



January 4, 1983

Mr. Elias Buchwald
Vice Chairman
BURSON-MARSTELLER
866 Third Avenue
New York, NY 10022

Dear Buch:

Thank you for your note and may I say it was a pleasure to participate in the PRSA Conference.

My reaction to our particular session was that it was very well received and that there seemed to be a great deal of interest by the public relations professionals in the use of marketing research techniques to help them zero in more specifically on their target audiences. Both speakers received many, many questions at the end of the session and requests for additional material.

Overall, my feeling is that people in public relations are hungry for the use of sophisticated tools to help them do their job even better. However, while both of those specific techniques are widely used in marketing, they are not quite as simplistic as they sound. They are not utopias where you ask for a specific kind of person and they give you a printout of every name and address of everyone who is exactly in that target audience. Segmentation is not that simple and the overlap can be immense.

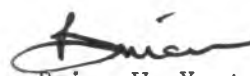
My only suggestion for next time would be to have a panel of two or three marketing research experts who might ask some penetrating questions about the strengths and weaknesses of whatever services are being presented. This would perhaps give the public relations professionals a better opportunity to determine the relative strengths and weaknesses of different techniques. This should definitely not preclude the open question and answer segment from the floor which received active participation and an enthusiastic response.

All in all, I think the speakers did a fine job of presenting their services and I was very impressed with the desire of the public relations professionals to learn more about new marketing techniques.

Thank you for inviting me, I thoroughly enjoyed the experience.

Hope to see you soon. Kindest regards.

Cordially,


Brian W. Yeatman

BWY:jb

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