

Major TV Commercial Produced on Concordia's Campus

Concordia College's beautiful Westchester campus was transformed into a TV production set September 29, as 90 production personnel and actors converged on it to produce a major national commercial for Verizon. The 14-hour shoot resulted in a TV spot that will air nationwide, and feature locations of the campus used as backdrops, including the always recognizable "Quad", archway entrances, and Feth Hall. Five New Media students from the College were hired as Production Assistants and many more were also provided an "insider's tour" of the key function areas of the set by the Production Manager. The 30-second commercial is expected to begin airing in the next few weeks.

