

Of Public Affairs

R. J. Reynolds Promotes Bass To Vice President

Winston-Salem-Marshall B. Bass has been promoted to vice president of public affairs for R.J. Reynolds Industries, Inc.

He had previously been vice president of personnel development. His personnel development responsibilities will be assumed by Stephen P. Karr, who has been promoted from counsel - personnel development to corporate director of personnel development.

J. Tylee Wilson, chairman and chief executive officer of Reynolds Industries, said, "Our company's public affairs concerns have grown significantly in recent years, especially since our merger with Nabisco, which brought to our organization increased diversity in our consumer-product mix and greatly expanded international presence. Accordingly, the public affairs function will receive the full-time attention of a corporate officer."

The company said the total public affairs function, in addition to government relations, includes the responsibility to manage, on a worldwide basis, emerging issues of company concern. Bass will report to Wilson. Karr will report to



Marshall B. Bass
.....Assumes new position

Rodney E. Austin, Reynolds Industries' senior vice president of human resources.

Bass joined Reynolds Industries in 1968 and was elected a corporate vice president in 1982. He had been responsible for Reynolds Industries'

corporate administration of federal contract compliance and equal employment opportunity programs; the development and implementation of non-discriminatory personnel policies and practices; and the coordination of the

company's minority business enterprise program. In his new position, he will continue to coordinate a number of external relationships on these same matters.

In addition to his new position as vice president of corporate public affairs, Bass also serves as secretary to Reynolds Industries' public policy committee, as an advisory member of the company's contributions committee, and a member of the board of directors of R. J. Reynolds Tobacco Co., a subsidiary of Reynolds Industries.

Bass is a member of the board of directors of Piedmont Federal Savings and Loan Association, the National Commission on Working Women, the Industry Advisory Council of the National Newspaper Publishers Association, the board of directors of the Winston-Salem Urban League, the board of visitors of North Carolina Central University, and chairman of the board of directors of Winston-Salem

State University Foundation.

Prior to joining Reynolds Industries, Bass served as a U.S. Army officer, retiring after 23 years of service. While in the Army, he was graduated from the Command and General Staff College and the Armed Forces Staff College. His last post in the Army was in the Pentagon as Chief of Army Promotions.



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