



INSTRUCTIONS:

The application process for this year's cohort has three parts. Each applicant must create an introduction video, complete the profile form and share required documents.

All items must be received by Thursday, February 4, 2021 at 6 p.m. EST.

INTRODUCTION VIDEO:

A video can capture the essence of who you are and give Academy staff a chance to get to know you better. Each video must be no longer than 2.5 minutes in length. The video should include responses to the following questions:

- 1) What makes you the perfect candidate for AdPR Academy's 5th cohort?
- 2) What is one example of how you have impacted your community?
- 3) Who has had the greatest influence on your life and what have you learned from them?
- 4) What do you want to accomplish in the first 2 years of your professional career?
- 5) What else would like Academy staff to know about you?

Dos:

- Be creative. The video should reflect your style and personal brand.
- Ensure you speak directly to camera for at least 1.5 minutes. The balance of time can include voiceover and feature footage of you from extra-curricular activities, volunteer efforts, leadership roles, etc. if you desire.
- Shoot on a simple background and be well lit. It is important that we can clearly see and hear you.
- Shoot your video horizontally.
- Upload and create a **private URL link**, preferable from Vimeo or YouTube. Videos from personal websites are also acceptable. WeTransfer should only be used as a last resort and approval must be requested from the Academy Director (adpracademy@uga.edu).

Don'ts:

- Use inappropriate language that could be perceived as offensive or rude.
- Use the video to outline your academic studies (you will submit your resume and a cover letter to highlight this information).
- Reframe the video questions as lead in phrases for your responses. Develop your answers and then weave together a story about you that is captured in video. That will be more compelling.
- Exceed video length requirements. Videos over the required length will **NOT** be reviewed. Best to keep videos at 2.25 minutes.
- Use excessive transitions or fades.

GOOGLE PROFILE FORM:

The **2021 Cohort Profile Form** will provide Academy staff with important background information. The form includes a series of fill in the blank and multiple-choice questions. This form must be completed accurately and includes acknowledgement statements to check off before submission. The form should take less than 10 minutes to complete including uploading required files.

Have your private video URL, cover letter, and resume available before starting the form.

Please pay attention to the question descriptions to ensure data is entered in the preferred format.

You can access the form [HERE](#).

REQUIRED DOCUMENTS

A.) Each applicant must submit a cover letter and resume. Your resume and cover letter should be in one file and saved as a PDF. Please label the file *First Last - Academy Resume* (Angie Wilson - Academy Resume)

Your cover letter should be no more than four paragraphs in length and not longer than one page. Questions to cover in your letter are:

- How has your academic journey prepared you for AdPR Academy?
- What do you hope to learn through the experience?
- Who and why you selected your recommender?

B.) Recommendation letters are due on February 4, 2021. The recommendation guide is available on the Academy website: https://grady.uga.edu/adpr_academy/admissions/

The letter should be addressed to DeShele Taylor, AdPR Academy Director and written on official letterhead.

C.) Transcript. Please email a copy of your most recent transcript to adpracademy@uga.edu. The transcript can be unofficial! Ideally the document can be sent as a PDF and feature the name of your school and academic history with a cumulative GPA. Please label the file *First Last – Transcript* (Angie Wilson – Transcript)

COHORT COMMITMENT

Students accepted into the cohort will be required to participate in a series of virtual activities. All activities must be completed to receive the Certificate of Completion from the Department of Advertising and Public Relations, Grady College at University of Georgia. The activities include:

- **Cohort bootcamp:** March 6 and 7 from 10-5 p.m. EST
- **Cohort training:** March 8-12 between 4-8 p.m. EST (these hours are estimates and 4 hours each evening is highly unlikely. However, there will be daily mandatory coaching (60-75 minutes) with industry mentors in this timeframe and two evening events scheduled that week to help you build your professional network)
- **Cohort breakfast roundtables:** March 8-12 from 8-9 a.m. EST, the cohort will be divided by teams for an exclusive virtual morning meeting with an industry professional. Teams will only be required to participate one morning out of the week.

- **Capstone campaign project:** March 6-12, the cohort will be divided into teams to work on a corporate challenge. Teams will determine how to divide and complete the work beyond scheduled activities.
 - **Cohort Campaign competition and ceremony:** March 13th from 9-1 p.m. EST
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We are excited that you are considering participation in the 5th Annual AdPR Academy. Final decisions will be made by February 12, 2021. Continue to soar and pursue your passion, the world needs exceptional leaders like you to shape the future of advertising and public relations. We hope that you will be part of our phenomenal alumni group who now or have worked for great companies such as TBWA, LinkedIn, Coca-Cola, Porter Novelli and many more.

Have questions?

Please be sure you have reviewed the Academy website: https://grady.uga.edu/adpr_academy/

Additional inquiries can be sent to: adpracademy@uga.edu