



UNC
SCHOOL OF JOURNALISM
& MASS COMMUNICATION

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

040 CARROLL HALL
CAMPUS BOX 3365
CHAPEL HILL, NC 27599-3365

T 919.962.0281
F 919.962.0620

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Lynda Kraxberger
Professor, Convergence Journalism
Chair, Convergence Journalism
001-C Reynolds Journalism Institute
Missouri School of Journalism
Columbia, MO 65211-1200

Dear Lynda,

It is a sincere pleasure to write this letter evaluating the work of Jenn Hueting during the summer of 2009. Jenn worked with me from May 26 to July 31 on UNC's News 21 project, poweringnation.org. She proved herself to be a sharp, highly talented, hard-working, motivated young woman with a bright, promising future.

Jenn's strong commitment to the project was apparent from the start. As a News 21 fellow, she and the other eleven fellows at UNC were charged with completing in-depth journalistic stories that used innovative and groundbreaking techniques to tell them. Our project's focus was U.S. demographics and energy use. Jenn developed a clever, engaging and professional graphic presentation that told the stories of four families and their energy consumption. She incorporated a variety of media forms appropriately, including video clips and panoramic images to engage users and provide a clear, easy-to-digest and original story form. Moreover, she did all this while also working on the overall site design, planning and arranging interviews for a number of stories, completing graphics for three other pieces and advising the fellows on graphic presentation ideas.

Bottom line, Jenn was as superstar. Her ability to juggle multiple tasks, work with coaches from a variety of backgrounds and be a leader in the area of visual design was impressive not only to me, but to the other faculty advisers and professional coaches involved in this project. She was a valuable asset to our team and a large reason for the project's success.

Jenn's work on the News 21 project bodes well for her future as a communicator. I anticipate that she will become one of the most valued members of any team she works on.

Please do not hesitate to contact me if you require additional information.

Sincerely,

Laura A. Ruel
Executive producer, UNC-News 21 project: poweringnation.org
Assistant professor, Visual Communication and Multimedia
office: 919-962-4076 | fax: 919-962-0620 | e-mail: lauraruel@gmail.com