



S M A R T
START MAKING A READER TODAY®

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Inspire a child's next chapter.

To Whom It May Concern:

It is my pleasure to provide this letter of recommendation for Austin Foster.

Austin was first introduced to SMART (Start Making A Reader Today) through a nonprofit public relations course at the University of Oregon Journalism School. Austin's class was tasked with a communications project for SMART, including conducting research and providing recommendations on social media and volunteer recruitment strategies to meet specific communications objectives.

Following her class, Austin expressed interest in volunteering as a communications intern at SMART, and came on board from January through March 2014. I served as her supervisor and observed her to be intelligent, creative, motivated and capable.

In her time at SMART, Austin worked on a variety of projects, including creating invitations and guest lists for special events themed around our statewide marketing campaign, Reading Matters; writing posts for our website; researching and writing social media posts; researching new opportunities for volunteer recruitment; and writing a press release for our annual Book Award contest.

I found Austin easy to work with and eager to learn. She takes direction well, and demonstrates an open-minded approach to her work and improving her craft. I'm pleased to recommend her; she would be an asset to any employer.

Regards,
Jessica Bowersox
Communications Director
SMART (Start Making A Reader Today)