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10-19-1973

Bicentennial Education Program

Salve Regina College

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CREAMER, TROWBRIDGE, CASE & BASFORD, INC.
Advertising/Public Relations
40 Westminster Street, Suite 1600, Providence, R.I. 02903 (401) 272-7200

October 19, 1973

Ms. Liz Frappollo
TIME
2285 Prudential Center
Boston, MA 02199

Liz:

Talked to Francine Sasso today. She thought you might be interested in the enclosed story.

I think it has potential for your magazine. It can be treated as a Bicentennial story or an education story. A few highlights:

- ... It's about a Bicentennial Education Program at Salve Regina College in Newport, R. I. As far as anyone knows, it's the only program of its kind anywhere. I talked with people at the Bicentennial Commission in Washington and they hadn't heard of any similar programs.
- ... It demonstrates how a small college in the smallest state is working to make the Bicentennial a success.
- ... The story has regional and perhaps national significance because people from throughout the country are expected to attend.
- ... There are educational innovations to the program. Among them: (1) high school students can take the program for college credit. Salve will hold the credits in escrow and transfer them later to the college of their choice. (2) students can elect to receive their credits in any of five areas. (3) adults not in college can participate for college credit.

If there's any interest at TIME, please call me, Liz. I'll be happy to help you.

Lastly, I'm enclosing a poster on the program that is being mailed throughout the country ... it might make an interesting visual.

enclosure

Cordially,

Robert L. Newbert, Jr.

Account Executive