

Alfred University earns 'Best of Show,' 'Gold' awards for TV spots

2/02/06

Alfred University and its advertising agency, Carnegie Communications, have received a "Best of Show" and "Gold" Admissions Advertising Awards for their 2004-05 television recruitment ads. The Admissions Advertising Awards is the largest educational advertising awards competition in the country. This year more than 2,200 entries were received from more than 1,000 universities and secondary schools from all 50 states and several foreign countries. The judges recognized sixteen schools as "Best of Show" winners. Gold awards were granted to 237 schools. Judges consisted of a national panel of admissions' marketers, advertising creative directors, marketing and advertising professionals and the editorial board of Admissions Marketing Report the nation's leading marketing publication for higher education. The monthly publication is in its 22nd year and is read each month by nearly 4,000 admissions marketers around the country and at international colleges and universities. AU received the Gold Award for television advertising/series in the category for schools with 2,000-4,999 students, and then received the Best of Show from among the winners in the six categories. The award-winning series, part of Alfred University's "Individuals. Inspired." Campaign, includes "Glass Sculpture," "Stull Observatory," "Ceramic Engineering," and "Theatrical Design." In "Glass Sculpture" and "Stull Observatory," the viewer meets some of the faculty who inspire AU students. In "Glass Sculpture," Stephen D. Edwards, one of the faculty members who has built the AU program in glass art to one of the largest and best-known in the country, is featured. Dr. John Stull, a retired physics professor (and AU alum) has spent a lifetime refurbishing the AU observatory into one of the largest, and finest, academic observatories in the nation. Viewers meet him and see the results of his work, in "Stull Observatory." In the third set of commercials, AU students who achieve are highlighted. In "Ceramic Engineering," Liz Bertch, a graduate student in glass science, whose research is advancing our knowledge of materials and how to apply them to solving today's problems, is profiled. "Theatrical Design" features Elizabeth VanDeusen '05, who has combined her love of visual and performing arts through theatrical design. She's won awards for both her make-up and costume designs. To view the commercials, go to <http://www.alfred.edu/com...>