

# Commercial & Corporate Video Production

A partnership between Fairhaven  
Senior Services and COMM 338  
Student Hannah Dawson:  
Video Production Project



Spring, 2018

## Bullet points about impact

- Point 1 Student had the chance to apply video production skills in real world settings.
- Point 2 Communication student applied her media skills to serve local community.
- Point 3 Community partner benefited from UWW student's digital media skills and creativity.
- Point 4 Increased student's sense of civic knowledge and engagement with society.

## PROJECT PURPOSE AND RESULTS

A partnership with Fairhaven Senior Services was established this semester. The community partner project's purpose was to produce a video that highlights the rich relationship between Fairhaven residents and the UW-Whitewater community. This partnership resulted in a video project produced by Hannah Dawson who is a senior at the Communication Department at UWW. The Video project title: *Uncovering the Rock of Happiness: Seniors and Students*. This mini-documentary demonstrates the value that Fairhaven as a community partner places on the various intergenerational relationships between Fairhaven's residents and UW-Whitewater's students. The video featured and documented the mutually beneficial connections between Fairhaven and UW-Whitewater. The video showcases the positive impact that UWW's Community Based Learning programs and services have on Fairhaven's senior residents. You can check the video project at:

<https://www.youtube.com/watch?v=uht35SKtqXM>



This established partnership with Fairhaven Senior Services in Whitewater will be sustained through other future video projects in the coming semesters.

The Communication Department offers COMM 338 class every two or three semesters as an applied elective for students who major or minor in Electronic Media.