

# **Corporate Public Affairs Function**

## **1. Expertise**

- a. Government Background**
- b. Business Background**
- c. Unique Viewpoint w/in Company**

## **2. Structure**

- a. Federal / State Lobbying**
- b. International Advocacy**
- c. Government Sales / Business Initiatives**
- d. Political Programs**
- e. Marketing / Communications**

## **3. Critical Activities**

- a. Business Integration**
- b. External Relations**
- c. Issue Identification**
- d. Advocacy - Lobbying**
- e. Business Development**

## **4. Measures of Success**

- a. Value-added versus cost center**
- b. Allocation of costs**
- c. Customer response**