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Campus Beauty Video Wins Winthrop's First Grand Award at Education Conference

Winthrop University

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Campus Beauty Video Wins Winthrop's First Grand Award at Education Conference

Quick Facts

- "This Campus" took top prize in the recruitment video category, defeating 19 other entries.
- A total of 59 Grand Awards were given at this year's event.



*You can watch the video live
on YouTube.*

ROCK HILL, SOUTH CAROLINA — From the delicate dogwoods blooming in the spring to the burbling fountain to Scholars Walk buzzing with students, the Winthrop University campus is a beautiful place.

A video celebrating the campus' beauty led to Winthrop capturing its **first Grand Award** from the Council for the Advancement and Support of Education (CASE) District III. The video took the top prize in the recruitment video category. Out of more than 1,000 overall awards entries for CASE District III, only 59 received the Grand Award designation.

Entitled "**This Campus**," the 2-minute video showcases stunning images and video of the Winthrop campus. In voice-overs and in-person interviews, students share their favorite places on campus and how its beauty aided in their decision to attend Winthrop.

"**This Campus**," created by **Winthrop videographer Shawn Cetrone**, defeated nearly 20 other entries for the Grand Award title. The recruitment video category judging coordinator said committee members were impressed by the video's quality, its student voice and its closed-captioning which complies with the Americans with Disabilities Act.

"It's an honor to be recognized in such a highly competitive field of quality work," Cetrone said. "For this project, we took the lead from students and visitors who consistently praise Winthrop's beauty. We set out to make an honest piece that showcased that beauty and let students speak for themselves, sharing their unscripted thoughts."

Since its posting on Facebook and YouTube, "This Campus" has been viewed more than 25,000 times and prompted online discussion among alumni, students, faculty, staff and the community about the campus.

For more information, contact **Nicole Chisari**, communications coordinator, at 803/323-2236 or chisarin@winthrop.edu.

[\[Back to Previous Page\]](#)

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