

Kendrick Calfee
The Northwest Missourian
800 University Drive
Maryville, MO 64468
April 23, 2022

Dear Selection Committee,

Ayla Campbell has worked at The Northwest Missourian for one year. Although the employment time is short, Ayla has displayed professionalism, high motivation and dependability at our publication.

This past year, she has worked as a designer on our staff, laying out content on pages for the paper, creating infographics to go with stories, and any other design tasks as assigned. She has been punctual and reliable in every facet of the job. We trust Ayla to provide our readers with a compelling visual component to our stories every week, and she has never neglected to meet that standard.

In design, like every profession, it is important to be able to work around issues as they may arise. The design desk has to work around what reporters and editors give them, whether it be breaking news, a long-form feature or a collection of photos from an event. She was consistent in her ability to do this and communicate each week to see what was needed, and make it happen. Her dependability and adaptability still astounds me.

It was my pleasure this past year to watch Ayla grow from a somewhat reserved and soft-spoken individual, to one who is confident and outwardly passionate in her endeavors. Ayla has a visible drive and passion for her work that she pairs with utmost humility. I know she will perform well in any role she chooses to take on, and I hope you give her your full consideration.

If you would like additional information about Ayla, you can phone me at (660) 254-1083.

Sincerely,

Kendrick Calfee
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Vice President, Missouri College Media Association
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