



iamfresnostate.com

What do the newspapers say?

*“A university in California [had]... a campus competition to create video clips that are meant to... stir feelings of pride among students, alumni and members of the faculty and staff. California State University, [Fresno] also known as **Fresno State**, called the contest “**I Am Fresno State**” named after... **iamfresnostate.com**. The competition also involved Web [platforms]... already popular with students... **MySpace** and **YouTube**.”*

—Stuart Elliott, **THE NEW YORK TIMES** (May 22, 2007)

*“**Fresno State** is getting national attention on the video-sharing Web site **YouTube** using student-generated clips that promote the university with humor, sentiment and song. The school might be an education pioneer in its informational efforts on **YouTube**.... Other schools have noticed. Some viewers are raving about the videos. Some viewers have gushed over the videos. **Fresno State** created an account at **MySpace** and a [Web site] (**iamfresnostate.com**) to spread the word about the video contest and the videos. Consumer-generated advertising is a new trend. Marketing firms are using it to promote... big names... but **Fresno State** appears to be one of the first universities to use the technique.”*

—Doug Hoagland, **THE FRESNO BEE** (June 11, 2007)

*“Last spring a new Web site was created to foster the needs of **Fresno State** students and alumni and to host a **Fresno State** advertising campaign unlike any other previously launched by other universities. This Web site was **iamfresnostate.com**. With the **IAMFRESNOSTATE MySpace** having [more than] 2,400 friends and the **YouTube** [views] on all the winning videos totaling [more than] 12,000, it's clear that both **iamfresnostate.com** and the [video] contest have captured positive attention toward **Fresno State** and have brought the **Fresno State** community together.*

—Valerie Nevens, **THE COLLEGIAN** (January 18, 2008)

