



CONTACT: Brian Rossiter
Senior publicist
(215) 351-2066
brossiter@whyy.org

**WHYY-TV TO BROADCAST *CREATIVE CAMPUS* SPECIAL SEPT. 10
FEATURING ARTS AND CULTURE SCENE AT COLLEGES, UNIVERSITIES**

PHILADELPHIA, Aug. 27, 2009 — WHYY-TV will broadcast a special featuring four segments of its *Creative Campus* program, which explores the arts and culture scene at more than 20 Delaware Valley colleges and universities.

The half-hour special, to be broadcast at 10:30 p.m. Thursday, Sept. 10, will feature:

- Drexel University's MAD Dragon Records: MAD Dragon Records takes its name from the university mascot and is Drexel's student-operated record label. Students do everything, from booking performers to recording, marketing and promotion. The result is national distribution of three records and a MAD Dragon Concert in Philadelphia each year.
- West Chester University's Collegium Musicum: Mark Rimple is the music director of the university-based music ensemble. Student singers and players learn medieval and Renaissance musical forms and ancient instruments such as the lute, psaltry, hurdy gurdy and rebec. Nonstudents are invited to join Collegium Musicum.
- Philadelphia University's Design Center: Housed in the lavish former home of prominent Philadelphian Goldie Paley, the Design Center aims to make people think about how design affects everyday lives. The center hosts events, programs and exhibitions, including Candy Depew's "Housing Project," which utilizes the house and university's vast textile collections. The center also sponsors the annual Design Philadelphia celebration.
- Walnut Hill College's Restaurant School: Located on the edge of University City in Philadelphia, The Restaurant School trains students for careers in the culinary arts — from cooking to service and management. Their laboratories are four restaurants on campus, serving patrons like any professional establishment. Students prepare and serve oysters, chicken breast and pound cake.

Representing the work of seven producers, *Creative Campus* is one of WHYY's most ambitious local video projects in recent years. WHYY produced 150 segments, which range from two to 10 minutes. The segments may be viewed on WHYY-TV, Y Arts and WHYY.org in the months ahead.



“This project opened a door to a world we don’t often see,” said Trudi Brown, WHYY executive producer. “We found that by doing this project at area colleges and universities, the arts and culture scene is even greater than we had imagined.”

Other *Creative Campus* program topics include Bryn Mawr College’s Performing Arts Series, Bucks County Community College’s Artmobile, Moravian College’s Bethlehem Guitar Festival and Temple University’s Charles L. Blockson Afro-American Collection.

Trudi Brown serves as executive producer for *Creative Campus*; Mark Baker, associate producer; Erin Knight, project production manager; and Ryan Morrison, researcher. The following served as producers: Andrea Campbell, Jim Cotter, Ed Cunningham, Abby Gold, Michael O’Reilly, Monica Rogozinski and Rob Stoller.

Creative Campus is made possible by a grant from the Pennsylvania Department of Community and Economic Development.

#

