



SOUTHERN STARRS
SPECIAL THERAPEUTIC AND RECREATIONAL RIDING STUDENTS
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August 27, 2011

Dr. Christina Hicks-Goldston,
Asst. Professor Department of Communication and Theater
Austin Peay State University

Dear Dr. Hicks-Goldston,

On behalf of the Board of Directors and Staff of Southern STARRS, I would like to take this opportunity to express our deep appreciation of the media plans and video segments that were produced by the Austin Peay Spring 2011 Media Relations Class (COMM 3910) as a service learning project. Each team of students gave us a wealth of ideas to use for our annual benefit trail ride in the media kits that they assembled. The video productions also demonstrated some very unique and novel examples of promoting our program through the use of a film vignette. We are excited to have a video to place on our website to help visitors see and understand the value of therapeutic horseback riding and how it benefits our students. Southern STARRS is operated on a very limited budget. We would have been unable to afford these valuable media tools without the hard work and creativity contributed by the members of your Media Relations class.

Southern STARRS, Inc. is a non-profit (501c3) organization serving special needs children and adults, and children who have experienced a life altering trauma. through therapeutic horseback-riding and related activities. We are a volunteer driven program and rely on collaborative opportunities such as service learning projects through area secondary and higher education institutions to assist with the operation and development of our program.

Sincere Regards,

Terry Winfield,

Executive Director/ Co-founder