

# West Side Informer

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## October Full of Food Celebrations

October is national Apple, Pork, Seafood, Cookie, Dessert, Pasta, Caramel, Popcorn, and Vegetarian Month. Whew!

Retailers are busy designing and building displays for their different promotions. They could be anything from special dishes, featuring sun-dried tomatoes (also celebrated this month) to offering buy one get one free pizzas (yep, it's also Pizza Month). Free popcorn and pizza of the week are a couple other possible promotions.

This is also the time to review plans for Halloween, Thanksgiving, Christmas, and Oktoberfest.

The holidays are upon us; what better way to enjoy them than with our favorite foods.

Promotional calendar. (2004). *Gourmet Retailer* 25(8), 10. Retrieved from the Business Source Complete database.

## Open Access Week Coming

Open Access Week will be celebrated at TAMU October 24-28. Digital Services and Scholarly Communications will feature "5 Things You Can Do To Support Open Access":

1. Manage Your Rights Wisely
2. Use Open Resources Freely
3. Exercise Fair Use Confidently
4. Steward Your Resources Carefully
5. Share Your Work Widely

Visit the Open Access Cafe at the WCL on Wednesday, October 26 for more information on open access. Please visit [openaccess.library.tamu.edu](http://openaccess.library.tamu.edu) for more information on this series of events.

## CSR Part 3: CSR Mechanisms

Griffin and Prakash identify four types of CSR mechanisms that let corporations carry out their CSR initiatives:

**\*Unilateral acts** - Donate resources (money, time, etc.) to CSR initiatives.

**\*Foundations** - Sponsored by corporations to create a long-term system to support developmental/environmental/etc. activities in the community, it demonstrates commitment of the company and locates CSR initiatives outside of the corporation. It is typically managed by non-profit professionals.

**\*Partnerships** - Contractually based, corporations join with other groups and focus on achieving specific objectives (e.g. corporations partner with local agriculture co-ops/government to provide materials and education on sustainable farming and guarantee specific price when they meet quantity and quality demands).

**\*Voluntary programs** - Externally managed programs that corporations agree to join that encourage policies that produce positive effects and minimize negative effects caused by production, distribution, marketing.

Griffin, J.J., & Prakash, A. (2010). Corporate responsibility: Initiatives and mechanisms. *Business & Society*, 49(1), 179-184. Retrieved from the Sage Journals Online database.



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