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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

Mr. John Howell
Editor
WARWICK BEACON
132 Meadow Street
Warwick, RI 02886

John:

Nice talking to you today. I'm happy to hear you're interested in Salve Regina's Bicentennial Education Program.

As we discussed, Salve isn't exactly your news area, but I think you'll see that the program has statewide significance. Additionally, I think Warwick is the type of community that would be especially interested in this type of program. So, too, are Seekonk, Cranston and Coventry. That's why I think it will make a nice piece for your INSIDE section.

I'm enclosing a feature story on the program. Please rework the story any way you'd like. If there are any holes in the story, call me. I'll be happy to patch them up for you.

I've also included a poster on the program ... it could make an interesting visual.

Thanks for your interest, John.

Cordially,

CREAMER, TROWBRIDGE,
CASE & BASFORD, INC.

Robert L. Newbert, Jr.
Account Executive
Public Relations

enclosure

RLN:kpm