During this past year, Hall of Music Productions has been involved in over 1,000 events that have played a part in the life of Purdue University. However, other than their satisfied clients, few realize the impact that Hall of Music Productions makes on Purdue since, as is often the case in the production support business, the department works in the background without much fanfare or promotion. This article explores the role of the department and takes you "behind the scenes" to learn more about how Hall of Music Productions is making a difference.

The Fall semester was a very busy time as, besides hosting legendary performers Willie Nelson and Toby Keith at the Hall of Music, the department was seen all over campus providing production support for a host of ground-breakings, dinners, galas, dedication ceremonies (including Krannert School of Management’s new Jerry Rawls Hall), President’s Council events, and even the large outdoor festival at Homecoming attended by over 20,000 avid Boilermakers. In addition, Hall of Music Productions continued to partner with Intercollegiate Athletics to handle the programming and production support for the Jumbotron in Ross-Ade Stadium, to produce a variety of promotional materials pertaining to the football and basketball programs, and to provide production support for Athletics press conferences. A most successful venture was the creation of the "Jumboheroes" which was featured on an ESPN national broadcast.

Hall of Music Productions continued its non-stop schedule in the Spring as dinner, dedications, and groundbreakings remained a significant part of the department’s work. Spring Commencement required the expertise of all four technical disciplines (lighting, sound, staging, and video) as well as that of the guest relations staff. Also taking priority was the programming and production support provided for President Jischke’s appearances to alumni groups in Houston, TX and Naples, FL. Support to Intercollegiate Athletics continued into basketball season as the department provided programming and support for press conferences, televised games, promotional videos, and recognition banquets.

Even during a very busy year, Hall of Music Productions never lost sight of one of its primary goals: the support of student learning in the production support industry. The department employed three graduate assistants and approximately 30 undergraduate students to assist with production support which in turn allowed the students to gain "real-life" experiences in the profession. In addition, the video area was active on the academic teaching front teaching two classes in video production and providing several internship opportunities through the School of Liberal Arts.
Sponsored nationally by the American Advertising Association, the ADDY Awards honor excellence in advertising.

Sometimes with success comes the opportunity for acknowledgement as Hall of Music Productions is no longer one of the "best kept secrets" on campus. Recently, the department won six ADDY awards from the Association of Advertising and Marketing Professionals. ADDYs were awarded to Hall of Music Productions for its "Jumboheroes Poster" design and the "Stuart Schweigert Promo DVD" created for Intercollegiate Athletics as well as its DVD cover design created for the Rawls Hall Dedication Ceremony. The Rawls Hall "Opening Day" DVD cover design and the Schweigert Promo DVD also earned "Judge's Choice Awards". Furthermore, the Schweigert DVD was recognized with the prestigious award for "Best of Show - Broadcast/Interactive Media". Sponsored nationally by the American Advertising Association, the ADDY Awards honor excellence in advertising.

In addition, the department just received notification that it has won five awards in the 25th Annual Telly Awards. Founded in 1978, the Telly Awards honor outstanding local, regional, and cable TV commercials and programs, as well as the finest video and film production. This year over 10,000 entries were received from all 50 states and several foreign countries. Telly Awards were presented to Hall of Music Productions for the "When Worlds Collide" fire-up video seen on the Jumbotron, the opening segment of the Joe Tiller Show, the Women's Basketball Recruitment video, the use of graphics in support of Purdue Football 2003, and the creation of the 40th Anniversary Video for Computer Science on a budget less than $700 per production minute.

(L to R): Josh McDowell (Video Graphics Designer), JC Trombley (Video Graphics Designer), Bobby Chastain (Video Editor/Post Production Coordinator and Instructor, IDIS 491D, AVID Non-Linear Editing), Bill Callison (Manager, Video Production Services and Instructor, IDIS 491F, Technical Video Production) proudly hold the five Telly Awards won by Hall of Music Productions.

"It's Happening Here!" Those words became a major theme for the University this past year as strategic emphasis was placed on outreach and public relations. From small dedication ceremonies to large celebrations, from conferences to commencements, from sporting events to touring professional shows, and from assisting academic programs to teaching video production the support of learning, discovery, and engagement is the beacon that guides the department and drives it to emulate the theme it helps promote; at Hall of Music Productions it truly is happening here!