vote for one winner. At the 2010 International Corporate Citizenship Conference – to be held April 11-13 in Boston – all finalists will be available for viewing before the winner is announced and showcased before the 500 corporate citizenship professionals in attendance.

Submissions: We are accepting broadcast quality videos up to 3 minutes in length on DVD only. Submissions by conference attendees and members will be accepted from Oct. 1, 2009 through Feb. 1, 2010. Previous Film Festival videos may be resubmitted for this year with the exception of the winning video from FedEx, which is welcome to submit a new video.

Voting: All eligible videos will be posted to the Boston College Center web site for voting by the general public from Feb. 22 to March 10. This voting will narrow the entries to the top 10. Then from March 15 to April 2 voting for the winner will take place through our online member community. To be eligible as a top 10 finalist, a representative from your company must register to attend the International Corporate Citizenship Conference, April 11-13, 2010. At the conference in Boston, the winner will be announced and presented with an award.

Mail your submission to:  
Attn: Dan Kass  
Boston College Center for Corporate Citizenship  
55 Lee Road  
Chestnut Hill, MA 02467

If you have any questions please contact Dan Kass.  
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