



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. **PLEASE READ DOCUMENT CAREFULLY AND CONSULT THE CHECKLIST BELOW TO COMPLETE YOUR APPLICATION.** Detailed instructions follow to help you prepare and submit your complete application.

APPLICATION CHECKLIST

- Introduction video
- Google profile form
- Resume (required) and cover letter (optional)
- Letter of recommendation

All items must be received by Friday, February 11, 2022 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 6th 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 **2022 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 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 resume. Your resume should be saved as a PDF. Please label the file *First Last - Academy Resume* (Angie Wilson - Academy Resume)

Cover letters are encouraged but not required.

Optional cover letters should be no more than four paragraphs in length and fit on 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 11, 2022. Recommendations should be emailed to adpracademy@uga.edu. 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.

COHORT COMMITMENT

Students accepted into the cohort will be required to participate in all scheduled 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 7-12 from 8-6 p.m. daily, except Tuesday for networking night which will be until 8 p.m.
 - **Capstone campaign project:** March 7-12, 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.
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We are excited that you are considering participation in the 6th Annual AdPR Academy. Final decisions will be made no later than February 12, 2022. Applications are accepted on a rolling basis until the cohort is filled.

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 or adpracademy@gmail.com