



LIGHTS, CAMERA, ADDYS!

The lights shined brightly on this year's ADDY award winners thanks to a new partnership between the North Central Advertising Federation and Hall of Music Productions. "This year's ADDY Award banquet was a complete success with the audio and visual enhancements produced by the Hall of Music staff", stated David Huhnke, President of the North Central Ad Federation. "The audience in attendance were thrilled with the professionalism of the event...you thought you were at the Oscars!"

Not being a stranger to the ADDY Awards Ceremony, Steve Hall, Director of the Hall of Music Productions, wanted to contribute more to the program than just award-winning submissions. He wanted to raise the bar for the look and feel of the event by utilizing his department's technical and creative capabilities in sound, lighting, staging and video production, while at the same time, creating an opportunity for students to participate behind the scenes. "Most people wouldn't realize that the video production aspect of this event was staffed almost entirely by Purdue students, all of which participate in technical video production course work taught by Hall of Music Productions in collaboration with the Film and Video Studies area in the College of Liberal Arts. We have such a great pride in our students, they are amazingly talented young people," said Hall. Along side those students was a core group of Hall of Music technical wizards contributing their expertise to the evening's festivities.

When such a special group of people come together to celebrate, it is the mission of the creative and technical talents of Hall of Music Productions' staff and students to produce an event with ambiance. And what was clearly considered by those attending this year's ADDYs, it was indeed a memorable night to celebrate! The North Central Ad Federation, in conjunction with Hall of Music Productions, is pleased to congratulate all of the 2006-07 ADDY winners!

The DVD Compilation of the 2006-07 ADDY Banquet will be distributed at the NC Ad Fed meeting on April 11th at the Holiday Inn Select.

"This year's ADDY Award banquet was a complete success ..."

***David Huhnke,
President of the North Central Ad Federation***



Getting the sound just right with the Yamaha Dm-2000 Digital Audio Mixer

"This year's ADDY Awards program was very glamorous and touching. I think we took a giant step up with the look and ambience of the evening. If I didn't know better I'd swear I was in L.A.!"

***Tina Parker
Media Director Haan Marketing+Communications***



Purdue student, Zach Klevenger, takes the shot!