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Starbucks Partnering with Washington Post Vet on New 'Social Impact' Media Company

by Mike Hower

March 2,
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Image Credit: Ivana Di Carlo

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The *Washington Post*'s Rajiv Chandrasekaran is [reportedly](#) leaving his longtime post at the *Post* to form a new venture — a media company that will produce longform "social-impact" documentaries, with an initial focus on veterans' issues, in partnership with **Starbucks**.

The partnership is rooted in Chandrasekaran's 2014 book about veterans, *For Love of Country*, which he co-authored with Starbucks CEO **Howard Schultz**. Chandrasekaran insists the new venture is not a public relations or marketing machine, but is Starbucks and Howard Schultz "recognizing the power of storytelling and wanting to help contribute to the national understanding around a set of key issues."

The plan is to start small, working with documentarians from film or television on specific projects, and later bring on additional business partners — and branch out to different topics. However, Starbucks has not yet made any official announcements about the project, or its specifics.

In other recent Starbucks news, the coffee company was recently [named](#) one of the world 'Most Admired' companies by *Fortune* magazine for its progressive track record in corporate sustainability. Starbucks was one of more than 200 companies to sign on to [support](#) the US Environmental Protection Agency's Clean Power Plan. In addition, the company last year [partnered](#) with Arizona State University to offer employees free college tuition.



Mike Hower is Marketing Communications Manager at Carbon Lighthouse. With a background on both sides of the communications podium — as a journalist and strategic communicator — he is committed to helping organizations address climate change through sustainability innovation. Previously... [\[Read more about Mike Hower\]](#)

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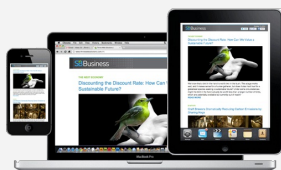
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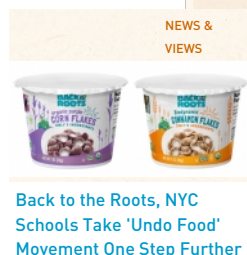
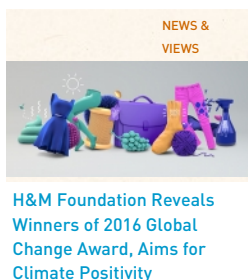
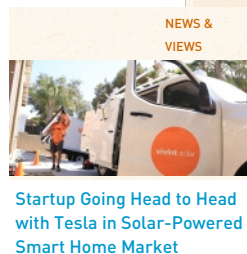
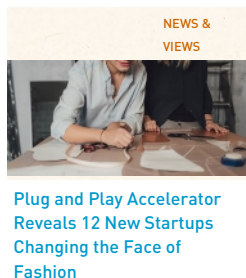
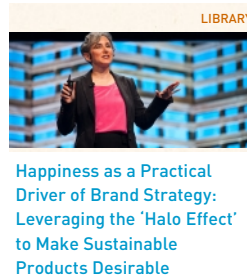
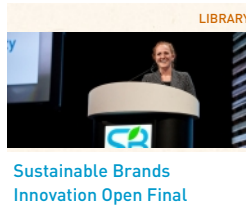


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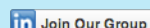
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