

IOWA STATE UNIVERSITY

OF SCIENCE AND TECHNOLOGY

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To Whom It May Concern:

It gives me great satisfaction to give a personal recommendation for Sydney Converse. I have been one of Sydney's supervisors for the last two years during her time at Iowa State University. Our Athletics Department has benefited greatly because of Sydney's work ethic and attention to detail.

Iowa State is one of three universities in the country to maintain its own TV network (including BYU and the University of Texas) and we feel our students finish here with the experience necessary to jump in to whatever situation the digital/broadcast world can throw at them.

Sydney has been responsible for providing video content to Cyclones.tv, Iowa State's online digital network, individual sport social media accounts and our 24/7 TV channel on the Mediacom cable lineup here in Iowa and surrounding Midwest states.

She is also responsible for working directly with several of our sports, most specifically soccer, gymnastics, cross country, football, basketball and academic support staffs. She has been creating hype videos, features and other story-telling content.

The thing that makes Sydney stand out from other students we've had, is that she is a student-athlete first. I don't think most people understand the time commitment that a student-athlete has in training, competing and going to class. Sydney was able to do all those things at an elite level and also do phenomenal video work for us. We have over 15 former students doing video production full-time in the sports industry and Sydney is one of the best we've ever had. I don't use those words lightly!

Sydney has only been with us two years, but her impact in such a short time has been huge. She takes on big and small assignments and is always willing to lend an extra hand when we are in a jam staffing-wise. She has the least amount of free time of any of our interns, but works the hardest and signs up for the most events.

She is only paid 12-15 hours a week for her time, but always puts in more, coming up with unique ways to bring compelling video to our digital network and TV channel. She's been one of the hardest-working students we've ever had and has been wonderful to have around during the rigorous sport season.

Sydney has brought fresh, innovative ideas to this ever-changing medium and continues to push the rest of our student staff (and even full-time staff) to bring up their quality of work. She isn't someone you need to harp on or worry about getting her work done. She always goes above and beyond.

If you have any questions about Sydney or her role during her experience here at Iowa State, please don't hesitate to contact me.

Sincerely,



Tyler Rutherford
Assistant Athletics Director - Digital Media
Iowa State University Athletics