



The UNIVERSITY of OKLAHOMA,
Gaylord College of Journalism and Mass Communication

October 2021

To Whom it May Concern,

Our advertising program at the Gaylord College of Journalism and Mass Communication has been nationally ranked by Best of Colleges, and a key reason why is because of industry experts we recruit to teach some of our classes. One of the best we have had the good fortune to work with is Dave Tutin.

For several semesters Dave taught Advanced Copywriting, a senior level class, as an adjunct instructor. It's a challenging course. It focuses on writing, thinking critically, working across a variety of media platforms and as importantly, giving students a sense of what it is like to work professionally as a copywriter.

The course is an elective and thus isn't required of advertising majors. But we found the class to be quite popular when Dave taught it, and his teaching evaluations reflected it. I attribute that to his teaching style and the considerable, real world experience he shared with students who appreciated it.

As dean I interact with all kinds of people who teach in our college: tenured faculty, term faculty, instructors, lecturers and adjuncts. I was especially impressed with Dave for the passion he brought into his class at Gaylord and his commitment to connect, in the best of ways, with young people.

I wholeheartedly endorse him for a teaching role in any program that aspires to prepare students for a career in the ever changing world of advertising.

Regards,

Ed Kelley
Dean

