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We want to share the story behind this enclosed press release with you.

Three years ago the president of PRSA, John Beardsley, and I met with Rance Crain of *Advertising Age* to encourage Crain to either devote more editorial attention to public relations or to consider a new publication devoted exclusively to the subject. Rance seemed interested in the idea and went to Chicago to meet with his editorial board. For one reason or another, no new publication or editorial coverage emerged, but we didn't give up.

Last winter we visited with the Haymarket Group in London and proposed that the time was right to bring *PR Week* to the USA. *PR Week* had been thinking about the same thing and we suggested that PRSA could help. We could introduce them to leaders in the business, we could help them meet our advertisers, we could encourage our members to subscribe, and we could launch some new products down the road.

Stephen Farish, the editor, made a trip here in the early spring, and we went to London again in July to move the project forward. In late July, their chairman, Michael Heseltine, came and met with some of you to pitch the idea in person. He was most encouraged by your response.

The bottom-line is that *PR Week*, with the resources of a major publishing company, is coming to help accelerate the growth of the public relations profession here in the United States.

Our vision is that a world class publication with substantial editorial resources will create a broader understanding of the power and value of public relations in the new and fast moving business climate where advertising simply can't respond fast enough.

Our vision is that *PR Week* will be read by brand managers, marketing executives and advertising people who are thirsty for knowledge about how to deploy public relations to create greater brand equity.

Our vision is that finally the business of public relations will be served by a publication that honors public relations in the same way that *Business Week* and *The Wall Street Journal* honor business.

We believe *PR Week* will fulfill all of those visions, and we hope you will do your best to make sure that it enjoys a long and healthy stay on our shores.

We also wanted you to know that PRSA helped make it happen. Toot, toot.

Sincerely,



Ray Gaulke  
Chief Operating Officer