

Department launches FiveCore Media

By Ariel Ropp

The Communication Department this fall launched FiveCore Media, the first video production unit at Goshen College to cater to both in-house and external clients. Kyle Hufford, a media professional and producer, was hired as general manager of the venture. He will oversee all projects.

“The main goal of FiveCore Media is to provide students an environment where they can get professional video experience, working with real clients,” said Hufford.

FiveCore Media will serve off-campus business clients in addition to producing videos for departments at Goshen College.

An a cappella group from Texas, Conspirare, was FiveCore’s first non-campus client. In September, the ensemble spent several days recording an album at the Music Center while FiveCore crew members captured their work on video.

Hufford and the student video team are also producing videos for several departments at the college that are interested in advertising their programs to prospective students on the Web. Early clients include the business department, the Latino Studies program and the Center for Intercultural Teaching and Learning.

Hufford considers FiveCore Media, which was named after the college’s five core values, a perfect match for smaller clients. The idea for FiveCore was developed when the communication department began to see a demand for reasonably priced video production services, especially on campus.

“We’re going for a smaller niche market that isn’t being tapped right now,” explained Hufford.

Assistant Professor of Communication Seth Conley, a main developer of the production service, sees additional benefits of FiveCore Media. He believes the video production unit has great potential not only as a teaching tool, but also as a way to attract new students to the college.

“Under Kyle’s direction, the students will get to use the skills they have developed in their video and broadcasting classes,” said Conley. “FiveCore will help grow enrollment by offering lower-cost video production projects to promote the college and by enticing more students to our program.”

Hufford said that four communication majors have already been hired at FiveCore and more crew members may be hired as needed. For now, FiveCore will primarily employ upper-level students, as the job requires video experience, direct interaction with clients and long-term commitment. Students must be willing and able to produce videos over the summer, as the unit will operate year-round.

“Our student leadership staff – Summer Hasan, Kate Yoder, Daniel Penner and Ben Sutter – has done a wonderful job this semester working with clients, organizing projects and producing content,” said Hufford. “I couldn’t have done it without their help.”

Sutter, a third-year communication major and one of the FiveCore student employees, is looking forward to improving his video production skills. “I’m excited to have the opportunity to work with clients from the beginning of a concept until we have a finished project,” Sutter said. “This company is an amazing opportunity for me to gain practical experience while producing videos that I can put my name to for a demo reel.”

As a business, FiveCore Media will charge for all videos produced, adding value and quality to the projects.

However, Hufford was quick to point out that the production unit is first and foremost an academic program. The communication department is more interested in giving students real-life video production experience than in making a profit, he said.

“FiveCore is intentionally based in the communication department,” explained Hufford. “It’s not a marketing program. We eventually plan to make a wide variety of videos, not just promotional ones.”