



The UNIVERSITY of OKLAHOMA.
Gaylord College of Journalism and Mass Communication

September 21, 2022

To: AAF OKC Ad Club Scholarship Committee

This serves as a letter of recommendation for Madelaine Base whom I began working with in Fall 2021 in Lindsey +Asp, our student advertising and public relations agency. Maddie was part of the team working on the agency's positioning as premier youth culture experts. In this capacity, she worked closely with me to prepare for the launch of a nationwide longitudinal study targeting thousands of Gen-Z. Maddie also excelled in my Advertising Account Planning class and is now in my Advertising Campaigns capstone class working with the Oklahoma City Thunder as the client.

Maddie is submitting her application for scholarship sponsored by the AAF OKC Ad Club because she's found her passion in strategic communication and wants to further her education. I believe the following attributes make her an excellent candidate for the JAC Scholarship:

- Maddie is detail-oriented but also adds strategic value to her work.
- She is a strong researcher in both quantitative and qualitative methodologies.
- Maddie demonstrates excellent leadership skills while understanding the importance of team dynamics.
- She is hard-working, ambitious, driven, and willing to learn.
- Maddie is highly regarded and respected by her peers as well as her professors.

Maddie has the passion, determination, and dedication to make the most out of this scholarship opportunity. I hope you will give her application serious consideration.

Should you have any further questions about Maddie, I can be reached at 917.548.6795 or at Debbie.yount@ou.edu

Best regards,

Debbie Yount
Paul D. Massad Endowed Chair, Strategic Planning
Co-Area Head, Strategic Communication

