

November 5, 2014

Wynne Communications
1334 Parkview Ave.
Manhattan Beach, CA 90266

Dear Rob:

Please accept my thanks for the great PR you gave to the School of Engineering and the Institute for Software Integrated Systems at Vanderbilt University. We were especially pleased with the national stories you placed for us, which ran in Yahoo Tech, Wired, Gizmodo (three stories), Popular Science, Industry Week and others. These broad reaching stories strengthened our national presence as we continue to increase the visibility of our research competence. I believe as a result of the additional exposure, our dean, faculty and institute directors have received more media inquiries and greater recognition as experts in their respective fields.

Media hits for the School of Engineering increased 84% in a year and a half, almost entirely due to your efforts. Of particular importance in our communications strategy, you were able to successfully forge more productive relationships with our local media including the *Tennessean*, the *Nashville Business Journal* and NPR. All the journalists we worked with seemed quite comfortable with you contacting them with story ideas, especially the national correspondents. However, even the local reporters had no idea you were working for us from the west coast!

I very much look forward to working with you again in the future.

Best regards,

Christopher Rowe, Ed.D.
Assoc. Professor and Director of Engineering Communications
School of Engineering
Vanderbilt University