

## **Presenting Lew Riggs, EdD, CAE, APR**

### **What is your public relations philosophy?**

Public relations is more powerful than advertising because it relies on third-party endorsement. It also takes longer to realize full benefit but the benefits are longer lasting and more difficult to disrupt, which is why adverse publicity cannot touch a well crafted public relations posture. But to make it work, public relations requires a very high level of thoughtful professionalism and absolute integrity at all points.

### **What is your current position?**

Executive Director of the Tucson Osteopathic Medical Foundation, which has an endowment of \$10,000,000 and which started the Tucson Children's Museum.



### **Did you always want to do this?**

No. I wanted to be Edward R. Murrow's successor. I began my career in Tucson radio.

### **How did you get started?**

I have an MBA and a doctorate in higher education administration and those credentials plus my public relations background were the right fit for foundation management. However, I got started in public relations as the Radio Television Officer for Headquarters Air Force Systems Command in Washington, D.C.

### **What are your greatest professional and personal achievements?**

My greatest professional achievement has been the elevation of understanding of the osteopathic medical profession in Southern Arizona. My greatest personal achievement is as a writer on professional topics in and out of public relations.

### **How do you spend your free time outside of work?**

I am active in my church, like to read and my wife and I enjoy traveling when time permits.

### **What are your non-writing interests?**

Improving the quality of post-graduate osteopathic medical education is my current most compelling interest. It involves all of the principles of professional public relations.

### **Where do you see yourself 10 years from now?**

Teaching, writing and possibly doing something in radio again.

### **Where have you traveled or lived outside of Tucson?**

Public relations lends itself to extensive travel and I am also a retired Lt. Col. in the Air Force Reserve which took me all over the country. I have lived in Washington, D.C., Los Angeles, Indianapolis, Indiana where I was born, Long Island, N.Y., where I grew up, Phoenix and Tucson.

### **How do you keep up with professional trends and development?**

Reading and writing both are helpful but actually doing public relations work is the best way for me to stay current.

### **What have you gained from being in PRSA?**

PRSA is the most important organization I have ever been in and accreditation the most valuable exercise in professional development for me. I would not be in Who's Who in America without PRSA and ever significant job I ever had came through PRSA participation.

### **Any secrets you want to share with your fellow PRSA members?**

It has been my experience that involvement in professional organizations is the single most important career move that anyone can make and provides the best insurance policy against unemployment.

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