



Community Affairs & Corporate Reputation

Our Client

Exelon-United Way Stay in School Report Card

The Objective

JTA was tasked with designing and implementing a communication strategy that would raise awareness and visibility of Exelon Corporation's leadership role in creating a public-private partnership with United Way of Metropolitan Chicago to bring new after-school programs targeting three Chicago communities with the highest drop-out and truancy rates.

JTA Results

Our team positioned the release of the *Exelon/United Way Stay in School Report Card* and its findings as a platform for Exelon and United Way to communicate jointly with key stakeholders in Chicago. JTA generated local media coverage in *Crain's*, Chicago's leading business publication, along with coverage in community and ethnic newspapers throughout the city.

The integrated community affairs/media relations strategy significantly raised the program's profile with external stakeholders, leading to the 2007 selection of Exelon/ComEd for Ron Brown Award for Corporate Leadership — the only presidential award that honors companies for the exemplary quality of their relationships with employees and their communities.

Campaign Highlights:

- JTA successfully targeted messages to Mayor Richard M. Daley, Chicago Public School officials, elected officials, education opinion leaders, community development opinion leaders, participating school officials, students, and local media.
- The sustained print and broadcast media coverage for Exelon's investments in education totals millions of media impressions to date.
- New audiences (elected officials, community opinion makers) were reached with messages on Exelon's signature investments in education, specifically math and science literacy.
- JTA created communication platform opportunities for executive champions in support of Exelon's corporate citizenship campaign.