

## **AMA wins downtown business video competition**

2/11/09

The Alfred University American Marketing Association (AMA) is the recipient of a \$140 cash reward for competing in an Alfred, NY video contest. Mandy Burns, manager at The Gallery in Alfred, introduced the friendly competition between AU and the Alfred State College Marketing Club. Burns wanted to involve students in an activity to promote downtown Alfred businesses to both Alfred campuses. The objective was to create a two-minute video for YouTube, available for the public to view. With set rules and regulations the students had two months to plan, record, and edit a video for judging. There were two outside-sourced judges on the panel, online comedians Rhett and Link. Their Web site <http://rettandlink.com/> features clean humor that inspired the project in Alfred. Local business owners were also on the judging panel. The Alfred University AMA video can be viewed at <http://www.youtube.com/wa...>. The Alfred State College Marketing Club Video can be viewed at <http://www.youtube.com/wa...>. Jessica Marble '11 Marketing