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Salve Regina graduate Named College P.R. director

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NEWS RELEASE
Salve Regina College
Newport, Rhode Island 02840
Office of Development & Public Relations
401-847-6650, Ext. 45

FOR RELEASE TUESDAY - 8/10/71

SALVE REGINA GRADUATE
NAMED COLLEGE P.R. DIRECTOR

The appointment of Mrs. Frank W. Thornton as director of public relations for Salve Regina College, Newport, R. I., was announced today by Sister Mary Christopher, R.S.M., president of the College.

Mrs. Thornton, the former M. Patricia Byrne, a graduate of Salve Regina's first class, in 1951, replaces Mr. Donald C. Brinn. Mr. Brinn has recently accepted the post of public relations manager at Logan International Airport in Boston.

"We are delighted to have one of our own girls return to us in a key staff position," said Sister Mary Christopher, on making the announcement. "Public relations must play an important role in the future of our still growing institution."

Salve Regina, a four-year liberal arts college for women, has been suffering growing pains the past year. Like most institutions of higher learning, the College has experienced financial difficulties, as well as disruptions in routine, occasioned by student activist demonstrations.

"Mrs. Thornton assumes her new post at a critical time for education in general, and for Salve Regina College in particular," Sister Mary Christopher continued. "Her expertise and back-log of experience should prove invaluable to our information and communications efforts in the future."

Former executive director of United Cerebral Palsy of Rhode Island, Mrs. Thornton served as chief of public information and public relations for the Rhode Island Department of Social Welfare from 1963 to 1970.

From 1960 to 1963 she was a senior information and public relations specialist at the Rhode Island Development Council. Previous to joining the State service, she had operated her own public relations and advertising agency, the Byrne Company; served as an account executive with L. C. Fitz Gerald Inc.; as assistant to the public relations director of WHDH, Boston; and was associated with the Woonsocket Call and its radio affiliate, WWOM; the Woonsocket Sunday Star, Newport Daily News, and the Ensign, Montreal, Quebec.

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Mrs. Thornton, while a student at Salve Regina, established the college newspaper, Ebb-Tide, and served as its editor-in-chief for three years.

Mr. and Mrs. Thornton reside at 54 Reservoir Avenue, Johnston. Mr. Thornton is senior systems analyst for the Rhode Island Department of Social and Rehabilitative Services.

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Newspapers Please Note: Photo available in your files under maiden name, Byrne, M. Patricia.