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Virtual Recognition

10.25.2007 | Campus and Community, Students  The University of Dayton virtual tour won a Bronze Reel at this year's Annual Media Communications Association – International (MCA-I) Festival. This is the 39th year MCA-I has recognized the best in media communications, and UD was one of only two universities to take home honors.

UD's virtual tour offers prospective students an opportunity to experience UD's campus on the Web. Visitors are guided through campus by student ambassadors and get to explore residence halls, academic buildings and learn about UD's rich history.

Produced in-house by UD's Media Production Group, the virtual tour marks the ninth award for creativity that the group has won since 2006 alone.

"This was a big project for us, and we worked closely with members of enrollment management to make this project a success," said Mike Kurtz, senior producer. "We didn't want to just show off the campus. We wanted to communicate the Marianist feeling — the community spirit so vividly experienced by anyone who steps on our campus."

Created in 1988 as a resource for the University, the Media Production Group was quickly recognized as a valuable resource by area businesses and began producing external work in addition to its UD productions.

Since its inception, the Media Production Group has won 39 local, national and international awards. Kurtz was also recently named one of the top 35 video producers in the country by AV Video and Multimedia Producer magazine.