



MAR 17 1994

INTER OFFICE MEMO

TO: Distribution

AT:

DATE 3/18/94

FROM: Harold Barnett 

AT: Public Relations 9T

SUBJECT: **BCBSF 50th Anniversary Video**

The BCBSF 50th Anniversary Video, "BCBSF at 50: Still Leading...Still Growing...Still Caring", was presented at the Annual Achievement Awards event on March 8. A copy has been enclosed for you to share with your staff during your next two-way communications meeting. We have included an observation report for your convenience and would appreciate receiving your staff's comments and suggestions.

The video is 26 minutes in length. The first part of the video describes how BCBSF has come to be a leader in the health care industry over the past 50 years, and the second part is a historical look at the company with interviews of several employees.

A special hearing impaired version of the video is being distributed to those departments identified as having hearing impaired employees. Extra copies of both versions of the video are available by calling Carol Cox at extension 6027.

If you have any questions, please call me at extension 6410. I hope you enjoy the video.

/ccc

cc: Catherine Kelly

DISTRIBUTION: A-C

Enclosures:

1-Video

2-Observation Report

BCBSF AT 50: STILL LEADING...STILL GROWING...STILL CARING
 Presented at the 1993 Annual Achievement Awards

OBSERVATION REPORT

Division/Department: _____ Date: _____

1. Please indicate to what extent you agree or disagree with the following statements:

BCBSF At 50: Still Leading... Still Growing...Still Caring	<u>Agree</u>	<u>Disagree</u>
...The video was useful.	10 9 8 7 6 5 4 3 2 1 0	
...The video was informative.	10 9 8 7 6 5 4 3 2 1 0	
...Employee reactions were positive.	10 9 8 7 6 5 4 3 2 1 0	
...Most employees were interested.	10 9 8 7 6 5 4 3 2 1 0	

2. Did you view the video as part of a two-way communications meeting? Yes No

3. Was the video discussed either prior to or after viewing it? Yes No

4. What was most interesting about the video?

5. What was least interesting about the video?

6. What was your overall rating of the video? Excellent Poor
 10 9 8 7 6 5 4 3 2 1 0

Please return to Carol Cox, Public Relations, RHOC 9T. Thank you for your response.