



5 December 1975

Boracci
1041 - return
Buck

Mr. Elias (Buck) Buchwald
President
Burson-Marsteller
866 Third Avenue
New York, N. Y. 10022

Dear Buck:

Speaking for all the members of the Long Island College Public Relations Assembly, I can't tell you enough how much we enjoyed and profited from your talk here Thursday, December 4. There were many complimentary comments and only one complaint. And that came after your comment that your talk might have continued another half hour. Many with whom I spoke afterwards wished that it had.

We sincerely hope you enjoyed your visit. As I mentioned prior to your talk most of us hardly see the world outside academia. In fact, we tend to think of the world and marketing communications in terms of academia, theory and things "as they ought to be" rather than "as they are." You presented us with a glimpse of "reality" which was most refreshing.

Thank you for being with us.

Most cordially,

Andy
ANDREW S. BORACCI
Associate Director

ASB: ab
c.c. Albert C. Smith