Rhode Island College has kicked off a major new advertising campaign. The theme is “Rhode Island College for all the right reasons.” The coordinated effort began on Jan. 23 when the first of a series of large ads was published in the state’s major daily newspaper.

However, the print media placement was only the beginning of what the college’s director of publications, Eleanor B. Panichas, terms a “good, strong” program to enhance awareness of RIC in Rhode Island and nearby Massachusetts.

Part of a five-year plan developed by the Division of Advancement and Support, the campaign is geared to recruitment and, as such, was put together in conjunction with the college’s admissions office. It aims at raising consciousness of RIC’s image among potential students and their families, and it utilizes television, radio, and billboards, as well as the print media, to accomplish its goal.

There will be ad placements in several of the state’s newspapers in addition to the series running in the major daily. However, the segment of the campaign which is generating the most excitement among those on campus who have seen it is the group of television spots videotaped at the conclusion of last semester.

The TV ads, as well as the print media display ads, the billboards and the radio spots all concentrate on four points of focus which elaborate on the campaign’s main theme.

The four points are value, flexibility, lifestyle and faculty & alumni. Four TV spots, one on each of the four points, have been prepared. They are 30 seconds long and will run a total of roughly 120 times. Two different radio spots have been produced on each of the points, a 30 second version and a 60 second version. The total number of placements for the radio ads is now being determined. Twenty-one billboards have been reserved and the messages will be rotated among them so that the effect will be to have 42 placements. Some are in nearby Massachusetts. The college recently (continued on page 4).

**Seniors line up for job workshops, interviews**

“Never before have we had such a response,” reports Frankie Wellins, director of Rhode Island College’s Career Services, in regard to the current turnout of seniors signing up for job interviews.

“It’s nice to see they’re not discouraged by the job market,” she said.

The response, which she described as “overwhelming this year,” was not only for seniors signing up previously but for job-related workshops that teach students how to prepare resumes and take interviews.

Some 150 students signed up for forthcoming interviews by various firms within “a couple of hours.” This compares with approximately the same number of students signing up previously but over a “much longer period of time.”

Some 209 students came to workshops in a recent three-week period over the semester break compared to 284 all last year.

Wellins pointed out that last year was the first year for the workshop program.

“I’m glad to see our students are not giving up. They’re working hard and starting earlier,” she observed.

Wellins reported that by noon the first day of workshops, most students were prepared.

Some 25 firms are tentatively scheduled to send representatives to the RIC campus this spring to conduct interviews. (continued on page 4).

**RIC student teachers to be certified as substitutes**

Rhode Island College seniors who have completed their student teaching assignments will be allowed to teach as regular certified substitutes teachers at regular rates of pay, according to a recent decision by Arthur R. Pontarelli, state commissioner of elementary and secondary education.

Operating on a pilot basis, some 30 elementary education students will be issued emergency substitute certificates in the area in which they are being trained. These will be valid for 75 days of teaching in the public schools.

The program was initiated to begin this week, according to Dr. John M. Crenson, professor of elementary education and former director of cooperative education.

“This is a new program. I really don’t (continued on page 4).
We join with President Sweet and the entire college community in extending our best wishes and congratulations to Dr. Sidney P. Rollins, professor of education, as he takes up his new duties as acting assistant commissioner of higher education, a position held by Dr. Carl Trendier who is leaving to become executive coordinator of the Rhode Island College - Postsecondary Education.

We are happy to inform you that Sam D'Ambru of the department of landscaping and grounds is now at home recuperating from ankle surgery he underwent on Jan. 19 at Fatima Hospital. Sam will be away from his job on campus for approximately eight weeks. He would appreciate hearing from you during that time.

Be sure to have your cards and messages delivered to her at 166 Julian Street, Providence, 02909.

We were saddened to learn of the death of Raymond J. Rouleau on New Year's Eve. Mr. Rouleau was the father-in-law of Estelle Rouleau from the department of modern languages and literature, a devoted husband, sincere confidant to Estelle, his husband Maurice, and family.

Legislators, B.O.G. to meet at RIC

The second annual meeting between the state General Assembly and the state Board of Governors for Higher Education will be held at Rhode Island College - Faculty Center on Feb. 1.

Beginning with a reception and dinner at 1 p.m., the meeting will be followed by a presentation on state economic development in higher education by Dr. Eleanor M. McMahon, state commissioner of higher education, and a presentation on the Legislative agenda for the coming year by Dr. Louis A. Fazzino, chairman of the Strategic Development Commission.

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For more information contact William O'Neill, director. Please call 456-8228 for further information.

What's News at Rhode Island College

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Staff:

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Audrey K. Bovino, Assistant

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The orderly rush

Business at the college bookstore was in full swing last week as students turned the pages to buy books for their spring classes. Marion Brown, assistant manager, said 95 percent of the books ordered were on the shelves for the opening of classes. Business, while brisk, was orderly. ABOVE, Audrey Scott, a nursing major, attempts to put her $141 purchase in her car. BELOW, Michele Morra waits, with arms full, to buy some supplies. BELOW RIGHT, Donna Mosie pushes her way through the turnstile after having her turn at the cash register.
"You really deserved to come here" (continued from page 1)

"The flute is my favorite instrument because it sounds so sweet and when they played it, I could picture what I thought it was telling me."

"You must have taken a lot of time, effort and patience to do all that hard work."

"The singers were . . . They are my mom and dad's kind of music. I liked it also."

"The schools he visits are not limited to middle or grammar schools but "any kind of school" and he seeks a program that is not only entertaining but informative."

"I enjoyed everything and I hope you come back again."