

The College at Brockport: State University of New York Digital Commons @Brockport

Senior Honors Theses

Master's Theses and Honors Projects

5-2011

Promotional Video for the Brockport Newman Center: A Reflection on the Process and Experience of Creating a Promotional Video

Sarah E. Mess

The College at Brockport, sarahelizabethmess@gmail.com

Follow this and additional works at: <http://digitalcommons.brockport.edu/honors>

 Part of the [Broadcast and Video Studies Commons](#)

Repository Citation

Mess, Sarah E., "Promotional Video for the Brockport Newman Center: A Reflection on the Process and Experience of Creating a Promotional Video" (2011). *Senior Honors Theses*. 52.
<http://digitalcommons.brockport.edu/honors/52>

This Honors Thesis is brought to you for free and open access by the Master's Theses and Honors Projects at Digital Commons @Brockport. It has been accepted for inclusion in Senior Honors Theses by an authorized administrator of Digital Commons @Brockport. For more information, please contact kmyers@brockport.edu.

Promotional Video for the Brockport Newman Center

A Reflection on the Process and Experience of Creating a Promotional Video

A Senior Honors Thesis

Presented in Partial Fulfillment of the Requirements
for graduation in the College Honors Program

By
Sarah Mess
Communication Major

The College at Brockport
May 2011

Thesis Director: Virginia Orzel, Associate Professor, Communication

Educational use of this paper is permitted for the purpose of providing future students a model example of an Honors senior thesis project.

Table of Contents

Acknowledgments.....	3
Thesis.....	4
Script.....	12
Bibliography.....	15

Acknowledgements

It was just over a year ago when I was struggling to come up with a topic for my senior thesis, and now in just a matter of days, it will be finished. It was a challenging and rewarding process creating a product for the Honors Program Senior Thesis. The completion of this product would not have been possible without the patience of many people along the way, thank you.

A few people deserve special recognition. Ginny, thank you for meeting with me to perfect my project, and make it as successful as possible. Helping me to perfect my video and providing advice and encouragement along the way.

Emily, you listen to me sort out ideas and topics endlessly. Thank you for your patience, advice, and amazing listening skills.

Laura, Lauren, and Teresa, I have gotten to know you three amazing women so much over the past year. Thank you for agreeing to be in the video and share your personal experiences. Without you, this would never have been possible.

Margot, Larry, Fr. Matt, Fran, and Jeanette, as well as the rest of the Newman Community thank you for your time, and allowing me to “interrupt” mass with my video camera. You took time to make sure I was situated and had all the information I could ever need.

Mom and Dad, thank you for making me apply to Brockport. If you had not, I don’t know where I would be, but I do know that it would not have been as good a fit for me as The College at Brockport. Because of you two, I am able to accomplish all these things.

Thank you all!

Video as a means of advertising is relatively new in comparison to print or radio. However, video is an increasingly powerful means of communications. Therefore I chose to create a promotional video for the Brockport Newman Center for my Honors Thesis. The Newman Center needed an improved form advertising to inform students of the services that are offered at the Newman Center. To solve this problem, I spoke with the Margot VanEtten, the Campus Minister, as well as several students about what they feel are the benefits of attending the Newman Center, and why other students should attend. I compiled the information into a three and a half minute video to help promote the Brockport Newman Center.

The promotional video for the Brockport Newman Center is a 3:30 minute video. The video is playable on the Brockport Newman Center website, and on DVDs. I choose this medium for the creation of the promotional video for several reasons. First, my concentration throughout my undergraduate studies has been in broadcasting communications. I have spent the last four years of school learning about, and producing videos. Therefore I am comfortable producing this type of product. Additionally, I believe that video can be very influential on its viewers, and is a powerful medium that can be used to convey a message; which is why I chose this medium to display not only my creativity, but to meet the needs of the Brockport Newman Center. By having the end result be a video, there is flexibility as to when and where it can be viewed. The video has been made into a DVD, which the Brockport Newman Center can play at any open house events they host, or tabling events The College at Brockport has. The video will also be placed on the Brockport Newman Center's website. This will enable anyone who is searching for what the Brockport Newman Center is, or what it offers easy access to the information. By

displaying the video online, a technology that people utilize multiple times a day, I am increasing the number of people who will view the video, and take advantage of the programs offered, which is a goal of the Brockport Newman Center.

The video is testimonial driven, which adds a very personal touch. I spoke with three students who regularly attend, and are actively involved with the Brockport Newman Center. These three students are currently a freshman, sophomore, and a junior, having the different age ranges allow viewers to see how much of an impact the Brockport Newman Center has had on students as the years progress. Additionally, the video will be relevant for a longer period of time because the students will be attending both the college and the Newman Center for at least one more year.

There are some disadvantages to having the promotional product for the Brockport Newman Center be a video. First, there are limitations to those who will view it. If a potential student lacks access to the Internet, they probably will not view it. However, the target audience is Brockport students, and every student has Internet access on campus. Another disadvantage is that it is time consuming to produce. There are many hours of planning, filming, and editing that are involved in the production of a successful promotional video. It is much more difficult to change details in a video, than to reproduce a flyer or poster advertizing the Brockport Newman Center. Another disadvantage is that all of the student interviews are female. I had great difficulty contacting a male student that would be willing and able to participate. This may give the Brockport Newman Center a false impression of who attends, and could potentially deter rather than invite male students to come.

The idea for the project arose because I attend the Brockport Newman Center and had a personal longing to have more students attend the Newman Center. After speaking with many members of the community, students, adults, and the campus minister, it was evident there was a real need and desire to attract more students to the Brockport Newman Center. I had seen other churches and nonprofit organizations advertise through media technologies, and since the Brockport Newman Center lacked that type of advertising, I decided that I would use the skills I have to create a promotional video for the Newman Center. The main idea is to develop a video that is attractive to college students and shows what the Brockport Newman Center offers and why students should come.

The initial idea for the video was solidified during the summer of 2010. My next step was to think about the different aspects of the Newman Center that would be important to include in the video. Throughout August, I did some research on Newman Centers throughout the country, and reflected on what I personally would like to get out of a faith-community. Therefore, it should come as no surprise that the two aspects of the Newman Center I chose were community and faith. I chose to concentrate on the strong caring community that is always so evident at the Newman Center. Focusing on faith was a must when talking about what the Newman Center is. The Newman Center is the campus Catholic center, if a student were to be on the Newman Center's website and watch this video, the intent is to see a faith-filled student body, that is welcoming them to join.

I then reached out for help. I wanted the video to be personal and testimonially driven and I knew that meant having current Brockport students who come to the Newman Center speak and share personal experiences about why they go to the Newman Center, and feel connected to the community. After having their confirmation, I set up interview

times and filmed them. I asked them questions such as why they go to the Newman Center, how they feel connected, and why others should go to the Brockport Newman Center. I concluded the interviews in December.

During this time I was also filming b-roll. This was a two-semester process. I filmed as much as I could, trying to highlight “faith” and “community”. I filmed the welcome picnic; the church while it was empty, the 10 am mass, and the 7:30pm student mass, and different events that were going on at the Newman Center.

Over winter break, the three people I interviewed for the video, a few other students, and I attended the Fellowship of Catholic University Students (FOCUS) Conference. We received funding from the Brockport Newman Center, and therefore I felt it appropriate to include pictures from our trip in the video. During January, I wrote the script that I would use to edit my video. The script was the plan for the video, I wrote down all the shots I would be using, what would be said when, any text in the video, where and when I wanted music. I found script writing to be somewhat of a challenge because I had little experience writing one. I worked with my advisor, discussing my vision for the video and with her guidance was able to prepare a script that I was able to follow. This is a skill that I have now been able to use in other works.

When the second semester began, I started editing the video, based off the script I had written. As I saw gaps in the b-roll, I went out and filmed a few more times. I needed to have video to support what was being said. After having enough b-roll to fill the video I selected music that would help drive the piece. I got the music from freeplaymusic.com. I wanted a catchy and upbeat piece that would keep the viewer engaged. Once I had the music, I was able to continue editing. The music helped me determine the pacing of the

video. Particularly for the introduction of the piece, I timed the shot changes with the beat of the music. After having the video timed to the music. All that remained was small touch-ups. After meeting with my thesis advisor, we discussed some changes in the audio, and color corrected some of the shots.

For Scholar's Day, I burned my video to a DVD to play for the audience. Afterwards, I met with the Newman Center, and placed the video on their website. This concluded the creative and technical process of the promotional video for the Brockport Newman Center.

The video produced for the Brockport Newman Center was successful in terms of production. I produced the video in a timely manner, and I believe it accurately displays what the Newman Center has to offer. I have been producing work in this form for the last four years, and I believe that having produced this on my own with only my advisor for reference shows significant improvement, and demonstrates what I have learned throughout my college career. I am very well pleased with how the video turned out. The video was well received at Scholars Day. One comment by an audience member really stood out to me. She had commented on how I did just a good job capturing very personal moments.

If I had the opportunity to do my senior thesis again there are many things I would have done differently. First would date back to Junior Colloquium, HON 395. During this class, while my classmates were choosing topics and beginning the preparatory work needed for the thesis, I was still struggling to choose a topic. It took me until midsummer to finally solidify what I was going to do for my senior thesis. Then after having a topic, it took me much longer than I had planned to film everything I needed. This was a problem because I should have written my script sooner. I had waited until I had conducted the

interviews to write a script because it was easier to film based off what was said. The interviews should have been filmed first, and early on, and then I could have written a script and filmed based on what was written. This would have enabled me to start filming much sooner, and with more focus. Also I would have liked to include a male student in the video. This was difficult because there are not very many male students that attend the Newman Center, but I would have liked to include more in the video to entice them to come to the Newman Center.

Electronic media is one of the most powerful forms of communication that exists in our present society. Organizations are quickly taking advantage of e-media, as opposed to the earlier forms of communication, such as posters and mass mailings. Companies have realized the importance of having some form of digital advertising or self-promotion. At the OMMA Hollywood conference in Los Angeles, Chairman Gian Fulgoni stated that companies using online video ads have seen as much as a 40% increase in consumers visiting the marketer's website or buying their products opposed to other ad forms (Whitney, 2009). The same logic can be used if trying to entice people to utilize a service, as is the case with the video produced for the Brockport Newman Center.

Nonprofits and religious organizations are realizing the need and potential use of these forms of technology, video in particular. On January 24, 2009, in preparation for the *43rd World Communication Day*, Pope Benedict XVI addressed Catholics around the world stating: "It falls, in particular, to young people, who have an almost spontaneous affinity for the new means of communication, to take on the responsibility for the evangelization of this 'digital continent'." (Benedict XVI, 2009) The Holy Father recognized the need to use this technology, and is encouraging Catholics, particularly young Catholics to respond. Seth

DeMoor, young man from Denver, Colorado, took this call quite seriously. As a response to Pope Benedict XVI he created a website dedicated to sharing the stories about the faith. He began his website in January 2010, just a year after Pope Benedict XVI spoke, today he has well over 400 videos of people sharing how the Catholic faith has helped them.

Video as a means of sharing the faith and drawing people in is being used by organizations such as *Eternal Word Television Network (EWTN)*, and *Daybreak Productions*. EWTN is an international television and radio station that uses media to spread faith, in addition to informing people of different opportunities. EWTN began in 1981, and now 30 years later is reaching over 148 million homes. ("About ewtn," 2004). On a more local scale, *Daybreak Productions* is a television production company located in Buffalo, New York, that serves the community and uses video to do so. By making people aware of what local churches and religious organizations are doing, and providing audiences with alternative viewing options, "Options that motivate audiences to re-examine lifestyles, and look at moral truth, through realistic human experiences." ("About daybreak tv," 2010). Seeing these websites and television stations thrive provides me with some inspiration and guidelines to follow. These religious organizations were using video to attract or inspire people to partake in a faith related activity. This is one of the goals of the Newman Center video.

Using video as a form of advertising is a method that is no longer entirely new to the digital age. Seeing how successful using video has been for many organizations, I knew I would be able to create a product that would promote the Brockport Newman Center in this way. Using video would be an excellent way of drawing students into the Newman Center. This video accurately shows what the Newman Center is and has to offer, and has

already had a great response. Additionally, I have learned a great deal from producing this video. I worked with a client, as opposed to just completing a class assignment. Also script writing, some new techniques and filters when editing. The video has been received very well, and I would consider this project to be a successful completion of my Honors Thesis.

Brockport Newman Center Script

TRT: 3:56

Fade up from Black to text.

Introduction

“Community”

Text Grows.

White text, transparent background.

Picture in Picture of four stills. The stills change at different intervals with the pacing of the piece throughout the introduction.

Stills consist of community at Newman – fall picnic, mass, Newman Night.

Music underneath entire piece.

TRT: 10-20 seconds

Dip to Black.

Fade up from Black.

“Growth”

Text Grows.

White text, transparent background.

Picture in Picture of four stills. The stills change at different intervals with the pacing of the piece throughout the introduction.

Stills consist of community at Newman – fall picnic; mass; Newman Night; person praying;

Music underneath entire piece.

TRT: 10-20 seconds

Dip to Black.

Fade up from Black.

“Friendship”

Text Grows.

White text, transparent background.

Picture in Picture of four stills. The stills change at different intervals with the pacing of the piece throughout the introduction.

Stills consist of community at Newman – fall picnic; FOCUS trip; Newman Night; person praying.

Music underneath entire piece.

TRT: 10-20 seconds

Dip to Black.

Fade up from Black.

“Faith”

Text Grows.

White text, transparent background.

Picture in Picture of four stills. The stills change at different intervals with the pacing of the piece throughout the introduction.

Stills consist of community at Newman – mass; the church.

Music underneath entire piece.

TRT: 10-20 seconds

Dip to Black.

Fade up from Black.

“The Brockport Newman Center”

Text Grows.

White text, transparent background.

Picture over the Brockport Newman Center.

Music underneath entire piece.

TRT: 10-20 seconds

Dip to Black.

Fade up from Black.

Laura Vormwald: (on camera 20 seconds)

CG: Laura Vormwald

Class of 2013

“I really like going to the Newman Center because its such a welcoming community and it is a great way to grow in your faith and make lots of friends that share the same faith as you // and it’s great to be able to go to mass every Sunday. // And also the student mass at 7:30, they specialize towards the students and make it very welcoming and it’s a lot of fun.”

Broll with Nat Sound – student mass; Student’s and campus minister interacting before/after mass.

Lauren Brown: (off camera)

“I just love the community there and all the people are just so caring and giving. It is just a nice place to go and relax and be happy.”

CG: Lauren Brown

Class of 2012

Broll with Nat Sound - fall picnic; students interacting with community members.

Teresa Campbell: (off camera)

“Margot and Deacon Larry they, really engage you. They try to learn your name, learn about you and just have real conversations with you. You don’t look at them as people in the ministry, you look at them, at least for me, like mother father, aunt uncle figure. And I am a lector now, I am going to FOCUS Conference in January, that is how is really connected for me.

CG: Teresa Campbell
Class of 2014

Broll with Nat Sound - Show pictures from FOCUS; Margot & Larry interacting with students.

Lauren: (on camera)

“It has had such a good effect on me that I want other people to go to and experience that as well. So I think // it has helped me to show more compassion to people as well, in what I have learned in the Newman Nights with Larry I put to my life a lot. “

Broll with Nat Sound - Newman night

Laura: (off camera)

“It’s really great to have a place to go to talk about your faith because I know a lot of my friends // aren’t as strong in their faith and it’s great to know that you have those people to turn to when you want to talk about// your faith. “

Broll with Nat Sound - Newman Night; praying the rosary.

Teresa: (on camera)

“I have found a world of difference between here and campus even though it is just down the street. If you are feeling stressed or you need a place to go to get clarity that’s the Newman I found that’s what’s so great about it. It’s just, // it makes you grounded It makes you realize what’s important in life compared to the materialist trivialness of some college aspect. //It keeps it real.”

Broll with Nat Sound - Outside of Newman;

Lauren: (off camera)

“The main reason I go to the Brockport Newman Center is to stay Christ-centered in my life.”

Broll with Nat Sound – Fr. Matt holding up the Eucharist.

Laura: (on camera)

“I really want everyone to be able to grow in their faith // and just from the Newman Center be able to fall in love with Christ. // I am completely in love with Christ and I want everyone else to be able to experience that. And so I hope that through the Newman Center // their going to be able to grow closer to Christ and closer to each other to because faith, our common faith, is a really good community builder.”

Broll with Nat Sound- Picture of FOCUS; Mass;

Music up

Roll Credits

Bibliography

About daybreak tv. (2010). Retrieved from <http://daybreaktv.org/AboutDaybreak.aspx>
("About daybreak tv," 2010)

About ewtn. (2004). Retrieved from <http://www.ewtn.com/general/index.asp>

Benedict XVI, Initials. (2009). New technologies, new relationships. promoting a culture of respect, dialogue and friendship. *Proceedings of the Message of the holy father benedict XVI for the 43rd world communications day*,
http://www.vatican.va/holy_father/benedict_xvi/messages/communications/documents/hf_ben-xvi_mes_20090124_43rd-world-communications-day_en.html

DeMoor, SD. (Producer). (2011). Retrieved from <http://onebillionstories.com>

Evangelization and catechesis. (2003). Retrieved from
<http://www.dor.org/index.cfm/evangelization-catechesis/>

Whitney, D.W. (2009). Online video to the rescue. *Television week*, 28(8),