

Monday, July 18, 2022

To Whom It May Concern,

Greetings from Lamar University in Beaumont, Texas! I am Gordon S. Williams, the Television Studio Operations Manager in the Department of Communication and former instructor/adjunct professor for LUTV News. I am writing this letter of recommendation on behalf of Carson Racich.

I remember meeting Carson in early Spring 2020 when she was being interviewed about her success on the Lamar Women's Golf team for LUTV Sports. During the interview, she mentioned that she had an interest in broadcasting. Before the Fall 2020 semester, I offered a workshop for students who were eager to start their pursuit of being a media professional and she was in attendance.

During that workshop and throughout her time at LUTV News, Racich approached developing her skills in the industry with the mindset of an athlete determined to become a champion. As a multimedia journalist, she covered a variety of stories including a campus social justice march and interviewing a Kenosha, Wisconsin resident in the aftermath of the Jacob Blake shooting and unrest.

In Spring 2021, Carson was selected as the LUTV Sports anchor. In this role, Carson created a niche of content that allowed the audience to learn more about Lamar Cardinals athletics and also gave insight on how the program navigated the pandemic. Her story titled, "Under The Jersey" won first place at the Texas Intercollegiate Press Awards, the Society of Professional Journalists' Region 8 Mark Of Excellence Awards, and third place at the Press Club Of Southeast Texas.

During her time at LUTV News, Racich also earned valuable production experience. She was eager to assist in various positions. Carson's displayed her leadership skills as director for several different productions. Understanding the importance of teamwork, she encouraged her colleagues to be successful.

I strongly recommend that you accept Carson Racich to be a part of your organization. If you have any questions on this highly motivated individual, please feel free to contact me at (409) 880-8038 or e-mail gswilliams@lamar.edu. Thank you for your time and consideration.

Sincerely,

Gordon S. Williams
Lamar University Television Studio Operations Manager

