

September 7, 2007

Sherry F. Queener, Ph.D.  
Director of the Graduate Office, IUPUI  
Associate Dean, Indiana University Graduate School  
Union Building 207  
620 Union Drive  
Indianapolis, IN 46202-5167

Dear Dr. Queener,

It was with great pleasure that I reviewed the proposal that establishes a Master's Degree in Public Relations at IUPUI.

I believe that the availability of a Master's Degree in Public Relations at IUPUI will have a very positive impact on the public relations profession in Indiana. I know of no other institution in Indianapolis that offers a specific master's level degree in public relations.

The Hoosier Chapter of the Public Relations Society of America boasts a large membership, many of whom would benefit from the proximity of such an opportunity. Further, the health care and life sciences industries are flourishing in Central Indiana. By offering two tracks – General Public Relations Management and Public Relations Management in Health Care and Life Sciences – I believe IUPUI will attract many qualified master's degree candidates.

As a member accredited in public relations by the Public Relations Society of America, and as the marketing director at St. Vincent Indianapolis Hospitals, I believe the public relations applicant pools in Central Indiana would be enriched by more qualified public relations professional seeking APR accreditation or earning a Master's Degree.

I fully endorse and look forward to the creation of the program at IUPUI.