



UNIVERSITY OF
GEORGIA



LETTER OF RECOMMENDATION INSTRUCTIONS

Applicants must submit one letter of recommendation. You are responsible for ensuring that the letter is submitted by the application deadline: January 19, 2018, 6:00 p.m. EST. This letter is extremely important, and should reveal information about you that is not mentioned in your application. It is best to have a recommendation from an individual who knows you well.

It is suggested that the recommendation be from an individual who can speak to your professional competence and accomplishments, community and civic activities, or be a current or previous supervisor. Letters should not exceed two pages.

The letter of recommendation must be returned by following the instructions provided after you submit your application online.



AdPR ACADEMY RECOMMENDATION GUIDELINES

Thank you for taking the time to write a recommendation for an AdPR Academy applicant. Your candid assessment of the applicant will help Academy staff select the inaugural class of AdPR participants, a group of passionate, emerging and diverse leaders interested in pursuing careers in Advertising and Public Relations.

The candidates chosen must demonstrate high levels of academic excellence, commitment, professionalism, and strong leadership qualities.

If you require more information about the Academy, please visit <http://adpracademy.uga.edu/>.

It would be very beneficial to Academy staff if your narrative highlighted personal experiences you shared with the applicant that honestly assesses his/her leadership qualities, character, and commitment to excellence. Letterhead is preferred, or at a minimum, please include your organization's name and contact information at the top of your recommendation.

Please use the following questions as guidance:

- How long and in what capacity have you known the applicant?
- What are the applicant's major strengths? Please relate an occasion in which these strengths were demonstrated.
- What are the applicant's major weaknesses? Please relate an occasion in which these weaknesses were demonstrated.
- Explain why you think this candidate could have a successful career in Advertising or Public Relations and how they can benefit from attending the AdPR Academy.

IMPORTANT NOTES: The recommendation letter must be submitted with the student's application no later than January 19, 2018. The file should be submitted as a PDF (Adobe Reader format) or JPG (graphic).