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THE FRESNO BEE ~ Dec. 14, 2007  
*fresnobee.com*



*Fresno State grad Bryan Harley's video draws inspiration from the "I'm a Mac, I'm a PC" TV commercial in which cool Mac guy is pitted against nerdy PC man. Photo: John Walker/ THE FRESNO BEE*

## **Fresno State garners two awards**

**The Fresno Bee**  
FRI 12/13/07

Fresno State won two awards last week from an international association for using the video-sharing Web site YouTube to promote the university.

"I Am Fresno State" was a university campaign on both YouTube.com and the social networking site MySpace.com.

Students submitted short videos about California State University, Fresno, to the school, which put them on YouTube.com. Students, alumni and others wrote comments about the university at MySpace.com.

The Council for Advancement and Support of Education presented Fresno State with a first-place award in the public relations/communication category and a second-place award for best logo/brand/image at a conference in Las Vegas.

The council is a professional association for colleges and universities and their employees who work in fundraising, alumni relations, communications and marketing. More than 3,300 colleges, universities and other schools belong to the association.

Peter Robertson, Fresno State's director of annual giving, developed the campaign last spring.

"What makes this project so special is that it has provided Fresno State students the opportunity to share their sincere feelings of loyalty, pride and spirit toward their alma mater with others," Robertson said in a statement.