Agency sets up unit to champion corporate advocacy

Advisory panel of experts from government and industry to augment efforts of division fostered by William Hesse

The voice of business in advocacy advertising and public relations is being offered added strength, more persuasiveness and firmer legal support. Those are some of the major services of the Corporate Communications Center, a new Washington division of Fahlgren & Ferriss.

CCC evolved under the leadership of the agency’s board chairman, William R. Hesse, who joined Fahlgren & Ferriss Jan. 1 after retiring as executive vice president of the American Association of Advertising Agencies.

Hesse emphasized that CCC is neither an advertising agency in the usual sense nor a typical PR firm. It does not solicit or accept a product or service to be advertised. Rather, he said, it is geared to serve corporate needs in projecting positions on issues and goals.

Although not a lobbying organization, Hesse said, CCC can provide the communications that parallel and further that function.

Backing the expertise of CCC is an advisory panel of persons knowledgeable in

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Feed him a car thief.

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