



EXECUTIVE OFFICE OF THE PRESIDENT
OFFICE OF NATIONAL DRUG CONTROL POLICY
Washington, D.C. 20503

August 23, 2010

Dr. Jeanette Shutay
Calumet College of St. Joseph
2400 New York Avenue
Whiting, IN 46394

Dear Dr. Shutay,

I am pleased to write this letter in support of your tenure at Calumet College of St. Joseph. My support is based on first-hand knowledge of the excellent work you have performed under contract to the Office of National Drug Control Policy to assess the results of the National Youth Anti-Drug Media Campaign and to prepare an annual report to the US Congress. Your experience in conducting independent program evaluations and conducting statistical analyses of large data sets were of special value in this critical and sensitive work as we work to reduce adolescent risk-taking behaviors.

The complexity of the Campaign, in both its design and implementation, has presented extraordinary challenges for its evaluation and subsequent preparation of the annual report, which gets much scrutiny in the various clearances it must go through, including that of the Office of Management and Budget, before it becomes final and is disseminated to the US Congress. Your work required special skills in examining the various statistical and program reports from a wide variety of sources and purposes, including epidemiology, media content analysis, advertising industry data, and program evaluation, some of which were conflicting or inconsistent with one another in method or outcome. Your skills in assessing these various reports, along with your enthusiasm for conducting a "data dive" into the largest surveys, the National Survey on Drug Use and Health and the Monitoring the Future study, provided unique perspective beyond that which we had previously acquired. Your diligence and perseverance in gathering data from a wide array of sources, analyzing the strengths of these materials, and preparing a report of high quality and integrity, on time and on budget, were of great value.

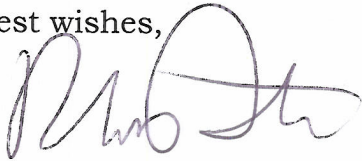
Your professionalism, and in particular your enthusiasm for the work, have been very impressive. You were always very professional in dealing with the critiques that came from researchers and political officials, your response to

Page two

those sometimes difficult conversations was always respectful, and the positions you took were always based on good science.

Please feel free to contact me should you or the tenure committee have any questions about this letter of support.

Best wishes,

A handwritten signature in black ink, appearing to read "R. W. Denniston". The signature is fluid and cursive, with a large loop at the end.

Robert W. Denniston

Director, National Youth Anti-Drug Media Campaign (through July 2010)

Deputy Associate Director for Research and Data Analysis

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