

USF University College Media Innovation Team (MIT) wins a record ten Telly Awards

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(Tampa, Fla. July 18, 2011) --The Media Innovation Team (MIT), part of USF University College, recently garnered a record ten international design awards at the 32nd Annual Telly Awards. The Telly Awards competition honors the very best local, regional, and cable television commercials and programs, as well as the finest video and film productions and work created for the web. This year's Telly Awards competition received over 13,000 entries from all 50 states and five continents.

"The Media Innovation Team's ten 2011 Telly Awards represent an exciting strategic mixture of instructional and institutional digital content projects underscoring the MIT's dedication to leading edge, world-class design as a vehicle for aligning and promoting USF's instructional and institutional goals," said William Patterson, Senior Director. Bill also noted that over the past three years, the MIT has earned a total of 15 additional international design awards from a wide range of high profile competitions – including both bronze and silver Telly Awards. (Telly Awards are either bronze or silver with no gold award offered.)

Patterson notes that the Telly Awards underscore and objectify the world-class, highly innovative ongoing collaboration between his team and USF faculty, departments, colleges and organizations as they work closely together to cultivate a meaningful digital landscape that can also serve as an international showcase for USF's dedication to the best in eLearning, university programs, teaching and learning, and entrepreneurship.

This year's award-winning projects include:

USF College of Engineering *Website Video Banner* - Bronze Telly Award for Best Internet Commercial for a School or University

USF College of Education *Prosperity Park Simulation* - Two Bronze Telly Awards:
Best Educational Internet Video & Best Copywriting for an Internet Video

USF College of Arts & Sciences/Geology Dept. *Maximum Compaction* - Two Bronze Telly Awards:
Best Instructional Internet Program, Segment or Promo Piece & Best Use of High Definition (HD) for an Internet Program, Segment or Promo Piece

USF Student Affairs *Student Involvement Orientation Video (SEI)* – Two Bronze Telly Awards:

Best Motivational Internet Program, Segment or Promo Piece & Best Recruitment Internet Program, Segment or Promo Piece

USF Faculty and Staff Campaign, *"I Give Because..." Video* – Bronze Telly Award for Best Fundraising for an Internet Program, Segment or Promo Piece

USF Unstoppable Webisode Featuring the USF College of Education *Tutor-A-Bull Webisode* – Bronze Telly People's Choice Award

The MIT also received a Bronze Telly Award for Best Use of Graphics in an Internet/Online Program, Segment or Promo Piece for a pilot program featuring a multi-part animated short on finances funded by The Fullbridge Program.

For a description of the MIT's awarding winning USF projects see attached document. For more information on for the 32nd Annual competition, please visit www.tellyawards.com