

Mr. Bernard Mitchell  
Account Representative  
WKBW-TV  
7 Broadcast Plaza  
Buffalo, New York 14202

Dear Bernard:

I am writing this letter in regard to Medaille College's involvement with the WKBW-TV/Marketeer Magazine project. After discussions with our president, Mr. Kevin I. Sullivan, we agree that the impact of the image-building presence from Marketeer has been very good for the College. Although it is difficult to track inquiries and enrollment resulting from a one-time piece, I feel the networking and image-awareness was the key to the Marketeer's article.

As the College's public relations and advertising point-person, I am pleased with our commitment to this project. Keep us in mind for future pieces.

Sincerely,



Timothy J. Walsh  
Director of Public Relations