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## **ASU USES TSF VIDEO TO ATTRACT PROSPECTIVE STUDENTS**

(The article below appeared in ASU's Alumni Magazine in January 2007)

### **"A Place in the Sun" video brings ASU experience home**

*ASU Magazine readers are being presented with a one-of-a-kind DVD: "A Place in the Sun," a 15-minute capsule view of Arizona State University*

The program gives alumni an updated look at the university and what it has to offer incoming students, the Phoenix metropolitan area, and the world as it strives to embody the ideals of the New American University.

The DVD was produced by the university's University Student Initiatives group. Jim Rund, vice president of USI, said the department, which is charged with recruiting, enrolling and supporting Sun Devil students, wanted a new way to reach potential students and let them experience everything ASU has to offer.

"We felt we needed a new medium to capture 'one university in many places,' to capture the spirit, intent, goals and aspirations of the New American University," Rund said in a podcast from the Office of the President last fall. "We looked to video to help capture that visually as well as provide the content we needed."

The video, which is divided into chapters, features segments on ASU's evolution over the past few years, its quest for academic excellence, the opportunities provided by attending the university, and student life on the four ASU campuses.

Christine Wilkinson, president of the Alumni Association, noted that sending the DVD to alumni enabled the university to expand its advocacy and recruiting efforts exponentially.

“Wanting to share what’s great about your alma mater comes naturally to many alums. The university has now created a powerful tool with which to do it,” she said.

The production of the DVD had a special Sun Devil flavor, as **True Story Films** completed the project with help from alums Brett Tuttle '95 B.A. (producer), Cary Truelick '93 B.A. (director), Ben Scharffbillig '05 B.I.S. (camera/editing) and Alex Mitchell '94 B.A. (camera), among others. “A Place in the Sun” can also be viewed on the ASU Web site by visiting [www.asu.edu/news/video/placeinthesun.html](http://www.asu.edu/news/video/placeinthesun.html).