



UTOPIA COMMUNICATIONS, Inc.
Changing the world, one client at a time.

The Case For Ethics

UTOPIA COMMUNICATIONS

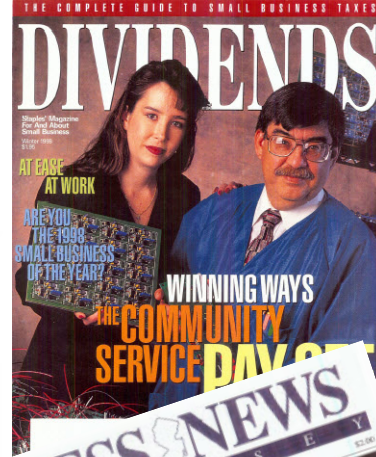
The Challenge: Prompted by the headline-grabbing corporate scandals of Enron and WorldCom to the fall-out from Sarbanes-Oxley, Ann Subervi sought to offset the “don’t-ask-don’t-tell” method of many businesses and public relations firms. She created a new type of communications firm: an ethically focused practice that represents organizations, ideas, people and companies that enhance the human condition and that operate within a strongly principled framework. Utopia Communications needed a way to position itself against big-gun national agencies and garner much-deserved attention for being the first public relations agency to shine a light on ethics.

The Game Plan: In addition to building a business focusing on ethical practices, Utopia became the first agency in North America sanctioned by Trust Inc. to lead a Values Based Leadership Workshop within the public relations industry. Ann Subervi was the first PR participant asked to judge the Intercollegiate Ethics Bowl, and also sits on the PRSA’s Board of Ethics. Moreover, Utopia’s management team routinely authors by-lined industry articles on ethical communications, acts as a media source on the topic, and writes a highly popular industry blog called The Ethical Optimist (www.ethicaloptimist.com).

The Results: Utopia Communications’ blog has over 800 daily readers, and its leadership has been featured in the top industry trade magazines including PR Week, PR News and on leading industry radio shows such as PR Insider. The agency has quickly positioned itself as the voice of ethics within the PR industry and is slowly gaining recognition as a leading voice in ethics by the business community at large.



13 Ann Higgins, Danlee Public Relations
In 1995, as the mother of two young children, Ann Higgins was looking for some flexibility in her work schedule. At the time, she was vice president of public relations at Cullington, Chadwick & Meyerson in New York City. Higgins, now 37, decided to become a freelance consultant and set up Danlee Public Relations in New York City. Within two months, she had six clients and had to get office space. Her husband, Dan, took a leave of absence. “He enjoyed it, and I got help,” says Higgins. He Bourton, Jameson Irish Higgins relocated her 1998, because some of her agency and she had also moved to Timon Falls. “We realized in New York to service our clients Higgins, who holds a Bacc in public relations from Syracuse keep her company small. “I do agency. I’d like to maintain a C grade A companies,” she says. “There a qualified graduates coming out of school, Higgins is looking forward to location in three years—to Orlando, Florida.”



Can Business Ethics Be Taught?
by Ann Subervi
Ethics is the headline-grabbing topic of the day. From Sarbanes-Oxley to the latest in corporate scandals in recent years, it's a hot topic. But how do we teach ethics to a variety of audiences? When you combine this with recent headlines about corporate governance and its related issues such as financial services, automotive and insurance, people have a right to be skeptical about the ability to teach ethics. Customers are now expecting demanding and receiving more accountability from their service providers. Those who aren't willing to embrace this new mode of thinking and position themselves as a highly principled and ethical are going to miss out on the significant opportunities available in today's business world.

40
Melissa Pruber remembers working in the cosmetics industry in the 1980s and being asked to sell some things so that her boss could meet an end-of-the-year sales goal. Pruber beat over her boss to make it happen, but she felt bad spending all of her work time on her boss's agenda. After a few more ethically questionable demands, she decided to move on. “I did not end leaving the company because there were several things that compromised my ethical standards,” Pruber of Manhattan said. She added, “I’d want to be a part of it.”



THE ETHICAL OPTIMIST
Public Relations With A Conscience
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04 MAR 2009 BACKING FROM A FIGHT
I received the following in my blog:
What do results become yours?



JERSEY@WORK
Corporate scandals and political corruption are focusing attention on the role of ethics in the workplace
A question of ethics
Reported from the December 18, 2008 Asbury Park Press Business Section

Melissa Pruber remembers working in the cosmetics industry in the 1980s and being asked to sell some things so that her boss could meet an end-of-the-year sales goal. Pruber beat over her boss to make it happen, but she felt bad spending all of her work time on her boss's agenda. After a few more ethically questionable demands, she decided to move on. “I did not end leaving the company because there were several things that compromised my ethical standards,” Pruber of Manhattan said. She added, “I’d want to be a part of it.”



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