



INTER OFFICE MEMO

TO: ALL EMPLOYEES AT: DATE 5/3/85
FROM: James W. Hart, Jr. AT: Sr. V.P. Public Affairs
SUBJECT: INTERIM PUBLIC AFFAIRS GROUP ORGANIZATION

I am pleased to announce the interim organization for the new Public Affairs Group. The Group will be primarily responsible for establishing and maintaining effective relationships with our external publics, an effective communications program for Blue Cross and Blue Shield of Florida employees, and communication support for all other groups in the Corporation.

The external publics will include the general public, state and federal lawmakers, Department of Insurance, customers, political and community leaders and the media. The Public Affairs Group will also play an integral role in the achievement of our corporate objectives and mission.

There will be five divisions reporting directly to me. Two of these are new. An organizational chart is attached. The five (5) divisions are as follows:

Governmental and Legislative Relations

This Division is responsible for maintaining an effective relationship with local, state and federal legislative representatives and providing leadership to our organization on political issues. Mike Hightower has been named Vice President and will head this Division. Catherine Ludt will be the Director.

Community and Member Relations

This new Division was formed to establish a more prominent corporate presence in the community. It will be responsible for developing programs to enhance our relationships with community leaders and Blue Cross and Blue Shield of Florida members. Barbara Hunter will be the Director of this new Division which also includes the Member Advisory Council program managed by Jimmy Kelly.

Public Issue Analysis and Planning

This second new Division was formed to identify pertinent public issues, our policy towards those issues and to direct the Public Affairs Group in its strategic planning efforts. In addition, this unit will continue the activities of the communications research program. Pamela Kirk has been promoted to Director and will head this Division.

Legal Affairs and Corporate Secretary

This Division is responsible for carrying out our legal activities and liaison with the Department of Insurance. John Slye will continue in his role as Vice President of Legal Affairs and Corporate Secretary. John will also act on my behalf in my absence. As announced last month, the Director of Legal Affairs will be Christine Whitney. Harvey Pies will continue as Special Counsel - Health Industry Services. Jim Geer will continue as Mutual Activities Coordinator.

Corporate Communications and Advertising

In an effort to strengthen our ability to effectively communicate with our employees, subscribers, prospective subscribers and the media, I have combined the activities of Corporate Communications and Advertising. Roy Fouts will be the Director of this new Division which includes internal and external communications, advertising and graphics.

I hope you will join me in expressing congratulations to the heads of these Divisions. If you have any questions about the activities of these areas, please feel free to contact any one of the individuals named above. I am confident that this interim management team will serve the immediate needs of the Corporation, and provide a strong nucleus around which a structure can be built to assist in the achievement of our corporate goals.

JWH:cwr

Attachment

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