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Dr. F. Kenneth Brasted appointed Director of Public Relations

Salve Regina College

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Sister Hilda**SALVE REGINA**OCHRE POINT AVENUE
NEWPORT, RHODE ISLAND**COLLEGE****FOR RELEASE**BRASTED INSTALLS DEPARTMENT
AT SALVE REGINA COLLEGEFRIDAY,
JUNE 21,
1963

Dr. F. Kenneth Brasted, founding president of the University of Dallas, has been appointed Director of Public Relations and Development of Salve Regina College, it was announced here today by Sister Mary Hilda, R.S.M., President. He will be responsible for creating this new departmental function at the college.

Brasted was administrative vice president of the American Academy of Public Relations, and vice president of the Cain Organization, Inc., leading southwest public relations counseling firm, Dallas, Texas.

Brasted holds an A.B. degree from the University of Florida, an M.A. from Columbia University, and a Ph.D. from New York University. He is a member of the Public Relations Society of America, American Society of Association Executives, American Viewpoint, Inc., Brook Hollow Golf Club, and Delta Chi Fraternity.

Salve Regina College, founded in 1934, is a four-year Catholic college for women. Although major emphasis is placed on the liberal arts, preparation for achievement in special fields is given. The College is operated by the Religious Sisters of Mercy of the Province of Providence, and is open to qualified young women without restriction as to race or religion.

(MORE)

Brasted Installs Department (Continued)

-2-

"From the many congratulatory comments we have received concerning Dr. Brasted's joining our staff, and the vast experience he has had during his years in education and industry, we are certain that he will make a real contribution to our program," Sister Mary Hilda said in making the announcement.

In addition to having been president of the University of Dallas from 1955 to 1959, Brasted was national director of the Education Department of the National Association of Manufacturers, 1948-1955. He had previously served as chairman of the College Speech Department at Fordham University, with earlier high school teaching experience in Florida and New York.

Brasted's academic background is supplemented with extensive business experience, including service as administrative director, Corporate Research and Engineering, Texas Instruments, Incorporated, Dallas, 1959-1962. Previously he was director of public relations for the Rubber Manufacturers Association, New York, and chief of civilian personnel, Holston Ordnance Works in Tennessee.

In Dallas, Brasted was an officer or board member of the Dallas Chapter, National Conference of Christians and Jews, the Dallas Civic Opera Guild, The Dallas Citizens Commission for Action on Aging, and the Serra Club of Dallas. He is a former member of numerous business and educational associations and fraternities, and has authored articles in many of their publications.

Born in Danbury, Connecticut, Brasted is married and has two teen-aged children. Mrs. Brasted is a native of Natick, Massachusetts. The family will join Dr. Brasted in Newport in late summer.

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