



PRESS RELEASE: Ferris Releases SocialFest 2012 Promo Video

Betsy L Musolf to: Archive

08/20/2012 09:52 AM

From: Betsy L Musolf/FSU
To: Archive/FSU@FERRIS,

Included below is a press release regarding the release of the official SocialFest 2012 promotional video from Ferris State University and its Social Media Team. SocialFest 2012 runs from Monday, Sept. 10 through Saturday, Sept. 15 on the Big Rapids campus of Ferris State University. Any questions about this release can be directed to Sandy Gholston, News Services and Social Media Manager.



SocialFest 2012 video.doc

To view the online version of the story, visit:

<http://www.ferris.edu/HTMLS/news/archive/2012/august/socialfest2012.htm>

To view the video, visit:

<http://www.youtube.com/watch?v=KqEuaBvHpUc&feature=youtu.be>

For Immediate Release
Aug. 20, 2012

Sandy Gholston
Ferris State University
News Services and Social Media Manager
sandygholston@ferris.edu, (231) 591-2021

Ferris Releases SocialFest 2012 Promo Video

BIG RAPIDS – One of the many opportunities Ferris State University will offer students to get the new semester off to a fun and engaging start is SocialFest 2012.

An event developed by the university's Social Media Team, SocialFest 2012 is designed to promote positive social media engagement for students while also striving to promote some of the many resources and services available to students on campus. The event is a weeklong celebration of all things cyber, digital, fun and social. SocialFest 2012 commences on Monday, Sept. 10 and runs through Saturday, Sept. 15.

To help promote SocialFest 2012, a special promo video was shot featuring Ferris students Katie Frahm, a senior majoring in Respiratory Care; Avery Larson, a senior in Public Relations; Ethan Pineda, a senior in Biology; and Byron Terrell Williams, a senior in Public Relations.

The video was shot and edited by Richard Piippo, multimedia coordinator, on location at the Yeoman Photography Studio in Big Rapids. Piippo was assisted by university photographer Bill

Bitzinger and assistant university photographer Matt Yeoman. The script was written by Larson and Amber Balmer, coordinator of student activities from the Office of Student Leadership and Activities. Photography was shot by Bitzinger and Yeoman, and the video was produced by Sandy Gholston, manager of News Services and Social Media, and Betsy Musolf, communications specialist.

The primary contacts for the SocialFest 2012 Planning Committee are Balmer and Gholston.

For more information about SocialFest 2012, visit:

<http://www.ferris.edu/HTMLS/administration/advance/Social-Media/socialfest/homepage.htm>

- 30 -

Betsy Musolf
News Services Communications Specialist
Ferris State University
Advancement and Marketing
420 Oak St., Prakken 108
Big Rapids, MI 49307
Phone: (231) 591-2991