



Pacific Media Corporate Sustainability and Responsibility Report

January 2009

Letter from the CEO

Dear Pacific Media Stakeholders,

My journey with Pacific Media began when I founded our first office in Santa Clara nearly 20 years ago. It was my passion to deliver communications that would enhance relationships between my clients and their important stakeholders whether customers, investors, or the impacted public. To me great communications held the power for change and I wanted to be part of that change.

In addition, my educational background and early professional experience in environmental management has been a sustaining force in my concern for environmentally responsible business practices. Two years ago this led to a commitment that expanded Pacific Media from a media communication solutions provider, to a social responsibility program content development and distribution company dedicated to connecting individuals and businesses with the information they need to make greener lifestyle, work, and business choices.

Our company continuously evolves and sees transformation as a fundamental way to reinvigorate our business. We are renewing our focus on the power of communication, responsibility and dedication to the timeless goals of all social and economic systems—reliability, trust, fairness, inclusion, sustainability, human rights, prosperity and individual empowerment. I believe we must do so in very new ways.

Building a smarter planet isn't simply a recipe for economic growth; it's also a recipe for radically expanded economic and societal opportunity. It's not just a way to make the planet more efficient, but also to make it more sustainable.

Sincerely,

A handwritten signature in black ink, appearing to read "Karen Nelson". The signature is fluid and cursive.

Karen Nelson

Organization Profile



Corporate Name	Pacific Media (incorporated as Pacific Media Center, Inc.)
Brand Promise	Pacific Media supports our clients' business goals with strategic digital communications that creates positive connections with the audience, strengthens the bond with customers, and enhances the credibility of our client's solutions.
Services	Digital Media Communications
Outsourcing	We enhance our core capabilities with preferred relationships from individuals and organizations throughout the world.
Structure	Our corporate headquarters are located in Santa Clara, California with satellite offices in Chicago Illinois, Sacramento California, and Tampa Florida

Divisions

GreenTech TV
GreenTech Publishing division.
www.greentechtv.net

GreenTech Connection
Green Communication Practice division



Corporate Headquarters

3350 Scott Blvd, Bldg 37A, Santa Clara, CA 95054

Global Presence

Pacific Media provides media that is created and distributed on a global basis.

Markets Served

With a focus on technology, science and the environment Pacific Media has served corporations and business both large and small. We have provided media to educational institutions, NGOs and government.

Scale

Our combined work force of approximately 110 individuals includes employees and preferred vendors that are highly experienced and creative.

Industry Awards and Achievement



Recent Awards

2008 Gold w3 Award;

Things You Can Do at Work With a Gesture, Synaptics

2008 Platinum Hermes Award;

Chevron FBO Training, Chevron Global Aviation

2008 Platinum Hermes Award;

Things You Can Do at Work With a Gesture, Synaptics

2008 Bronze Summit International Award;

Chevron FBO Training, Chevron Global Aviation

2008 Gold Communicator Award of Excellence;

Web site design, Pacific Media

2008 Silver Communicator Award of Distinction;

Chevron FBO Training, Chevron Global Aviation

2007 Gold AVA Award;

Clean Cars Go Mainstream

2006 Bronze Telly Award;

Building Senior Communities, Steinberg Architects

2006 Bronze Telly Award;

We Are New York, Cisco Systems

2006 Gold Aurora Award;

A World Class Briefing Center; Facility Tour, Cisco Systems

2006 Platinum Best of Show Aurora Award;

We Are New York, Cisco Systems

2006 Gold MarCom Creative Awards;

EBC Renovation, Cisco Systems

Corporate Governance



Pacific Media Board As a small C Corp business, Pacific Media's governance is held within the tight reins of our working management structure. This allows us to maintain transparency for all management decisions.

Employee Involvement Given our commitment to social and environmental responsibility every employee has direct assigned responsibilities in both areas with performance metrics that include these factors.

Corporate Code of Conduct

Pacific Media's code of conduct is an integral part of employee hiring and performance. These measures and standards are included in the Pacific Media employee handbook.



The basic principles discussed in our Code are subject to any Company policies covering the same issues and include.

1. Compliance with Laws, Rules and Regulations
2. Conflicts of Interest
3. Confidentiality which includes NDAs from all the work force to protect all customer information
4. Corporate Opportunities
5. Competition and Fair Dealing
6. Political Contributions
7. Discrimination and Harassment
8. Health and Safety
9. Environmental
10. Record-Keeping, Financial Controls and Disclosures
11. Protection and Proper Use of Company Assets
12. Trade Issues
13. Reporting any Illegal or Unethical Behavior
14. Financial Reporting
15. Compliance Procedures

Corporate Code of Conduct: for Employee Protection

Our Board of Directors maintains this internal facing corporate code of conduct:

Compensation. Pacific Media pays at least the minimum wage, or the prevailing industry wage, whichever is higher.

Benefits. Pacific Media complies with all provisions for legally mandated benefits, including but not limited to housing; meals; transportation and other allowances; health care; child care; sick leave; emergency leave; pregnancy; vacation bereavement and holiday leave; and contributions for



social security, life, health, worker's compensation and other insurance.

Hours of Work/Overtime. (Contractor) certifies that it complies with legally mandated work hours; uses overtime only when employees are fully compensated according to local law; informs the employee at the time of hiring if mandatory overtime is a condition of employment; and, on a regularly scheduled basis, provides one day off in seven, and requires no more than 60 hours of work per week, or complies with local limits if they are lower.

Health and Safety. Pacific Media has written health and safety guidelines, and complies with our customer's health and safety standards for customer on-site presence.

Environment. Pacific Media complies and works to exceed all applicable country environmental regulations. Our environmental policies and procedures focus on continuous improvement in processes and programs to reduce the impact on the environment.



Corporate Code of Ethics

Integrity. To maintain the highest form of integrity, honesty, fairness and transparency in all of our business dealings in a way that enhances Pacific Media’s reputation in our Industry.

Excellence. To strive for excellence in our profession by maintaining the highest degree of workmanship and service by continuously enhancing and developing our skills and knowledge.

Fairness. To be objective and fair in the equal treatment of all clients, employees and vendors.

Respect. To be respectful and mindful of the dignity of every individual.

Personal Growth. To encourage the professional development of members of our work force.

Partnership

Publishing partner with Matter Network, a sustainable website with over 3 million viewers per month. See our web site at www.greentechtv.net

Memberships and Sponsorship

WBENC as a woman owned business

ASTRA. We have provided support for their communication needs.

Media Sponsor of the 2008 and 2009 CleanTech Open

AMA. Speaker for member meetings.

Active Support to Santa Clara University Internship program

Stakeholder Engagement

This could include surveys, focus groups, community panels, corporate advisory panels, written communication, management/union structures, and other vehicles. The organization should indicate whether any of the engagement was undertaken specifically as part of the report preparation process.

Diversity Commitment

As a WBENC registered diversity company we are also committed to working with diversity suppliers. We work with woman owned business who supply a portion of our global labor requirements, and essential operational needs. We also reach out on a regular basis to diversity businesses to explore how they may supply our needs across all functional areas.

Management Approach

Performance Indicators



Economic Responsibility

Standard accounting practices.

External CPA staff semi-annual analysis audit.

Maintain very high credit rating with faster than industry standard vendor payment.

Environmental Responsibility

In 2008, established a workplace environmental responsibility plan

Reduced energy usage in 2008 by 20 percent.

All operations utilize sustainable materials and supplies.



Fifty percent of transportation fleet has been converted to low emission vehicles.

**Social
Responsibility**

Follow equal opportunity employment practices.

WBENC Certified, woman-owned business since 2001.

Utilize diversity sub-contractors as appropriate by project.