

Pride of CASE V Awards

Title of entry: Zoom Zoom

Category: 19 – Best Video Feature CM

Institution: University of Notre Dame

Contact person:

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Description and Objectives:

This feature story highlighted a Notre Dame senior whose professor encouraged her to enter Mazda's national design contest. She won in a landslide vote, and Mazda flew her to Los Angeles to help its staff bring her design to life in clay. The company directors were so impressed with her presentation skills, they flew her back to speak to the press at the media event. Sharing success stories like this is a priority for our university, especially since prospective students are a main target audience for our website. It shows involved professors, smart, driven students and the value of the liberal arts foundation Notre Dame provides its students.

Institutional Goals:

This story supports two of Notre Dame's strategic goals, particularly, offering an unsurpassed undergraduate education and communicating this effort effectively to those within the university community and beyond.

Audience:

All visitors to the Notre Dame website, particularly prospective students but also board members, donors and potential donors, alumni, parents, current students, faculty/ staff, media and the general public.

Staff involved:

One producer/ writer
One photographer/ editor

Budget/ cost:

This production was part of the producer and photographer/ editor's primary responsibilities and no costs outside of salaries were incurred.

Documented results:

This story received very positive comments and significant attention on our website with almost 5,000 views.

Web link to video:

<http://www.youtube.com/watch?v=-fGb4ril-M8>

