

Burson-Marsteller associates

April 30, 1963

To: BMA and MI staff members:

From: Harold Burson

The growth and increased complexity of BMA operations have indicated for some time the need for sharing the over-all management responsibility at the top level. This situation is even more critical when one takes into account the additional responsibilities assigned to me in our international operations and in the fiscal affairs of Marsteller Inc.

As a means of providing greater continuity of management interest to our several offices -- particularly in public relations program planning and execution -- Elias Buchwald has been given the responsibility and title of BMA general manager. This responsibility is in addition to his present assignment as manager of the New York office of BMA.

In his new capacity, Buck will relieve me, initially, of that part of the operating responsibility pertaining to the service we provide our clients. It will be his function to work with account personnel in all offices in developing and carrying out public relations programs of maximum effectiveness and at the highest level of creative performance of which we are capable.

I am certain that each of you shares my confidence that BMA will continue to grow both in terms of clients and in breadth of service. To realize the potential that lies before us -- and to which we are committed in our own long-range planning program -- we must structure our organization in such a way that responsibilities can be allocated on a basis that permits their achievement. We must, at the same time, prepare our experienced and talented people to assume greater responsibilities.

This promotion affecting Buck is a step in that direction.

hb

HB:cc