

2540 Spyglass Court  
Edwardsville, IL 62025

Department of Mass Communications  
Graduate Faculty  
Southern Illinois University Edwardsville  
Edwardsville, IL 62025  
Oct. 28, 2014

To the Graduate Faculty:

This letter is on behalf of Melissa Sherman, who is seeking admittance to the graduate program in mass communications. She was a student in my Media Writing, Media Ethics and Feature Writing classes between 2007 and 2010. Although her grades were average at first, during the years I knew her, I saw her mature and become a serious student of the media.

She wrote several excellent stories in the Feature Writing class, and she distinguished herself as one of the top students in the Media Ethics class, which had 35 students. She contributed some much-needed diversity of ideas to the discussions, especially in the Media Ethics class, with her insightful comments about the watchdog role of the media and how that role has an impact on what people believe and how they make decisions.

Several times I read to the class her answers to the essay questions on the tests as examples of the kind of answers that receive full credit. And she wrote an excellent 16-page final paper for the course.

While she was still a full-time student, she started her own public relations and photography business, Sherman Studios, and designed a professional quality website to publicize it.

Since graduating, she has worked for three years in the advertising industry at local newspapers, selling print and digital ad space and creating annual campaigns for local businesses. Now she is ready to further her education. She is especially interested in media law, media ethics and media effects. She plans to study how the media influences both positive and negative changes in society, specifically in terms of gender equality and body image.

Melissa is a creative person and, when she applies herself, she can accomplish anything she sets out to do. She is willing to work hard to succeed in graduate school. I believe if you give her a chance, she is absolutely capable of accomplishing great things in the field of mass communications.

Sincerely,

Donna Hale  
formerly Assistant Professor at SIUE

p.s. Since she has experience and expertise in web design, I also recommend her as a graduate assistant to update the mass communication website.