

W1240
Wheaton College
Norton, MA 02766

March 4, 2004

Mr. Al Eisenstein
President
Bright Ideas Communications, Inc.
1 Beacon St.
Boston, MA 02118

Dear Mr. Eisenstein:

I would like to express my interest in Bright Ideas Communications and explore the possibility of a summer internship with your company. I learned of Bright Ideas while researching Boston area public relations firms. The opportunity to explore working for a dynamic and innovative public relations firm is particularly intriguing to me as an Economics and Creative Writing major who is seeking a hands-on experience with a firm whose focus is helping young companies.

My background in economics, combined with my experiences in communications, has convinced me that public relations is a career option I would like to explore before I receive my degree in May 2005. I previously held an internship at the New England regional office of the United Way in its communications department where I developed editorial and customer service skills. I wrote several press releases that publicized some of the spring fund-raising events that the United Way was sponsoring, and initiated a project that helped to track the various ways that the Organization publicized its events.

Your company has an excellent reputation for customer satisfaction, and I know that the combination of my experience, education, and motivation to excel will make me an asset to your public relations department. Enclosed is my resume, which outlines my qualifications. I would like the opportunity to discuss any summer experiences that your company may offer, and will contact you toward the end of next week. In the meantime you can reach me by phone at (508) 286-3214.

Thank you for your time and consideration.

Sincerely,

Bruce Brightman