

## Video Competition Reflection

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For our first video, we chose to highlight Ohio University's (OU) Residence Life. We chose this department to specifically promote hall council. Hall council is an opt-in organization where students from their specific residence hall volunteer their time to make events happen that they want to see. These events can include organizing events for the residence hall community and the larger Athens community. Historically, hall council has put on "tRAC-or Treat" for children in the community to participate in special halloween festivities and also experience OU's residence life. Hall council also plans events that promote professional development and philanthropy. As mentioned in our video, students can learn how to budget and participate in fundraising events like "trash for cash". Hall council offers many different events, activities, and flexibility with the level of commitment that students can give. Hall council is sure to draw students in in whatever capacity works for them, and engages them in something they'd like to see. If not, students have the power to create events they want to experience! Another reason for choosing to highlight this organization is that new first year and second year students are required to live on campus and the proximity of where students spend large amounts of their time and where the hall council programming happens is very close. With this resource, we hope to easily and smoothly introduce students to their residence hall community, the OU community, and the Athens community. We hope to get them to learn more about themselves, to learn some practical skills like budgeting and planning while they are navigating a new transition, and to, of course, have fun at OU!

For our second video, we decided to focus around a tier one organization on Ohio University's campus, the Black Student Cultural Programming Board. This is one of the three largest organizations on campus and they focus on multicultural programming on Ohio

University's campus. This organization is housed under the Diversity and Inclusion division on campus and is supported by the faculty and staff who work within the division. The purpose of this organization is to promote empowerment through cultural awareness and they do so through programming. BSCPB receives a larger amount of funding from the university Sac committee that they dedicate to their 4 annual large programs, weekly general body meetings and collaborations with smaller diverse organizations on campus. These four annual events include the annual Blackburn Spencer Scholarship Pageant, The Kwanzaa celebration, Siblings Weekend Concert and the Mom's Weekend Expo. These are university wide programs that are student programmed and run, with the support of a graduate assistant and their faculty advisor who supports them if needed. For the purpose of this project, we decided to focus on one program, instead of the organization as whole. Our video is focused on the promotion of the annual sibling's weekend concert with the hip hop artist Babyface Ray, a popular rapper and figure within pop culture today. We chose to focus on both this organization and this event because of all of the amazing work that this organization does to promote representation on OU's campus. The students are passionate about their programming, as well as the multicultural student experience and promote spaces to create a sense of belonging for those students on campus. In regards to the event in specific, this was a large university program, backed by the university weekend as a whole. Also with the event taking place on sibling weekend, a large family weekend at Ohio, we thought it would be good to support the students with the promotion of this event. The students on the executive board were both eager and excited to work with and welcomed us into their space to record our video. We wanted to keep the video student centered and we were actually able to use the executive board members in our video for promotion. By working with this organization, we hope to be able to improve exposure to the organization. The students expressed that they would like for their programs to be supported and engaged within the university student body and not just the multicultural community. The ability to build more campus wide connections for this student organization was our ultimate

goal. We also wanted to support them in promoting such a large event that they use a large amount of their budget for, often without even getting half of it back in ticket sales. Lastly, this is a really fun event that all students could benefit from and enjoy.