



Blue Cross
Blue Shield
of Florida

INTER OFFICE MEMO

TO: ALL EMPLOYEES AT: DATE 1/9/86

FROM: James W. Hart, Jr. AT:

SUBJECT: PUBLIC AFFAIRS REORGANIZATION

The Public Affairs Group was created in March of 1985 with a mission to help the Corporation achieve its business goals by influencing public opinion and to provide professional counsel. The divisions which made up the Group at that time were Legal Affairs/Corporate Secretary, Governmental and Legislative Relations, Corporate Communications and Advertising, Community and Member Relations and Public Issue Analysis and Planning.

During much of 1985, several critical vacancies existed within the Group. These included the Vice President of Corporate Communications and Advertising, the Director of Advertising and three attorney positions. Despite these vacancies, significant progress has been made toward achieving the Group mission. This is primarily due to the hard work and dedication of the people who make up the Public Affairs Group. They filled in while we recruited for these positions.

During the 1986 planning and budgeting process, we, like other Groups in the Corporation, were asked to look at ways to reduce costs. The Public Affairs division heads reviewed the structure and role of the Public Affairs Group and recommended changes and reductions in positions in order to meet our budgetary goals. As a result of these recommendations and a commitment by each of the division heads to expand their responsibilities, the following changes were made effective January 2, 1986:

The vacant position of Vice President of Corporate Communications and Advertising is eliminated. The responsibilities of this position will be divided into two divisions. Barbara Hunter who formerly was Director of Community and Member Relations will head up a new division to be called Corporate Communications and Community Relations. This division will be responsible for Corporate Communications, Media Relations, Executive Communications, and Community and Member Relations. Barbara will continue to report to me.

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Advertising and Sales Promotion will become a division. Bill Simek, formerly Manager of Direct Response Advertising, will become Director of the division. This move to division status emphasizes the increased responsibility to be placed on Advertising and Sales Promotion in the future. Bill will report to me.

John Slye, Vice President Legal Affairs/Corporate Secretary, and Mike Hightower, Vice President Governmental and Legislative Relations will continue to head their divisions and report to me.

During the past six months, Pamela Kirk has been responsible for managing the Corporate Communications and Advertising Division as well as the Public Issue Analysis and Planning Division. Significant results have been achieved during this time and I very much appreciate the contributions Pamela has made during this interim period. In line with her career objectives, she will continue to serve as Director of Public Issue Analysis and Planning reporting to me.

The Public Affairs Group is committed to meeting the Corporation's challenges and opportunities in 1986. I believe these changes will permit us to more effectively allocate our resources and to better serve the Corporation's needs. I hope each of you will continue to give us your support and join me in congratulating Barbara Hunter and Bill Simek as they assume their new roles.



James W. Hart, Jr.

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**Senior Vice President
Public Affairs
James W. Hart, Jr.**

