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2014/01/06 : CIA-RDP73-00475R000401260001-4

## **PRESS RESEARCH & ANALYSIS**

**SUITE 81  
18 EAST 60 STREET  
NEW YORK, N. Y. 10022  
TEL. 212 - 355-5594**

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**BACK ISSUE PRESS CLIPPINGS RESEARCH  
COMPUTER ANALYSIS OF PUBLICITY AND ADVERTISING**

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**FOREIGN  
CLIPPING  
SERVICE**

**KENNETH J. DUGGAN  
MANAGER**

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# PR & A

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P R E S S   R E S E A R C H   B U L L E T I N

\*\*\*\* FOREIGN COVERAGE \*\*\*\* FOREIGN COVERAGE \*\*\*\* FOREIGN COVERAGE \*\*\*\*

We have just had a request for press clippings that appeared last year in the newspapers of seven European countries. Things are proceeding nicely. Our client will soon find out just how widely his release was picked up in each country. We sometimes fill these orders for the Publicity Director but in this case, our client has limited his clipping requests to certain newspapers; in France, for example, we are researching those of over 250,000 circulation. Quite a few of these are in the provinces, where there are a lot of customers that require our client's services. The whole picture will be presented in the form of a report.

\*\*\*\*\* THE UNEXPECTED \*\*\*\*\*

What happens in the Publicity Department when THE UNEXPECTED happens? Frantic calls go through to the Director to "trace that down". Of course, this is our specialty. In some cases, we have already begun to keep track of certain items before we are even sure we are going to be asked to research it. In one case, we had sent a clipping to a prospective client and at the same time, the Publicity Director was sending us a request for information on that item. The request and the clipping crossed in the mail. Surprise.

\*\*\*\*\* THE BIG MIRROR \*\*\*\*\*

Some clients are surprised to find what an unusual slant events can be given by overseas newspapers. The foreign press acts like a big mirror, reflecting United States commercial events so that you can see yourself as others see you. We have on hand a foreign report of a battle between two major computer manufacturers...and a very interesting view of the whole matter. We feel the publicity departments will want to hear all about it. Customers overseas like to watch carefully every move you and your competitors make, and what they read is vital to YOU.

Speaking of computers: PR&A can computer analyze all your press clippings, come up with what you want to know, the way you can use it, furnish complete samples of every phase of an advertising campaign.

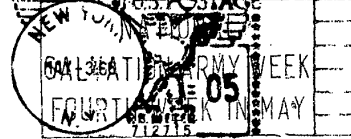
Call 355-5594    Don't forget to leave your name  
and address so we can call, or order by mail.

The Staff  
Press Research and Analysis  
Kenneth J. Duggan  
Manager

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R. Jack Smith  
Deputy Director for Intelligence  
Division of Intelligence  
Central Intelligence Agency  
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*Mr. Moran  
Special Assistant to the DCP*

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