

To Whom It May Concern,

Allison has repeatedly showcased her working knowledge and dedication over the past three years with our team. She consistently demonstrated professionalism, leadership, adaptability, and a strong passion to continue learning the ins and outs of live production.

Working on a team that produces 100+ broadcasts per year on the ESPN+ platform, we need as many students to get involved as possible. Allison got to work nearly every student production role available. She shined as Lead Replay and RO, but never backed down from filling a role, including graphics operator, audio operator, video shading, and of course, numerous camera operator positions across multiple sports and seasons. Her versatility and willingness to learn new crew positions made her an invaluable member of our productions. In addition to her work with our team, Allison also gained valuable experience working with Daktronics videoboard crews for both basketball and football events.

Beyond production work, Allison was also a founding member and President of the Sports Broadcasting & Creative Video Club, a legitimate, University-recognized student organization. In this leadership role, she helped grow student involvement with our team and fostered a collaborative and engaging environment to enhance her classmates' experience.

Allison has been an exceptional ambassador for both the ESPN+ production experience and the student organization. She represented our program with enthusiasm and professionalism. Her positive attitude welcomed new students, and she led by example working on our crews in such a wide variety of positions.

I am confident Allison will continue to excel in any opportunity she pursues and will be an asset to any organization fortunate enough to work with her.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kelly Bowmaster', with a stylized, flowing script.

Kelly Bowmaster

Director of Live Productions | JMU Sports Network

JMU Athletics Communications