Hilltopper of the Century

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Have you seen the Hilltopper of the Century video highlighting the accomplishments of the latest Capitol Campaign?

In this week’s View from the Hill, Amy Bingham shows us how this snazzy video came together.

WKU’s Century of the Spirit campaign wrapped up recently after surpassing it’s two million dollar goal. But it’s the video showcasing how the money was used that has the whole campus buzzing.

When it came time to put together a thank you video for campaign donors, WKU decided to think outside the box.

“The concept was lets have something fun and short that really will excite people and make them feel good about what happened.”

The next step—hiring Madhouse Creative from Toledo Ohio to produce a rap video.

“We sent them a lot of information and they wrote the beginning of an excellent script right away. They got it.”

Then it was time to cast the rapper, so an email was sent to the entire student body.

“They were like hey we’ve got this music video we want done and we need a WKU rapper/singer and I was like hey, I’m a WKU rapper/singer.”

Louisville Junior Marquonn Bartee won the part. He recorded vocals then had three twelve hour days of filming on campus.

“Really some of my favorite shots are the times I performed the whole song cause that allowed me to dig deep in my personality to exude what they wanted for the video.”

Lots of familiar faces from WKU also made their way into the video.

“Lee’s Carpe Diem was perfect for him and just suits him to a T and he’s so beloved, that’s one of the highlights of the film honestly.”

The film debuted at the President’s Circle Gala. Marquonn’s mother was there to see it.

“Sent chills through my body, I was like that’s my son up there and I cried. Like I said, I cried from start to finish, it was wonderful.”

Also wonderful, the grand total from the campaign was more than 202 million dollars.

“We started strong, we ended strong and we got participation within our university as well as 49 thousand people who donated to this campaign.”

If you’d like to check out the video for yourself, go to www.wku.edu.

Costello says the next initiative will be a focus on scholarships for the next three years.

With this week’s View from the Hill, I’m Amy Bingham.

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