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Ad Industry Accolades

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Ad Industry Accolades

03.19.2009 | Campus and Community

Staff and contractors for UD's Media Production Group received two Hermes Awards in the Greater Dayton Advertising Association's Addy Awards program.

Peace, Love, Mud, an animated e-mail promotion for the mud volleyball tournament of the Epilepsy Foundation of Western Ohio, won a Silver Addy. It was designed to help recruit players and teams, said Mike Kurtz, manager of the Media Production Group, produced the piece with animator Brian Mills and freelance writer Jim Hausfeld. View it online. (url:

<http://www.daytonmud.com/email.html>)

ET @ UD, a DVD about the UD Engineering Technology program, won a Bronze Addy. The DVD is designed to help recruit students interested in engineering technology to the University of Dayton. Scott Segalewitz, chair of engineering technology, was the executive producer; Kurtz was producer; Mills did post-production work. Freelance videographers Tyler Back and Paul Tidwell shot the video.

The Addy Awards are a national project American Advertising Federation.