



24 September 2014

To Whom it May Concern,

I'm writing to recommend Joel Feldman as a campus speaker. Joel is the founder of EndDD [[EndDD.org](http://EndDD.org)], a non-profit organization devoted to advocacy and education intended to reduce distracted driving.

Joel spoke recently on our campus to about 100 students and faculty members. His presentation showed strong research, careful analysis, a compelling mix of evidence and emotional appeals, rich use of multiple communication channels, and a respectful, direct engagement with members of the audience.

The topic is important to anyone navigating traffic, from automobile drivers and passengers to pedestrians and bicyclists. College-aged audiences in particular can benefit from deeper understanding of the importance of attentive driving.

Since we are in a School of Communication, Joel's presentation has additional value for us. My students appreciated this as an example of ethically-grounded and carefully prepared persuasive communication.

I highly recommend Mr. Feldman as a speaker and visitor to any college campus.

Sincerely,

Phillip Glenn  
Dean