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To Whom It May Concern,

It is my pleasure to write in support of Allison Kowalczyk. I have been the Daktronics Video Board Producer based at James Madison University for the past 15 years and have had the pleasure of working with many students on my production crew during this time. Allison has been one of these students for the past two years, mainly in the roles of replay and graphics operator.

In her role as a replay operator, Allison is able to multi-task while maintaining a high level of attention to detail. She is responsible for capturing clips during the live game action, labeling the clips, editing the clips to build packages, and playing back all replays and edited content. Allison excels at the pace and speed this work requires.

Allison is also able to capture the stories happening within the game and create video packages to tell that story. We had a game where a player kept losing his shoe and Allison was able to piece the clips together in a way that highlighted that player's skills, while also telling the funny story of his shoe not staying on his foot. She even coordinated with the camera operators to get a closeup shot of his shoes to help fill out the narrative.

As a graphics operator, Allison utilizes the skills of adaptability and anticipation. Our productions are heavily scripted, but depending on the mood of the game atmosphere, we sometimes throw out the script and adjust our production to the vibe. Allison is able to adapt to these changes quickly (usually right as they are being made). Along with that adaptability, she is able to anticipate what graphics are going to be needed throughout the game, which allows her to execute at a high level.

Allison is a pleasure to work with and is very dependable. She is always willing and eager to work events and to try new things. She has deep passion for video and sports, and she realizes that every opportunity she is given is a chance for her to learn and grow her skills. She is a quick learner and always brings a smile with her. Allison gets along very well with the other members of the crew and enjoys sharing the things she has learned with them.

Please do not hesitate to contact me if you have further questions.

Sincerely,

Katherine Windham
Daktronics Event Producer, James Madison University

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