

JMC 432/532

AD-PR Video Production



Faculty Member

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Department

Journalism & Mass Communications

Student Purpose

AD-PR Video Production focuses on the workflow of a production company; students work in small production teams with community organizations to create real-world client projects. Students will work with professional clients to help identify a target audience and produce the appropriate media to meet the clients' needs through video creations.

Community Impact

Students work with professional clients to help identify a target audience and produce the appropriate media to meet the clients' needs through video creations. They made crisis intervention videos for Dr. Smith in Marshall's Counseling Program, videos for Stepping Stones, and Faith in Action in Kanawha County (they actually got Jennifer Garner's mom as an actress!)

Community Partners

- Marshall University Counseling Program
- Stepping Stones
- Faith in Action
- Black by God
- Small and Diverse Business Program

Video Links

- [Counseling](#)
- [Stepping Stones](#)
- [Faith in Action](#)
- [Black by God](#)
 - [BBG Interview](#)
 - [BBG Newsletter](#)
- [Small and Diverse Business Program](#)

Student Quote

“Working with Stepping Stones was probably the best experience I had. The video for the client was an informational talking about why they were different from typical group homes. We got to speak to the current director of the facility and one of the boys that had graduated from their program. It was nice to hear how this place had made such an impact on that young man's life...It felt like I was able to help promote something that could make a change in the system...It's nice to know that just through making an advertisement for them, I can make a difference in my own way.”

Community Partner Quote

“It was a pleasure working with the students and we are so grateful we were picked as one of their projects. They were personable, confident and always respectful of our program. When given a challenge they created work-arounds. Our videos are excellent and we are proud to host them on our website. We could have never had these videos for our stakeholders if not for the students' work and the program's contribution to non-profits in our community.”

Faculty Quote

“This class is always a favorite to teach because students are introduced to their surrounding communities and have an opportunity to make a difference for local organizations. By curating clients who are making a difference in their communities, students learn the technical aspects of filmmaking while providing a service that may not be afforded to the organizations otherwise.”



COMMUNITY-BASED
LEARNING PROGRAM

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