



Oct. 28, 2015

To whom it may concern,

I am pleased to write this letter of recommendation on behalf of Orrin Shawl, Journalism Major with Public Relations Concentration and Media Design, Production, & Technology Minor.

I have known Orrin for a year, and my evaluation of his professional abilities and attitude is based on his performance in JRN 551 Case Studies in Public Relations (group discussions and presentations, written assignments and exams, and individual meetings). As a teacher, I have been impressed by Orrin's dedication to public relations and a strong work ethic. He has demonstrated best qualities of Central Michigan University students: dedication, integrity, creativity and strategic thinking. Orrin is a student who constantly exceeds teachers' expectations.

During Spring 2015, I observed a number of Orrin's PR-related abilities:

- critical thinking skills
- knowledge and appreciation of social media
- understanding the role of ethics in organizational communication
- the ability to develop a PR campaign
- the ability to work under deadline
- the ability to work in group and independently.

In addition, Orrin is a great public speaker, who is easily engaging the audience. All these qualities make Orrin an emerging leader in the field of communication. On a personal note, he is a kind, caring and polite individual.

Over the past few years, Orrin has demonstrated a clear commitment to his studies. I give him my highest recommendations.

If you have any questions, please do not hesitate to contact me.

Sincerely,

Elina Erzikova, Ph.D.

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