



UNIVERSITY OF MINNESOTA
TWIN CITIES

Burson - Full
Bury
School of Journalism and Mass Communication
111 Murphy Hall
206 Church Street S.E.
Minneapolis, Minnesota 55455

EB
May 22, 1980

Mr. Elias Buchwald
Vice Chairman
Burson-Marsteller
866 Third Ave.
New York, NY 10022

Dear Buck:

This probably won't reach you until after the holiday.
I hope that it was a most pleasant one for you.

Students and PRSA members who were privileged to meet you
are agreed; it was wonderful having you here! And all
are enormously grateful to you for taking time from a
very heavy and demanding schedule to be with us.
Students in particular continue to tell me how greatly
impressed they were and how much they enjoyed meeting
you and hearing you. It really was a special time for us.

I thoroughly enjoyed visiting with you and giving you
brief glimpses of the Twin Cities. We only hope that
you'll return before too long and there'll be opportunities
to complete the tour.

If ever we can be helpful in any way, please don't hesitate
to call. And meanwhile I'll make efforts to get larger numbers
of male students involved in PRSSA and our PR program.

With best wishes.

Sincerely

Willard L. Thompson
Willard L. Thompson
Professor of Journalism